15.598, Assignment 1

1. Read and be prepared to discuss:

    Case: "JetBlue Skies Ahead", Overby, S., CIO Magazine, July 1, 2002

    Also, read:

    Aley, J., "Software Doesn't Work. Customers Are In Revolt. Here's the Plan.", Fortune, November 25, 2002, pp 147-153

2. Check the web for JetBlue's most recent financial results, and compare to those of Delta Airlines, Southwest Airlines, and one or two others.

3. What are the key factors in JetBlue's business success? How would you describe the role of information technology in its success?

4. Be prepared to describe your experience and your interests in IT in business.