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600-4S Information Technology Management

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Information Technology Management
INFO 600 Summer 2010
July 6 to Aug 13th M-W

Instructor: Dr. Elaine Crable
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Course Description

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 in order to enhance competitive advantage. Topics covered include analysis of current information systems, identification and assessment of an organization's strategic use of information systems and trends of information technology development. This course explores business processes and information systems; it is highly integrative and will draw heavily from other functional areas in business.

Course Materials

We have no text book for the course but we will be using Harvard case studies available through STUDY.NET (see Blackboard) and readings available online in Blackboard.

General Course Objectives.

1. To understand facts, concepts, and principles related to *managing* with technology.
2. To understand factors involved in attempts to apply technology to real-life situations.
3. To develop an awareness of the possible limitations of technology.
4. To focus on technology and how it relates to the strategy of a business.
5. To apply different IT concepts to the workplace.

Technology Principles to Live By:

- Principle 1 – Just because you have more IT, doesn't mean you have better information.
- Principle 2 – IT's value is determined in the way you use and manage it.
- Principle 3 – If IT is the solution, what is the problem?
- Principle 4 – If you identify a problem, then who will be your problem solver?

Williams College of Business Mission

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

How this course relates to this mission

Technology has had a major impact on nearly every organization and on society at large. The course will critically examine these impacts via case analyses, readings on current topics, and in-depth discussions about the social issues of technology and the Internet. Ethical issues will be examined in all situations and a reflection on the topics along with future implications will be part of the course.

Deliverables at a Glance:

1. Online Participation (synchronous chat sessions)
2. Current IT issue presentation Discussion of topics (asynchronous participation during the week)
3. Discussion of topics (asynchronous participation during the week)

4. Blog - Reflection and Case entries (Case Questions and Reflections)
5. Virtual Group Research Project and Online Presentation to Class
6. Final Essay Exam

Deliverables in Detail:

Online Participation (synchronous): Class participation is critical in this type of course. There will be required synchronous sessions during the term and you want to be prepared for these sessions by reading the assigned materials and having participated in the Asynchronous Discussions during the week. The purpose of our synchronous meetings is to briefly discuss the topic and to allow students to present their Current Events.

Current IS Issues Sharing: In order to become more involved with events in the area of technology and information systems, you are to locate one current technology issue dealing with the strategic use of technology and/or information systems and present it to the class using PowerPoint. You are to do an 8 to 10 minute presentation of your issue during a synchronous meeting. Post your slides to the **Assignment Area** once your presentation is completed plus post to the Discussion Board for the group. (See the Rubric for Presentation for further guidance.)

Discussion Questions (asynchronous participation): Another important element of participation in this online course is the class threaded discussion on Blackboard. There will be required discussions every week around the assigned cases. We will engage in guided discussions about the topics surrounding the readings via Blackboard. Discussions will be prompted by questions/statements inviting you to approach the cases and readings from a specific perspective. You may also want to compare the situation in the case to your own industry or work environment plus when appropriate add links to sites to help better understand the case and the issues in the case. The initial questions serve as advance organizers to encourage critical thinking and informed participation. These are just to help get you started on your discussion. Each student posts their own initial thread. There will be requirements for these initial postings. You will then read and respond to *at least* two other postings from fellow students. You should visit the Discussion board every two days to keep up with the Discussions. **Summer session moves quickly** so you will have two cases a week which means regular attendance on the Discussion Board. You will want to post your first comment to the case within 3 days following your class (Next Monday class case post by Thursday; Wednesday post by Saturday. Your two comments to other postings by 5:00 the day of the case...you will be quite busy on the Discussion board during the **Summer Session**.)

You are welcome to start your own topics in the Discussion Board area within the “**Water Cooler**” forum. You can post interesting sites that others might like to see or continue discussions about current events. (Questions and concerns about the course should be sent to me directly and not discussed in the Weekly case/article area ...send to Crable@xavier.edu). (A grading rubric is provided in the Course Information Tab in Bb for the Discussion board activity and you will also see examples of exemplary postings.)

Blog Activity: You will have weekly Blog submissions. One will consist of two case related questions and one will be a bi-weekly Reflection blog.

