INFO 550-W17 Business Information Systems

Padma Chebrolu
chebrolup@xavier.edu

Follow this and additional works at: https://www.exhibit.xavier.edu/management_information_systems_syllabi_summer_2017

Recommended Citation
https://www.exhibit.xavier.edu/management_information_systems_syllabi_summer_2017/5

This Restricted-Access Syllabus is brought to you for free and open access by the Management Information Systems Syllabi 2017 at Exhibit. It has been accepted for inclusion in Management Information Systems Syllabi Summer 2017 by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.
Business Information Systems - INFO 550

Instructor:  Padma Chebrolu
Contact Information:  chebrolup@xavier.edu & 513-227-9612

Mission of the Williams College of Business at Xavier University

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition"

Williams College of Business Goals and Objectives

This Course reinforces the following learning goals:

• Strategic Thinking and Leadership – This course educates business executives to effectively manage, develop, and leverage IT resources to fulfill operational needs. Students will formulate business strategies utilizing their understanding of the key areas of the business to drive key strategic business decisions.

Course Description

Modern business processes must make efficient use of resources, be effective in meeting growing customer demands and be readily adaptable to changes in the environment to drive value for their company. The focus is on the application of IT to automate, streamline, reengineer and integrate business processes to enable critical decision making. A significant portion of this class is devoted to executive decision-making and case studies as well as an applied project.

Many companies are spending huge sums on enterprise-wide information technology that integrate most business processes to transform:

- Implementing information technology requires addressing thorny ethical and legal issues such as protection of intellectual property, security of corporate information from competitors, and privacy of sensitive employee information.
- Because the majority of businesses now rely heavily on information technology for their accounting and management control processes, you will see many synergies with this course as well as with finance.
- And the very behavior of executives within an organization influences, and is influenced by, its information technology: IT changes the associated business processes, changes the flow of crucial information, and therefore changes incentives, the decision-making hierarchy, and the power structure.

We’ll learn about these topics through readings, cases, class discussions, and an in-depth team project. All business executives in the 21st century must be literate with the technology, its application, implementation and use in the business environment.

Primary Course Objectives

- Become familiar with the range of business processes that must be effectively managed to drive revenues.
- Understand the potential pitfalls of information technology in both application and implementation.
- Understand how information technology influences business functions such as accounting, finance, marketing, human resources, manufacturing, sales, eBusiness as well as the structure of organizations and the behavior of employees.

Text and Course Materials

1. Text Book: Leading Digital: Turning Technology into Business Transformation by George Westerman, Didier Bonnet and Andrew McAfee
2. Choose any 8 Harvard Business Cases and any 4 Articles in your Course pack (MBA Office to Email you)
3. 4 CIO.com articles – Go to http://cio.com
Grading
Students will demonstrate their understanding of and competency in course topics through class participation, cases and a research project / paper. The final grade will be calculated as follows:

- 8 HBR Case Group Presentations: 40% - 20 Minutes Each, Minimum 1 Page
- 4 HBR Article Group Presentations: 20% - 10 Minutes Each
- 4 CIO.com Article Group Presentations: 10% - 5-10 Minutes Each
- Final Project Group Presentation: 30% - 30-45 Minutes, Minimum 2 Pages

<table>
<thead>
<tr>
<th>INFO 550:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, June 22, 2017</td>
</tr>
<tr>
<td>5:30 pm - 9:15 pm</td>
</tr>
<tr>
<td>Thursday, June 29, 2017</td>
</tr>
<tr>
<td>No Class – July 6th</td>
</tr>
<tr>
<td>Thursday, July 13, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, July 20, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, July 27, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, Aug 3, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, Aug 10, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, Aug 17, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, Aug 24, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
<tr>
<td>Thursday, Aug 31, 2017</td>
</tr>
<tr>
<td>INFO 550</td>
</tr>
</tbody>
</table>

Grading Scale

<table>
<thead>
<tr>
<th>Overall Avg.</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>94-100</td>
<td>A</td>
</tr>
<tr>
<td>90-93</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
</tr>
<tr>
<td>80-82</td>
<td>B-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
</tr>
<tr>
<td>73-76</td>
<td>C</td>
</tr>
<tr>
<td>70-72</td>
<td>C-</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
</tr>
<tr>
<td>59 &amp; below</td>
<td>F</td>
</tr>
</tbody>
</table>

In-class Participation
Your participation in the classroom should demonstrate a strong knowledge of the assigned readings and activities. The instructor will evaluate your ability to synthesize, apply, and extend readings and professional experiences during class discussions and activities. Please focus on *quality, not quantity* of participation.

