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600-K13 Information Technology Management

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**INFO 600 – K13 INFORMATION TECHNOLOGY MANAGEMENT
COURSE SYLLABUS (Fall 2011)**

**CLASS LOCATION AND TIME: 207 Grandview Drive, Third Floor
Ft. Mitchell
Tuesday (5:30pm – 9:15pm)**

INSTRUCTOR:

Name Dr. Adekunle Okunoye
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Office Location: Room 207 Smith Hall
Office Hours: By appointment

Telephone: 513 745 3052 (office)

COURSE DESCRIPTION

In today's network and knowledge-based economy, the advances in information and communication technology continue to transform the competitive playing field. Information technology has fundamentally changed the costs of transactions, communications, production of goods and services and operational management. The new dimension of competition demands efficient use of organization's resources, effective management of organizational and business processes, adequate knowledge of customer's needs, and quick response to changes in business environment. It is thus imperative that managers have deep understanding of how to use information and technology to support and manage the organizational and business processes for competitive advantages.

This course examines the role of information technology in supporting organization strategy, application of information technology to support business processes and role of information technology in competitive advantage and organization performance. *The course took a managerial perspective on how to identify a strategic information technology, application of the technology for competitive advantage, integration of IT and business process, managing in distributed technology environments, managing a global information technology.* In addition to class discussion, presentations, individual and group projects, we will use several cases in which organizations applied information technology for competitive advantage.

The course explores information, operations and technology and how they influence business processes. The issues involved are closely linked with other courses in MBA program. Moreover, information technology is an integral part of business. Managing a successful IT organization require due understanding of organization behavior, leadership and management, societal, ethical and legal issues, relationship management, and strategic management. It is also unrealistic to discuss contemporary finance and accounting, economics, human resources management and other courses without considering the role of information technology.

MISSION

At Williams College of Business, “we educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition”. In this course, we provide students with the decision making capabilities that can influence the operation of their respective organizations and the society in general. Our discussion of the social, ethical and legal

There will be two examinations. Each exams carries equal weight (Check the schedule for the dates of the exams)

Research Project Write-up and Presentation (25%)

Students will work in small teams throughout the course on a business research project. Teams will select an actual information system within a company to research. The project write-up should include detailed background of the company like its information strategy, strategic applications of information technology, mission-critical enterprise systems, IT infrastructure and management of IT resources and processes. The project will describe the information systems purpose, inputs, outputs, and the various business processes that are affected. The project should also specify (in as much detail as possible) who uses the information from the information system, how and for what purpose. Please include a discussion of the system's drawbacks (or areas for potential improvement) as well as its advantages. Based on the description of the information systems, your team is expected to make recommendations to the company on how to improve their IT strategy and information management to effectively achieve organizational goals. 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 15 minutes 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. Submit a 8-15 page project write-up (submission deadlines to be discussed during the course) and provide each member of the class with a 1-2 page executive summary of your approach and findings.

The project topic outline must be submitted to the professor for approval. 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*.

Chapter and Case Summary assignments (25%)

You are expected to write a one-page (single spaced) summary of each of the ten chapters of the text before class on the due date. In addition, you are expected to write summary for each of the four assigned cases. The assignments **MUST** be submitted through Digital Dropbox option of Blackboard System before the beginning of the class on the due day. The case summary should cover:

- Short overview including: Company background (name, date, key people)
- Overview of the case study (issues, decision dilemma, key challenges and opportunities) which also answers the following questions: what is the focal problem? When does the case take place? Where is the organization located? Who is the decision maker?
- Response to the case assignment questions to be posted on Blackboard.

Case Presentation (10%)

In a group of 2 students, you will present one case in class. You are expected to prepare for about 30 minutes presentation/discussion and submit your presentation slides. The presentation should cover:

- Short overview including: Company background (name, date, key people)
- Overview of the case study (issues, decision dilemma, key challenges and opportunities) which also answers the following questions: what is the focal problem? When does the case take place? Where is the organization located? Who is the decision maker?
- Response to the case assignment questions to be posted on Blackboard.

Plagiarism:

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. Plagiarism will cause the grade on any written assignment to be zero (0). Generally speaking, plagiarism should be considered the copying of more than three words in succession from the material being used, without placing the words in quotation marks. Since the written projects in this course include summarizing and discussing other peoples' materials, the assignments should include very few exact quotes.

WK	Date	Topic	Reading	Assignment(s)
1	11-Oct-11	Introduction Understanding Business Models	Chapter 1	
2	18-Oct-11	IT Impact on Business Models	Chapter 2	Summaries for Ch. 1 & 2 and Case 1-3 Canyon Ranch
3	25-Oct-11	IT Impact on Organizations	Chapter 3	Summary for Ch. 3 and Case 2-1 CareGroup Case Presentation Grp. 1
4	1-Nov-11	Making Case for IT	Chapter 4	Summary for Ch. 4 Case Presentation Grp. 2
5	8-Nov-11	Exam 1 Understanding IT Infrastructure	Chapter 5	Summary for Ch. 5
6	15-Nov-11	Assuring Reliable and Secure IT Services	Chapter 6	Summary for Ch. 6 and Case 2-5 Bharti Airtel Case Presentation Grp. 3
7	22-Nov-11	Managing IT Service Delivery	Chapter 7	Summary for Ch. 7 Case Presentation Grp. 4
8	29-Nov-11	Managing IT Project Delivery	Chapter 8	Summary for Ch. 8 and Case 3-3 AtekPC Case Presentation Grp. 5
9	6-Dec-11	Governance and Leadership of the IT Function	Chapter 9/10	Summary for Ch. 9 and Ch. 10 Research Paper Due
10	13-Dec-11	Exam 2 Research Project Presentations		

Group #	Case Assigned	Presentation Date
1	Case 1-2 Amazon.com	25-Oct-11
2	Case 1-5 Royal DSM N.V	1-Nov-11
3	Case 2-3 Ford Motor Company	15-Nov-11
4	Case 2-6 Cisco Systems	22-Nov-11
5	Case 3-2 Volkswagen of America	29-Nov-11