2017

INFO 550-3S Introduction to Management Information Systems

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INFO 550: Introduction to Management Information Systems

COURSE SYLLABUS (Summer 2017)

CLASS LOCATION AND TIME: Smith Hall, Room 251, M|W 6:00pm – 9:15pm

INSTRUCTOR

Name:	Joel Asay
Email:	asayj@xavier.edu
Office Location:	Room 221 or 315 Smith Hall (Try 221 first!)
Office Hours:	**M, T, W, R 4:00pm – 6:00pm**
	Or by appointment
Telephone:	513-475-2938 (office)
Website:	canvas.xavier.edu
Section:	3S

Williams College of Business Mission:
"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition."

TEXTS:
Harvard Business Coursepack—Available for purchase here:
http://cb.hbsp.harvard.edu/cbmp/access/64329228

Pre-requisites:
None

Course Description:
The course is an examination of systems and technology involved in the production of goods and the delivery of services. The predominant focus is on the manager's use of information and technology to influence the design, operation and control of systems that enhance competitive advantage and productivity. Topics covered include analysis of current information systems, identification and assessment of an organization's strategic use of information systems (IS) and trends of information technology (IT) development. This course explores business processes and systems; it is highly integrative and will draw heavily from other functional areas in business. Current IT issues will also be explored for students to be aware of the intricate involvement of IT in business and personal operations.

Learning Objectives:
Upon completion of this course, you should be able to:
- Understand the importance of information systems within an organization
- Conceptualize information systems as socio-technical and disruptive systems
- Understand how business processes are made more efficient and effective using information technology
- Understand the process of systems analysis and design
- Understand significant current issues in the acquisition and management of information systems
- Present a business case supporting an IT or IS project

WCB Learning Goals and Objectives of the course:
- **Strategic Thinking and Leadership:** MBA students will formulate business strategies utilizing their understanding of the key functional areas of business and in particular know how technology can support this.
- **Ethics and Social Responsibility:** MBAs are able to foster an ethical climate in their roles and responsibilities in business and society as well as understand social responsibility as it relates to technology in business.
- **Critical Thinking:** MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions
- **Effective Written and Oral Communication:** MBAs are proficient in written and oral communication and in particular virtual communication.
- **Global Perspective and Cultural Diversity:** MBAs will be able to work across cultural boundaries, whether these are geographical or societal, in that they possess a recognition and appreciation of the global environment of business and an understanding and appreciation of diversity.

My vision for this semester:
Think for a moment of the businesses that would cease to exist if those organizations had to suddenly learn to operate without their primary technologies. Companies like Uber and Airbnb would be nothing without the internet. UPS and FedEX, organizations that have transformed from parcel delivery services to all forms of logistics would lose the last 30 years of productivity gains. This class is designed to highlight the benefits and risks of technology to business. We explore how technology is adopted, integrated, relied upon and transitioned to and away from.

This focus will routinely intersect with the realm of ethics and moral behavior. I challenge you to use your time in a safe, classroom environment to decide what you feel is an appropriate use of technology and what you personally believe is "crossing the line."

General Course Policies:

- I will take attendance at every class period, and I expect you to attend every class. Participation in a case-based course is critical. When one person misses a class, that is one less perspective everyone else may learn from.

- Assignments are to be submitted on the due date. Late assignments will not be accepted unless prior arrangements have been made with the instructor. A score of 0 will be recorded for any assignment received beyond the due date.

- Grade tracking and averaging is the responsibility of the student. Canvas will be kept up-to-date for your convenience.

- All communication from me will be through Canvas and email. I usually respond to email within an hour of receipt if I'm not sleeping. (It's the millennial in me!) I always respond within 12 hours. If I do not respond within 12 hours, I may have missed your email, and you should bother me again. I expect others to respond with 24 hours (we aren't all addicted to our electronic notifications like me!)

Class Technology Policies:
I expect technology use to be appropriate in nature. If I observe another student becoming distracted with your non-class-related technology use, I may ask you not conduct such behavior in class.