Some of the instructor expectations include:
- You are prepared for every class by reading all of the assigned material. You can demonstrate this preparation by referring to reading details in your in-class comments.
- You are prepared for class by thinking about discussion questions prior to class. You can demonstrate this preparation by providing thoughtful answers to the questions during class discussion.
- You will demonstrate the ability to extend and apply class materials by sharing work experiences and outside readings that are applicable and add value.
Case Presentations:

Please choose only one case per week that is the most relevant to your group members. You will be working on 8 cases in total. Students must thoroughly analyze each case prior to class in order to ensure a rich and thoughtful discussion. To that end, group is to prepare a typed, detailed case analysis which should include a cover page (refer to attached last page) with your names and case name.

This document is to be done for the cases only, not the articles. The document should be printed single-sided and no longer than 1 page. These will be collected at the end of class – hard copy only. Students must participate in the weekly case discussion in order to receive credit for that portion of their grade.

One should realize that in order to properly prepare a case analysis, one should obtain industry and company data from sources outside the case as it relates to what has happen since the case was written. Teams will be asked to volunteer to lead each case discussion. The discussion should include a case overview. Each of the case evaluation issues should be discussed in detail.

Group Research Project - Write-up and Presentation:

Students will work in small teams throughout the course on a business research project. Teams will select an actual information technology and process within a company to research or may examine a type of information technology. The project should also specify (in as much detail as possible) who uses the information from this technology, how and for what purpose. Please include a discussion of the technology’s drawbacks (or areas for potential improvement) as well as its advantages. The above mentioned guidelines are merely suggestions. Please feel free to be as creative as you would like.

Students will make oral presentations of their research projects in class. Presentations should be no longer than 30-45 minutes (TBD) in length followed by a question and answer period. All team members should contribute equally in the project but not everyone has to participate in the presentation. Provide each member of the class with a minimum 2 page executive summary of your presentation.

The project topic outline must be submitted to the professor for approval ahead of time. This can be submitted verbally or in writing. Each research team is responsible for choosing a research project; projects related to work experience are strongly encouraged but be sensitive to company data confidentiality. Research projects should represent the students’ best effort in academic and business research and writing. Plagiarism is illegal and not tolerated so be careful to correctly cite and provide references for the sources you use.

Attendance Policy

Students are expected to attend every class. We will cover a lot of material each class and missing class will put you at a significant disadvantage for both learning and performance in the course. If you will be unable to attend a class, please let me know in advance by sending an e-mail 24 hours in advance. Recognize that it is your responsibility to get class notes and any assignments from a classmate.
<table>
<thead>
<tr>
<th>Tentative Course Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class</strong></td>
</tr>
</tbody>
</table>
| **Week 1** | **Due Today:**  
  • Nothing | **5:30 - 6 PM: Introductions**  
  • 6-6:30 PM: Review Syllabus, Course Pack, Assignments, Grading Sheet, Digital Quotient Before the Course, & How can XU MBA enrollment can increase with Digital Strategy  
  • 6:30 – 7:30 PM: Work in Groups: Identify what is working well in IT area and which IT strategy needs improvement at your company to drive faster more value  
  • Break: 7:30-7:45 PM  
  • 7:45-8:45 PM: Group Presentations for 20 minutes – 2 examples of what is working well & 2 examples of what needs to be improved (Could lead to the Group Research Project)  
  • 8:45-9:15 PM Wrap up & Next Steps |
| **Thursday, June 22, 2017 from 5:30 to 9:15 pm** |  |  |
| **Week 2** | **Due Today:**  
  • Individual Case Presentation (Minimum 1 Page) with Cover Page (Print the last page from this file) | **5:30-7 PM: Lecture & Discussion**  
  o Textbook: Leading Digital: Chapters 1-2  
  o HBR – Chosen ARTICLE – Group Presentation  
  o CIO.com - Chosen ARTICLE – Group Presentation  
  • Break: 7-7:15 PM  
  • 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each HBR Cases: Chosen Case(s) – Group Presentation  
  • 8:15-9 PM: Group work: Research Project Lab  
  • 9-9:15 PM Wrap up & Next Steps |
| **Thursday, June 29 2017 from 5:30 to 9:15 pm** |  |  |
| **No class on Thu, July 6th** |  |  |
| Week 3 | Thursday, July 13, 2017 from 5:30 to 9:15 pm | Due Today:  
- Research Project topic outline – Minimum ½ page  
- Group Case Presentation (Minimum 1 Page) with Cover Page | 5:30-7 PM: Lecture & Discussion  
- Textbook: Leading Digital: Chapters 3-4  
- HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
- CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation  

- Break: 7-7:15 PM  
- 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each  
  HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation  
- 8:15-9 PM: Group work: Research Project Lab  
- 9-9:15 PM Wrap up & Next Steps |
|---|---|---|
| Week 4 | Thursday, July 20, 2017 from 5:30 to 9:15 pm | Due Today:  
- Individual Case Presentation (Minimum 1 Page) with Cover Page | 5:30-7:30 PM: Lecture & Discussion  
- Textbook: Leading Digital: Chapters 5-6  
- HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
- CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation  

