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INFO 600-13D Information Technology Management

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Information Technology Management
INFO 600
Summer 2012

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Course Description

Modern organizations must make efficient use of resources, be effective in meeting customer demands and be readily adaptable to changes in the environment. This class is designed to provide managers with the tools needed to improve the vital functions of information gathering, processing and sharing, and to facilitate their strategic analysis of information technology issues. Emphasis is placed on the application of IT to automate, streamline, reengineer and integrate business processes. A significant portion of this class is devoted to managerial decision-making and case studies.

Because this course explores foundational business processes and information systems, it is highly integrative and will link closely to the other courses in the MBA program:

- Implementing information systems 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 systems for their accounting and management control processes, you will see many synergies with this course as well as with finance.
- The behavior of managers and employees within an organization influences, and is influenced by, its information systems: installing an IS changes the associated business processes, changes the flow of crucial information, and therefore changes incentives, the decision-making hierarchy, and the power structure.
- Quantitative and strategic analysis are largely enabled by the business processes and systems explored in this class.

The course will focus on the *management* of IT rather than the technologies themselves. Given the technical depth and constant flux of the IT environment, it

would be futile to attempt to cover the “nuts and bolts” of specific technologies in a three credit hour business course. Rather, we will address the function and application of certain technologies relevant to key business processes, and students will practice the techniques necessary to gain an adequate managerial understanding of current and future technologies.

We’ll learn about these topics through readings, case studies, discussions, activities, presentations (by the students and the instructor), and an in-depth research paper. The breadth and complexity of topics covered in this course makes it very challenging. However, all business managers in the 21st century must be literate with the technology, its application, implementation and use in the business environment.

Primary Learning Objectives

- Understand the importance of information systems within organizations.
- Conceptualize information systems as socio-technical systems.
- Understand how business processes are made more efficient and effective through the use of information technology.
- Understand how technological and socio-technical trends impact business strategy and competitive advantage.
- Understand significant current issues in the acquisition and management of information systems.
- Develop analytical and decision-making skills related to the application of information technology.
- Develop research and analytical skills for the acquisition of a practical understanding of information technology.
- Develop interpersonal skills useful for business communication regarding information technology.

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, topical readings, and in-depth discussions about the social issues of information technology.

Texts and Course Materials

A selection of case texts will be an integral part of the course. If you did not receive instructions from the MBA office on how to download the cases, please contact the instructor. Other required readings are posted or linked in BlackBoard. We will not use a textbook in this course.

Blackboard is an integral part of the course. It is incumbent on students to become familiar with the site and its contents, which include, but are not limited to, the following:

- Class schedule with topics and assigned readings (subject to change)
- Student presentation topics and dates
- Student presentation guidance
- Term paper requirements

Please check BlackBoard regularly for important course communication! It is each student's responsibility to be aware of any announcements or changes posted at least three days prior to the next class meeting.

Grading

Each student's final grade will be calculated according to the following formula:

In-class participation:	10%
Case notes:	10%
In-class activities:	10%
Midterm exam	15%
Student presentation:	15%
Term paper:	25%
Final exam:	15%

Grading Scale

Overall Avg.	Letter Grade
94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
69 & below	F

Description of Graded Activities

In-class participation

Active participation by students is critical to achieving the learning objectives of this course. Your participation in the classroom should demonstrate a strong knowledge of the assigned readings and a thoughtful analysis of student presentations, in-class activities, and lecture. The instructor will evaluate your ability to synthesize, apply, and extend course information and professional experiences during class discussions and group activities. Please focus on *quality*, not *quantity* of participation.

Some of the instructor's 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. (Your case notes will help with this.)
- You are prepared for class by thinking about questions or insightful observations regarding the readings prior to class. You can demonstrate this preparation by describing observations, asking questions, and providing thoughtful answers to questions posed 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 notes

Each student should prepare hardcopy notes for each case assigned. These notes will be used as an aid for in-class discussions and group activities. They should contain the following when appropriate:

- A brief summary of the case
- IT themes explored
- Critical business issues raised
- Significant factual information (e.g., business metrics, technology details)
- Descriptions of key personnel
- Questions raised or decisions to be made
- **Any specific topics announced in class or on Blackboard**
- Critical or significant observations/insights of your own

The notes are for your benefit. They should be typewritten and one to two pages in length, but the format is otherwise up to you. The notes should be turned in at the end of class. (Please be sure your name is printed at the top.) You will get full

credit if the notes appear thoughtful and complete. Case notes will not be returned unless there is a problem with them.

In-class activities

Some classes will include a small group activity. The activity will be based on an assigned case or a topic from the readings and lecture. Each activity will result in a group deliverable, which may be a very short, informal written document, an oral presentation, or both. If the group's deliverable is satisfactory, all members get full credit. A written deliverable will not be returned unless there is a problem with it.

Student presentation

Each student will prepare and deliver a brief PowerPoint presentation on a specific IT-related topic. Please refer to the Assignments section of BlackBoard for the available topics and their scheduled presentation dates. Students should prepare a ranked preference list of five of these topics. This list should be emailed to the instructor no later than noon Friday, April 27. The instructor will assign one topic to each student based on these lists. The presenter should turn in a hardcopy of the presentation to the instructor immediately prior to the presentation.

Please refer to the guidance document posted on BlackBoard for more information.

Term paper

Each student will submit a term paper of four to five single-spaced pages in length. The paper should follow the requirements posted under the Assignments section of BlackBoard. The term paper is due, in hardcopy form, at the beginning of the final class meeting.

If you have any questions regarding the term paper, please contact the instructor for clarification.

Midterm and Final Exams

The exams will take place in class on the dates noted on Blackboard. You will be required to answer one to three essay-type questions covering the course readings, cases, and lecture notes.

You may access any reference material you wish, including electronic documents, during the exams (i.e., they are "open book, open notes"), but you may not communicate directly with another person. You may type your responses in a

Microsoft Word-compatible document. If you do so, you must email the document to the instructor before leaving class.

Class Structure

The following is a general outline for the activities in each class:

1. Student presentations
2. Lecture
3. Case discussion
4. Student presentations
5. Small group activity
6. Lecture

This is subject to change from class-to-class. *Questions and discussion (at any time) are encouraged!*

We will normally take two 10 minute breaks at convenient times during each class.

In-class Computer Use Policy

You may use your laptop computer (or other portable device) during class for class-related activities. Please do not use your computer for anything else, including work on assignments scheduled for another time.

Please remember to turn your phone ringer off before class begins.

Attendance Policy

Given the limited number of meetings and the importance of student interactions in this course, you are expected to attend each class for its entire duration. Nevertheless, there may be times when personal or work-related events will require you to miss a class. If you will be unable to attend a class, briefly explain the reason for your absence in an email to the instructor within 24 hours of the missed class meeting. You will be permitted to submit your case notes and a short paper on the assigned readings to obtain credit for participation and the group activity. (The details will be provided in a return email.) *This is available for one missed class only; any subsequent missed classes will result in the loss of credit for all graded activities during the missed class.*

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) will result in a grade of F for the course. If you have any doubt about whether you're plagiarizing, ASK. **Xavier uses turnitin.com to check papers for plagiarism. Students in the MBA program have been dismissed for plagiarism. Turnitin.com could be used in this class as well if there is a question of plagiarism. Be sure to cite all sources used in your individual presentation and term paper.**