Academic Assessment:
The class will consist of the following methods of assessment:

Case Analyses and Homework:
The case method is the primary form of teaching and learning at the elite universities across the world, including Harvard Business School. We will be taking a form of the case method and adapting it for use in our class room. Several times during the semester (as highlighted in the schedule) we will be discussing these cases as a class and debating the subjects with each other. During these case analyses, a group of 3-4 students will be responsible for leading the discussion. I will lead the first case analysis, with the following 6 to be led by you.
To quote Harvard: *"As you watch a case study unfold in class, you'll see students doing 85 percent of the talking, as the professor steers the conversation by making occasional observations and asking questions."*

IT/IS Jargon Quiz
To help prepare you for in-class discussions, you must know some terminology. This quiz tests your understanding of the jargon used throughout the course. This quiz is due by the second class period.

In-class participation:
Because the case method requires everyone to work properly, I require you to be engaged in class to the fullest degree possible. Each day you will be given the opportunity to earn up to 3 points, assessed as follows:

1 points   Attendance without any participation

2 points   Casual participation in discussions, but not substantively contributing to the conversation.

3 points   Frequent participation with valuable insights, comments and thought provoking questions

Final Exam:
There will be one comprehensive final exam covering all class material. The exam will cover concepts from the readings, in-class discussions, case analyses, and assignments. It will be in a written, essay form. The final exam will be completed on your own time as a take-home test.

Reflections:
In keeping with our Ignatian paradigm, reflections on the course and your learning will be submitted to me twice during the term. These short (2-3 paragraphs) are meant for you think back on your reaction to the topics discussed in class, the skills you are acquiring, the structure of the course and how you make these experiences your own. Reflections might include a thoughtful reconsideration of the material, your experience in the class, your reaction to the arguments for and against an idea or strategy proposed or additional material you seek for further learning. I especially encourage you to internalize the unintended consequences of these data mining tools and especially the ethical considerations thereof. Reflections will be submitted via canvas and I will be the only one to read them.

Personal presentation on IT/IS at your workplace:
An important part of learning is applying knowledge to your current environment. Reflecting on the IT/IS policies we cover in class and considering them in context to your workplace is an important part of this learning experience. Your classmates will also benefit from a perspective other than mine!

You will prepare a 5-7 minute presentation on how IT/IS works in your business. How does it support the core business functions? Are you using any next generation systems (knowledge management, knowledge generation, etc.)? What frustrates you about the IT/IS at your workplace? What do you think frustrates your customers / clients? How would you change these frustrations and why do you think they have not already been addressed by management? See the rubric on canvas for further information.

Personal presentation on a technology-related current event:
To become more informed about information technology in business, you are to locate one current information technology issue dealing with the strategic use of technology and/or information systems.

Topics can be about data warehousing and big data, e-Business, outsourcing, e-banking, e-health records, security, social media, etc. You are to do a 5 to 7 (7 max) minute presentation of your current IT issue using the guidelines posted in Canvas. Learning how to present on a topic and field questions from the gallery are skills that every MBA must hone to perfection! ☺

A sign-up sheet will be available on Canvas. There will be a list of suggested topics as well, but you are welcome to come up with your own. Once a topic is taken it cannot be claimed by someone else, so sign up early and always check the list to make sure no one has signed up for the topic first.

Some of my favorite personal presentations relate to up-and-coming technologies. The Consumer Electronic Show is held every January, showcasing a variety of new innovations. A great idea is to take one of these next-generation technologies and make a presentation on how you think it will upset a current business or possibly create an entirely new industry. See the rubric on canvas for further information

Grading Criteria:

Grading Criteria		Grade Distribution			
In-class participation	30%	A	95-100%	C+	77-79%
Homework / Cases	20%	A-	90-94%	C	73-76%
Final Exam	20%	B+	87-89%	C-	70-72%
Individual Presentations	20%	B	83-86%	D	60-69%
Reflections	5%	B-	80-82%	F	Below 60%
IT/IS Jargon Quiz	5%				

Class Schedule

(This is simply a guide and may be changed periodically. Check Canvas for changes)

