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200-1S Managing Information Technology

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INFO 200: Managing Information Technology 1st Summer Session, 2010

Instructor

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Mission of the Williams College of Business

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

Course Description and Objectives

This course examines the environment, objectives, and issues relating to the management of the information systems applications and functions in current business entities.

Information systems, particularly those dealing with a corporation's essential data assets and their evolution to face a networked economy, have become a critical part of the management process. The effective and efficient use of information technology is an important element in achieving competitive advantage for business organizations. These systems are vital to problem identification, analysis and decision making at all levels of management. Furthermore, the globalization of trade, the emergence of information economies and the growth of the Internet and other global communications networks have recast the role of information systems in business and management. Companies use information technology to design global business organizations linking factories, offices, and mobile sales forces around the world and around the clock.

Through lecture, hands-on, and interactive activities, this course focuses on the technology and the prevalence of IT in an enterprise. You will be exposed to the full range of management issues raised by information technology and the continued expansion of IT in business in today's economy. Through the practical application of spreadsheet, database and web design, you will gain an appreciation of today's computer intensive business environment, the need for and use of information. You will get hands-on view of specific applications during supervised class tutorials and carry out independent case exercises. The exercises deal with use of the applications and the real life application for business and organizational purposes

The combination of spreadsheet, database and web design skills, and information systems basics will provide you with the basic skills to develop, implement, and manage an infrastructure of information technology, data, and organization-wide systems, and you will understand the fundamentals necessary to assist in incorporating information technology into the organization's strategy, planning, and practices.

Course Objectives

The overall objective of this course is to expose you to the full range of management issues raised by information technology. The goal is to prepare you for informed participation in information technology-related management decision making at all levels of the organization. The specific objectives are:

Managerial competence:

- Stress the importance of information as an organizational resource, and to develop an appreciation for the issues associated with managing data and information within an organization.
- Identify ways to use information systems in your areas of responsibility for managing daily operation, planning and control and for gaining competitive advantage.
- Have a vision of the future impact of information technology on managers, organizations, the economy, and society.

Technical literacy:

- Determine the information requirements for a business function by analyzing problems, objectives, decisions, critical success factors, and mechanisms for accomplishing the objectives.
- further develop microcomputer skills, especially problem solving using spreadsheet, database and web technologies
- Design and develop prototypes of small information systems using database management system software.

These objectives are met through a combination of class lectures, readings, case studies, outside speakers, a group project, and hands-on computer exercises.

Course Prerequisites

The following prerequisite are designed and required to ensure your success. Past results indicate that if you don't have them, you will **not** do well in this course. **YOU MUST DROP** this course if you don't have the prerequisites:

- INFO 100 or a basic knowledge of microcomputers

This prerequisite assumes that you have a working knowledge of basic word processing and file management skills. The opportunity to review these skills will be made available electronically). Lab emphasis for the course will be Microsoft Excel & Microsoft Access.

Course resources

Text Books:

Author: Huber M, Piercy C., and McKeown P.
Title: Information Systems - Creating Business Value
Publisher: John Wiley and Sons, Inc, ISBN: 0-471-26582-9

Author: Gardner C., and Rathswohl E.
Title: MIS Cases
Publisher: John Wiley and Sons, Inc, ISBN 978-0-470-10122-3

Other Required Materials

Data and other files for use with MIS Cases may be obtained from the course blackboard page and from the webpage to be provided later. You are **required to have a USB flash drive** to store the data and all the assignments.

Blackboard class web site - <http://blackboard.xu.edu> or through the Portal

Teradata Student Network:

The class may use resources on the Teradata Student Network. Please register on TSN. It's URL is <http://www.teradatastudentnetwork.com>. The password to access materials is SmartDecisions (Please note that the password is not case sensitive).

Course Grading

Student performance will be evaluated on the following basis:

| | |
|----------------------------|-----|
| Participation | 10% |
| Current Issue Presentation | 10% |
| RAT | 10% |

| | |
|----------------|------------|
| Exams | 40% |
| Lab Exam | 15% |
| Labs/MIS Cases | <u>15%</u> |
| | 100% |

Your final grade will be determined as listed above and explained further in a separate section of this syllabus. Each student is required to read the instructions for all assignments at the beginning of the course. Any student who is unclear about any instruction should ask questions in class or see the professor immediately. You are expected to keep track of your own scores and class standing. You can also contact the instructor about the details of your scores before the final grading.

