

The Wall Street Journal Instructor Guide

An Overview for Information Technology Professors
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About The Wall Street Journal's Instructor Guide

We developed this guide to help you maximize The Wall Street Journal as a resource for your classes. You'll be able to energize discussions and engage students with tangible examples of course concepts that your students can apply in the real world. In addition, with the help of faculty partners, we've curated a special collection of our most popular and thought-provoking articles across management. For each of these readings, we provide a summary, correlation to course topics, classroom applications and questions suitable for launching discussions and conducting assessments. Here are some of the many ways to incorporate WSJ into your courses:

- **Course Readings:** Assign articles as required reading alongside your textbook sections. For best results, include assessment questions on quizzes and exams.
- **Discussion Launchers:** Use articles to spur classroom and threaded discussions in online and hybrid courses on core concepts and current events.
- **Extra Credit:** Allow students to read optional articles and answer assessment questions for extra credit.
- **Group Projects:** WSJ is a rich source of real-world topics for group research and presentation projects.
- **Research Papers and Case Studies:** WSJ features provide timely citations for research projects.

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What Keeps CIOs Up at Night?



Reporters: Jeff Stone, Kim S. Nash, Adam Janofsky, Angus Loten, Steven Norton and Kate Fazzini (5/29/18)

Reviewed By: Drew Baker, Brevard College

Topics: Management of Information Technology

Summary: What keeps CIOs up at night? Their answer: Pretty much everything, including how to measure the actual security risks, who has access to the system and whether business partners can be trusted. Cybersecurity threats are relentless, they're getting stronger and they're coming from more directions than ever. What's more, the consequences of a breach can be disastrous, with staggering losses of customer data and corporate secrets— followed by huge costs to strengthen security as well as the threat of regulatory scrutiny and lawsuits.

Classroom Application: Invite your school's IT executives to come speak to your class about what keeps them up at night, and what security issues or big projects they currently have on their plate.

Questions:

1. What are the potential consequences of a security breach? What is an example of a major company that experienced a breach?
2. What two numbers did Liane Pelletier, a former executive at telecommunications providers Sprint and Alaska Communications, use to tell her about the health of data security at her companies?
3. What are some major challenges involved in quantifying and managing cyber risks? How do IT staffs and boards need to work together on this?
4. How does Microsoft communicate security risk information to its board? Do you think this is an effective approach?
5. List two major tech vulnerabilities and how companies are addressing them.

US Websites Go Dark in Europe as GDPR Data Rules Kick In



Reporters: Natalia Drozdiak and Sam Schechner (5/25/18)

Reviewed By: Drew Baker, Brevard College

Topics: Online privacy

Summary: Europe's new privacy law took effect Friday, causing major U.S. news websites to suspend access across the region as publishers determined it is safer to suspend access in Europe rather than risk sanctions, which the EU's top privacy regulator warned could come soon. Firms that violate the EU's privacy rules risk fines as high as 4% of their global revenue. Tronc Inc., publisher of the Los Angeles Times, New York Daily News and other U.S. newspapers, was among those that blocked readers in the European Union from accessing sites as they scrambled to comply with the sweeping regulation.

Classroom Application: In class, click the "What Data You Agree to Surrender" icon and review this article along with the details about what it means to click "I Accept" for one or two of the major social media services shown. Then, discuss what steps students plan to take with respect to the amount of data being collected about them.

Questions:

1. What are the potential penalties if a company violates the new European privacy rules?
2. Watch the embedded video at the beginning of the article and summarize five interesting things you learned about the GDPR.
3. Why did Tronc Inc., publisher of the Los Angeles Times and other US newspapers, block readers in the European Union from accessing their news sites? Was this loss of potential revenue preventable?
4. What are some of the things companies are required to do under the GDPR?

How Tech Has Undermined - and May Now Save - the Doctor-Patient Relationship



Reporter: Robert M. Wachter (4/29/18)

Reviewed By: Drew Baker, Brevard College

Topics: Medical Technology

Summary: Over the past decade, most U.S. hospitals and medical practices switched from paper charts to electronic health records, with significant benefits. But some of the side effects have been surprisingly toxic. Physicians are now spending so much time checking boxes they can't take care of patients, and many have come to resent their new role as data entry clerks. Surprisingly, the solution may lie in more technology: specifically, voice recognition and artificial intelligence.

Classroom Application: Ask your students to consider electronic health record-keeping from the perspective of a hospital administrator. What types of data would she want to maintain? What business purposes could this data potentially support?

Questions:

1. According to the author, what have been the two major goals of physician automation?
2. What have been some of the benefits resulting from doctors and hospitals switching from paper files to electronic records?
3. What is a medical scribe? What are the benefits and costs of using scribes?
4. Click on the "Augmedix" link, visit their home page and summarize what products and services they offer. Does this sound like a good solution for physicians? Explain.
5. How can voice recognition and artificial intelligence technologies be used to help relieve the record-keeping burden on physicians and potentially improve medical care?

Why No One Wants to Back the Gun of the Future



Reporter: Zusha Elinson and Joe Palazzolo (4/14/18)

Reviewed By: Drew Baker, Brevard College

Topics: Smart guns, Smart card technology

Summary: Spurred by the deaths of 20 young children in the 2012 Sandy Hook shooting, Silicon Valley set out to make “smart guns,” safer, technologically advanced weapons that could only be fired by their owners. Venture-capital luminary Ron Conway, known for his early investments in Google and PayPal, led the charge, raising millions for grants aimed at jump-starting the smart-gun industry. Five years later, the smart gun has stalled. No smart gun has been brought to the market and most of the handful of startups are struggling. Both the firearms industry and Silicon Valley investors have shied away, largely for political reasons. “The gun industry is not fond of [the smart gun] because it’s change, and Silicon Valley isn’t fond of it because it’s guns,” said Jonathan Mossberg, former executive at shotgun maker O.F. Mossberg & Sons.

Classroom Application: The smart gun industry seems stuck in a political and, to a lesser degree, technical box. In class, brainstorm some ideas that might help it move forward.

Questions:

1. Why are conservative gun-rights activists wary about smart guns?
2. What is the major difference between a smart gun and a regular gun?
What are the two different technical approaches used in smart guns?
3. What are the potential benefits of smart guns?
4. Why have both the firearms industry and Silicon Valley investors shied away from smart guns?

Due Diligence on Cybersecurity Becomes Bigger Factor in M&A



Reporter: Kim S. Nash and Ezequiel Minaya (3/5/18)

Reviewed By: Drew Baker, Brevard College

Topics: Tech acquisitions

Summary: Merger and acquisition activity is heating up on expectations of extra cash from lower corporate tax rates. To protect themselves, acquiring companies are intensifying IT security due diligence of acquisition targets to avoid costly cybersecurity surprises, particularly when intellectual property, such as software code or customer data, drive the deal. Gaps in data protection, undiscovered breaches, regulatory violations and other holes in a company's technology operations can threaten transactions. Such problems can also decrease the value of a deal or leave an acquirer liable for problems after a merger.

Classroom Application: Drawing on the information in this article, have your students draw up an acquisition cybersecurity due diligence checklist.

Questions:

1. Why is merger and acquisition activity heating up of late?
2. What did ADP's team of cybersecurity, risk management and financial-crime specialists look at before the company acquired WorkMarket?
3. Provide an example of where data security issues ended up significantly lowering the price a company was willing to pay for an acquisition.
4. Why is it important for companies to conduct cybersecurity due diligence on their acquisition targets?