Date:	Class Topics:	Case / Assignments Due

5/15	*Module 1: What it IT/IS* Introductions, the case method, what is IT/IS, data systems	
5/17	IT/IS disrupting business, the internet giants and changes to business models	**Case Discussion:** Airbnb, Etsy, Uber **IT/IS Quiz Due**
5/22	The social information system and sharing economy	**Case Discussion:** Should we fire him?
5/24	*Module 2: How does IT/IS support a business* Business cases for IT/IS, Acquisition and Implementation	
5/29	**Memorial Day – University Closed**	
5/31	Data mining and Business Analytics	**Case Discussion:** Have text, will travel
6/2	**Memorial Day – Makeup – Class Activity Held on Canvas**	Reflection 1 Due
6/5	Security	**Case Discussion:** Autopsy of a data breach
6/7	Industry specific IT/IS Individual Presentation: IT at your work	
6/12	*Module 3: Contemporary Issues in IT/IS* Next Generation disruptive technologies	**Case Discussion:** Apple Pay
6/14	IT/IS Current Events Final Exam Assigned	**Case Discussion:** Facebook's Free Basics
6/19	Consequences of IT/IS (The dark side of IT)	
6/21	Individual Presentation: How will this next generation technology impact business?	Reflection 2 Due Final Exam Due

Case Synopses

Airbnb, Etsy, Uber: Acquiring the first thousand customers (5/17)

By 2016, two-sided online platforms (or marketplaces) were pervasive among the highest growing internet startups around. These marketplaces sought to match suppliers of assets for rent, physical products or services with customers demanding them. Among the most notable two-sided platforms in terms of their tremendous early growth were Airbnb, Etsy and Uber. They offered short-term property rentals, handcrafted goods, and car rides, respectively. As two-sided markets grew to scale, network effects kicked in as more consumers bred more suppliers and vice versa. But how did these platforms acquire their first customers, at the time when they had so few providers? How exactly did they go about acquiring their first thousand customers?

Should we fire him for that post? (5/22)
Many organizations lack the foresight to set expectations for employees with regards to their social media presence until it is too late. This case is an example of a situation where a balance must be struck between terminating an employee, correcting employee behavior or just ignoring the employee's social media presence. The case also includes commentary from business professionals to help in your analysis.

Have text, will travel: Can Airbnb use review text data to optimize profits? (5/31)
Airbnb is a company born in an era of digital data. With hundreds of thousands of would-be hoteliers popping up all around the country, can Airbnb use text data from users to improve property performance? Improved property performance should translate to improve profits, but what are the potential unexpected consequences of such an endeavor? How might this strategy impact the property hosts and users?

Autopsy of a Data Breach: The Target Case (6/5)
On December 19, 2013, Target, the second-largest retailer in the United States, announced a breach involving the theft of data from over 40 million credit and debit cards used to make purchases in its U.S. stores between Nov 27 and Dec 18. On January 10, 2014, it reported that the cyber criminals had also stolen personal data, including the names, telephone numbers, home addresses and email addresses of up to 70 million additional customers. What impact does this breach have on the organization, how did management respond, and what should have been done to prevent it?

Apple Pay (6/12)
Tim Cook, the CEO of Apple announced the much-anticipated service Apple Pay by saying "our vision is to replace this [wallet] and we are going to start with payments." He explained how Apple Pay would

allow customers to complete the check-out process within apps with a single touch, and without needing to repeatedly enter credit card information, billing addresses or shipping addresses. The technology has been praised by credit card companies and banks alike but not everyone is on board with this new revolution. The landscape of mobile wallets and contactless payment services are littered with failures, so what will make Apple Pay different, or will it eventually succumb to failure like others. Momentum is currently in their favor, but what should Apple do to maintain it?

Facebook's Free Basics: Free in India? (6/14)
Facebook's Free Basics program was meant not only to enable internet access on a smartphone but also to deliver free or low-cost internet connectivity to the masses. It had already been launched in several other countries but has not been well received in India due to regulatory concerns—primarily surrounding the concept of net neutrality since it essentially incentivized people to use specific web services. Is it really the government's job to protect the masses from free, sponsored internet usage or should individual companies be able to endorse and prioritize some data over others? The debate rages in the United States too…how would our domestic marketplace respond to a program like Facebook's Free Basics?

Disabilities Disclosure Statements

Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me by sharing their Accommodation Letters with me at the beginning of the semester either during office hours or by appointment. Disability related information is confidential. If you have not previously contacted Disability Services, I encourage you to do so by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail to Cassandra Jones at jonesc20@xavier.edu, to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

It is my goal that this class be an accessible and welcoming experience for all students. If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to arrange an appointment to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services (located in the Learning Assistance Center) to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.