The Case blog will consist of two questions about the assigned case. This will be weekly when we have assigned cases (see schedule). A second blog will be due every two weeks and you will submit a reflection of the past two week’s topics and discussion. You are to submit a summary or wrap-up (two to three paragraphs) of what you believe were the most important things you learned that week and how it relates to you or your work environment. (This will be due by Sunday evening-see deliverable list for the schedule.)

Group Research Project and Presentation: The research project is to be done in groups and the presentation of the project will be during one of our final two synchronous chat sessions at the end of the term. Groups will be randomly created and posted in the “Course Information” section of Bb and in the Teams section. There are two ways to go about the group project. Each group may adopt either of the approaches.

Approach One. Research some business area of interest to you, your company, or your business sector and how IT has had an impact, is having an impact, or will have an impact in the future. Select an area about which you have some knowledge, or be prepared to learn something about a new area through your

research. You might want to think about topics such as exploring the Entertainment industry, Health Industry, Manufacturing, Education, Service, Retail, International, Future inventions and their impact, etc.

Approach Two. Design a new business model that might exploit the shift from an industrial economy to an information-based economy. Ideas for implementing this model and taking advantage of the infrastructure currently being created should be given and if possible, a working model should be created to illustrate the model (Web pages, etc.). Some examples might be using e-business to move from the brick model of doing business, or employing Knowledge Management or Business Intelligence to get a competitive advantage, Security issues for an organization, or a Supply chain model for a business.

Step One: I have randomly assigned members to a team and after you meet please send me via email (crable@xavier.edu) the following:

- Names of all team members along with their job description and organization
- Identification of the team leader (This person is the facilitator but not responsible for doing the whole project. He/she will post the final set of slides and Reference page to **Assignment Area.**)

Step Two—Meet Your Team

Meet with your team. I suggest that you arrange virtual meetings in *Wimba* (text and voice capability) or you can do this asynchronously as well. You might want to set up your own Blog or Wiki (available in Bb.) Some of you may also select to have face-to-face or telephone meetings, but this is not encouraged or required. I would prefer that you learn how to operate in the virtual environment. Select your topic, divide up the responsibilities, and begin your research.

Step Three—Prepare a Detailed Outline

Send me your topic as soon as possible so you can 'lock in' the topic for your group. The team leader/facilitator is to email this to me for approval (crable@xavier.edu). A detailed outline of the research project is due from each group by July 28th. You can send me a high level outline any time before this date if you would like some guidance.

Step Four—Class Presentation

The class online presentation should be approximately 20 minutes long (plan carefully and do not run over your time since you will lose points.) Use PowerPoint to guide your presentation and all members should participate in the presentation. You can practice in the *Practice Room* within *Wimba* which is set up for that purpose. Have the leader of the team post your PowerPoint slides and a sheet with your references (7 to 9) to the **Assignment area and to the Discussion Board area for presentations.**

Final Essay Exam:

An exam will be posted in Blackboard before the end of the course. A window of time will be given for students to take the exam. Students will log onto Blackboard and follow the link to the exam. Exams will be "open book" but they will also be timed (you will have 2 hours to complete the exam), so students must be organized and prepared. Exams will primarily cover course readings and will cover general issues related to cases (no specific questions from individual cases but you can reference issues from the cases in your answers.)

Grading:

Percentage Point totals will be distributed as follows:

Online Participation (Chat Sessions)	15 %
Current Event Presentation	5%
Discussion Questions and Required Responses	30 %
Blog activity (Case questions & Reflections)	15 %

Final Exam	20%
Group Research Project and Presentation	15 %

A	94 to 100	C+	77 to 79
A-	90 to 93	C	73 to 76
B+	87 to 89	C	70 to 72
B	84 to 86	D	below 70
B-	80 to 83		

Note--Attendance at the chat sessions are expected. If you have a business or personal issue and will miss a meeting please inform me as soon as possible. All meetings will be archived and available for review at a later date.

Academic Integrity:

Cheating (using or attempting to use unauthorized materials in an academic exercise), fabrication (falsifying or inventing information), facilitating academic dishonesty (helping or attempting to help another commit an act of academic dishonesty), and plagiarism (representing the words or ideas of another as your own and not citing the source) will result in a grade of F for the course. If you have any doubt about whether you're plagiarizing, ASK. **Students have been dismissed for plagiarism. Be sure to cite all sources used in any work you turn in for credit.**