Class Participation:

Students are expected to attend all class sessions on time. Your participation will be determined by how well you respond to questions and by the extent of your contribution to all discussions and class activities (e.g., tech trends sessions). If you plan to be absent for more than 2 class sessions please drop the course as your overall course grade will be reduced by a letter grade. All students are expected to be present in class on time. Late attendance will count as a partial absence. “A” students must attend all classes and actively provide thoughtful, relevant comments to class discussions. ***Please note: using computers, mobile phones or laptops for personal use (e.g., email) will be grounds for reduction of your overall participation grade. The participation grade will be reduced by one percentage point for each instance of computer use for any activity outside of class work. Your participation grade will be available to you at the end of the semester. Please do not be surprised if you receive a zero for participation at the end of the course if you violate this policy.***

Current Issue Project:

There will be group presentations and article abstract on a current issue in information systems. Groups will be asked to locate one or two recent articles related to a particular topic. Each group will prepare an article abstract on one of the articles and a well researched PowerPoint presentation on the topic of approximately 15 minutes using a minimum of 10 references. The presentation slides that each group plans to use must be submitted to the instructor via the digital dropbox 24 hours prior to the presentation to receive credit for the project. The presentation should also reflect the discussions in the class (see more detail in the section titled current issues in IS). The presentations will be held towards the end of the term before the final exams. All members must participate in the class presentation. Any student who must miss class due to an unavoidable circumstance should see the professor in person as soon as possible.

RAT (based on textbook - Huber et al.)

Students will be asked to read the chapters prior to class using the study guide. In class each student will be given a **Readiness Assessment Test** to evaluate his or her understanding of the material and to begin discussion on the topic for the day. The format of the RAT can change without prior notice. RATs must be taking in class on the assigned day (see the schedule) **and there are no makeup RATs.**

Exams and Other Assignment Deliverables:

There will be two in class exams during the course of the semester. All students must take exams at the scheduled times except for emergencies. Deliverables of assignments (e.g., labs) are due at the start of class on the due date unless otherwise specified by the instructor; your grade will suffer significantly if a deliverable is not on time (i.e., 20% reduced for each day late).

Labs/MIS Cases

Class time will be used for teaching and demonstration of cases in Excel, Access and Web Design. Each of these assignments should be *completed individually* (see the class schedule for due dates). Some students may be able to complete the cases in the class time allotted. However, there will *rarely* be enough time to complete assigned cases in the class. There will also be a lab exam at the end of the semester to evaluate the skills gained during the course of the semester.

Your Picture and Resume

To help me associate names and faces, get to know you better, please provide me with a copy of your resume/brief introduction by the end of the first week of class. Include your photograph in the resume. This photo may be from your driver's license or student ID. Use the digital dropbox on the Blackboard. Make certain to take the option to "**Send File**" not "Add File." Add file only adds the file to Your dropbox but *send file* additionally adds it to the instructor's dropbox. I will add one point to your participation grade if I receive this file before the end of the first week of class. Contact me if there is any problem in completing this task on Blackboard.

How to Submit Using the Digital DropBox

From the main home page for your INFO 200 blackboard course, go to Control Panel (Left hand bottom of screen). From the Course Tool box, select Digital DropBox. Use "Send File" to browse and attached file to be sent to the instructor. If you are having problems using the digital dropbox please contact me immediately.

General Course Philosophies & Policies

The learning environment:

Please turn off your cell phone, PDA, or another gadget that may produce sound while class is in session. Laptop/computer/mobile use during class sessions for any personal work (e.g., email, messaging, etc...) is NOT permitted.

Academic honesty:

Academic dishonesty, in any form, is a serious offense. The University Rules and other documented policies of the department, college, and university related academic integrity will be enforced. Any violation of these regulations, including acts of plagiarism or cheating, will be dealt with on an individual basis according to the severity of the misconduct.

Special needs:

If you have any special needs related to your participation in this course that may influence your performance in this course you should meet with the instructor to arrange reasonable provisions to ensure an equitable opportunity to meet all the requirements of this course.

Grading:

Every effort will be made to return papers, exams, etc...within one week of submission.

Grade appeals:

If you have a concern about a grade that you receive in this class, you are invited to submit to me a written appeal within one week of receiving the grade in question. The appeal should outline your specific concerns with the grade and provide evidence supporting why the grade should be changed. I will then review your appeal and respond as quickly as possible. I reserve the right to re-grade the entire exam, assignment in question.

Evaluation:

The final grade awarded will be based on the percentage of the total possible points awarded as follows:

| Scale | | | |
|-------|--------|----|----------|
| A | 95-100 | C+ | 77-79 |
| A- | 90-94 | C | 73-76 |
| B+ | 87-89 | C- | 70-72 |
| B | 83-86 | D | 60-69 |
| B- | 80-82 | F | Below 60 |

Communication:

Email is the best way to communicate with me. Email will be a very important mode of communication in this class. In addition to email, make sure to check blackboard on a regular basis for updates, announcements, or additional course material. Whenever possible, I will announce changes to blackboard course via email.