- Break: 7-7:15 PM  
- 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each  
  HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation  
- 8:15-9 PM: Group work: Research Project Lab  
- 9-9:15 PM Wrap up & Next Steps |
| Week 5 | Thursday, July 27, 2017 from 5:30 to 9:15 pm | Due Today:  
- Individual Case Presentation (Minimum 1 Page) with Cover Page | 5:30-7:30 PM: Lecture & Discussion  
- Textbook: Leading Digital: Chapters 7-8  
- HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
- CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation  

- Break: 7-7:15 PM  
- 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each  
  HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation  
- 8:15-9 PM: Group work: Research Project Lab  
- 9-9:15 PM Wrap up & Next Steps |
| Week 6 | Due Today:  
| • Individual Case Presentation (Minimum 1 Page) with Cover Page | • 5:30-7 PM: Lecture & Discussion  
| | o Textbook: Leading Digital: Chapter 9  
| | o HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
| | o CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation | • Break: 7-7:15 PM  
| | 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation | • 8:15-9 PM: Group work: Research Project Lab  
| | 9-9:15 PM Wrap up & Next Steps |  |
| Week 7 | Due Today:  
| • Individual Case Presentation (Minimum 1 Page) with Cover Page | • 5:30-7 PM: Lecture & Discussion  
| | o Textbook: Leading Digital: Chapter 10  
| | o HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
| | o CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation | • Break: 7-7:15 PM  
| | 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation | • 8:15-9 PM: Group work: Research Project Lab  
| | 9-9:15 PM Wrap up & Next Steps |  |
| Week 8 | Due Today:  
| • Individual Case Presentation (Minimum 1 Page) with Cover Page | • 5:30-7 PM: Lecture & Discussion  
| | o Textbook: Leading Digital: Chapter 11  
| | o HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
| | o CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation | • Break: 7-7:15 PM  
| | 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation | • 8:15-9 PM: Group work: Research Project Lab  
| | 9-9:15 PM Wrap up & Next Steps |  |
| Week 9  
Thursday, August 24, 2017 from 5:30 to 9:15 pm | Due Today:  
• Individual Case Presentation (Minimum 1 Page) with Cover Page | 5:30-7 PM: Lecture & Discussion  
  o Textbook: Leading Digital: Chapter 12  
  o HBR – Chosen ARTICLE – 10-15 Minute Group Presentation  
  o CIO.com - Chosen ARTICLE – 5-10 Minute Group Presentation  
  
• Break: 7-7:15 PM  
  
• 7:15-8:15 PM: Groups present case write-ups: 20 Minutes Each  
  HBR Cases: Chosen Case(s) – 20-25 Minute Group Presentation  
  
• 8:15-9 PM: Group work: Research Project Lab  
• 9-9:15 PM Wrap up & Next Steps |  
| --- | --- | --- |
| Final Week 10  
Thursday, August 31, 2017 from 5:30 to 9:15 pm | Research Project Presentations – Minimum 2 page executive summary | 5:30-7 PM  
  o Digital Quotient Before & After Check  
  o Film the short video for MBA Facebook – Prepare 1 or 2 sentences on this IT Course Impact on you  
  o Page 188 Survey: How well your organization framed the digital challenge?  
  o Page 207 Survey: How well your organization focused its investment?  
  o Page 243: How well is your organization sustaining digital transformation?  
  o Complete Course Evaluations  
  
• Break: 7-7:15 PM  
  
• 7:15-9 PM Group Research Presentations (30-45 Minutes Each including Q&A and 2 Page Summary)  
• 9-9:15 PM Closing Remarks |
**Case Preparation Evaluation**  

**Names:**

**Case:**

<table>
<thead>
<tr>
<th>Case Write-Up Evaluation – 50%</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very Effective</td>
</tr>
<tr>
<td>• Who is the protagonist?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What are their objectives</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What decisions must I take?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What problems do I, as the protagonist face?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What opportunities do I, as the protagonist face?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What alternative courses of action are available?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What criteria should I use to judge the alternatives?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What action should I take?</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• What outside industry and company data did I utilize? – (Since the case was written)</td>
<td>□ □ □ □ □</td>
</tr>
<tr>
<td>• Key takeaways of case</td>
<td>□ □ □ □ □</td>
</tr>
</tbody>
</table>

| Case Participation Evaluation – 50% | □ □ □ □ □ |

**Overall Assessment:**  

| A | A- | B+ | B | B- | C+ | C | F |

**Comments:**