NEW INSTRUCTOR BIO

Eric K. Clemons, Visiting Scholar, from the Wharton School will deliver course material based on his extensive scholarship.

Eric K. Clemons is Professor of Operations Information and Decisions at the Wharton School of the University of Pennsylvania. His research for the past 30 years has involved the systematic study of the transformational effects of information on the strategy and practice of business. He was among the first to study online global securities trading (1986), business process outsourcing (1991), the abuse of power in computer search systems (1991), channel conflict and successful and unsuccessful areas for the introduction of eCommerce (1996), and the effect of information on product proliferation and the transformation of consumer behavior in these new marketplaces (1996). More recently, he has begun studying privacy and the challenges of applying current antitrust law to online business models. His most recent project is integrating three decades of study into a single volume “New Patterns of Power and Profit: A Guide to the Information Age.” Dr. Clemons has held teaching appointments at Wharton, the Harvard Business School, the Johnson School of Management at Cornell, the Engineering College at Cornell, Hong Kong University of Science and Technology, and the India School of Business in Hyderabad. He has held research positions at Singapore Management University, Peking University Law School, the Desautels Centre at the Rotman School of the University of Toronto, and INSEAD in Singapore.

TARGET AUDIENCE

The course is intended for students who need to understand how information and online business models affect business strategy and business valuation. It is intended for students who wish to start their own businesses, who intend to pursue careers in strategic consulting, or who are interested in private equity.

COURSE MISSION

Consistent with Rotman’s stated mission, this course seeks to teach students a new way to think about complexity, new ways to diagnose problems, and new ways to recognize and structure solutions in the areas of information and information-based strategy.

COURSE SCOPE

This course is about information and information-based strategy; it will use patterns, history, and information economics to teach you how to think about new competitive environments. It is not about technology or about managing technology. It is about identifying threats and opportunities created by changing information endowments and about developing sound and effective strategic responses.

REQUIRED RESOURCES

The course will use a pre-publication copy of Professor Clemons’s text, “New Patterns of Power and Profit: A Guide to the Information Age” and other readings as necessary. These readings will be provided online and without charge.

COURSE FORMAT

The course will comprise 12 sessions, taught Wednesday through Friday, 17 May through 9 June.

EVALUATION AND GRADE DISTRIBUTION

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<td>Final Exam</td>
<td>13 June</td>
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