Please note that I will often have extended office hours to help with cases and RAT's. It is also possible that official emergencies may require me to change office hours. Please check blackboard for changes in office hours before coming to see me for office hours. Also, please note that in addition to office hours, given adequate notice (a few hours), I can often come to campus to meet you to help.

DETAILED INSTRUCTION ON CURRENT IS ISSUES PROJECT

Current IS Issues Abstract: One journal article will be due on a current IS issue that directly relates to the topics discussed in the class. This article must deal with information technology or with the strategic use of technology in business and must pertain to material discussed in the class. It must have a recent publication date. A copy of the article (minimum of 3 pages or 2100 words) stapled to a one page abstract of the article is required on the assigned due date. This abstract page is to be single-spaced and have one inch margins. It must be no longer than 1 page in length. I will not be returning these so if you want a copy of the article or abstract you will need to make one. Article abstracts will be graded first on a pass/fail based on currency, comprehensiveness, clarity, grammar, spelling, relevancy for the course, and over-all readability. (You may be required to rewrite the abstract if it fails to meet the expected standard). Once it meets these basic requirements, it will be graded on the basis of its quality and applicability to course concepts.

Presentations of Current IS Issues: The topic discussed in the article abstract will be presented to the class based on the schedule. This is to be a PowerPoint presentation that covers the article from the article abstract along with other references (a minimum of 9 other references). You want this to be an interesting topic and one that would be easy and interesting to present. The presentation should also reflect the concepts, material & discussions in the class. You will be graded on presentation style, relevance to class material, as well as clarity in discussing your topic. The details of the evaluation criteria will be made available to you in a separate document before the beginning of presentations (It will also be available on Blackboard). When using PowerPoint, as a general rule, do not exceed 20 words on a slide. The last slide of your presentation should contain a list of all references used as well as your primary article.

You must make use of clip art and Internet graphics along with animation. You **may not** read your presentation and do not exceed the specified time limit. You can have notes to help guide you but if you read you will lose points.

IMPORTANT – Please read - *The presentation slides that each group plans to use must be submitted to the instructor via the digital dropbox 24 hours prior to the presentation to receive credit for this project.*

Article Abstract Guidelines

Description

Prepare a one-page, single-spaced, word-processed abstract of an article related to any topic involving information technology. Articles may come from a variety of sources (e.g. *Business 2.0, PC Computing, BYTE, Information Management, PC Magazine, Computer Magazine, Business Week, Fortune, CIO, Advertising Age*, etc.) Articles abstracted must be at least three pages in length (three pages of text--minus graphics or approximately 2100 words) and must have a recent publication date. Material must be current. This may mean 6 weeks in some cases or 6 months in other cases, depending on the topic. No article more than 1 year old will be accepted. You may use electronic

resources, but it must be from a journal or magazine article and you must print the article. DO NOT use a general Web site as a resource. It must be an article.

Include the following:

- A copy of the article being abstracted. (This must be a copy and not the original article removed from the journal or magazine.)
- The bibliographic citation of the article in the top left hand corner (for style format-see below).
- A synopsis of the article highlighting the main thesis of the author and any supporting points.
- A personal evaluation of the article. Was the article valuable to you? Did it seem credible? Do you agree/disagree with author's conclusions? How does it relate to elements in your profession or major? How does it relate to material from the course?

General Format to be followed:

- One page, single-spaced, word-processed with one inch margins. (Do not exceed one page...make this a summary of the important aspects of the article.)
- A copy of the article is to be stapled behind the abstract.
- The format must be followed.
- These articles will not be returned.

Note on Grading:

To receive an excellent grade (A+) all the guidelines must have been followed and you must exceed the 3 page minimum. In addition, there can be no typos or grammatical errors and the summary must be clear and to the point.

*Author Last Name, First Initial. Year Published.
Title of article. Publication Name, Volume,
Issue, page numbers*

*Group Number
and Member's Names
Semester, Year*

Three fourths of the page will be a summary of the article highlighting the main idea of the author and any supporting points. A brief discussion of the article's key points and conclusions are appropriate.

The last fourth of the page is to be your **personal reaction** to the article.
Comment on: How was it valuable to you? Was the article credible from your point of view? Why or Why not? How does this article relate to your profession? How does it relate to material from the course?

Check the schedule for when the article abstract is due and for your group presentation day. The order of group presentations will be announced in class.