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INFO 600-12S Information Technology Management

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Information Technology Management

INFO 600

Summer 2013

Instructor: Dr. Mark P. Sena
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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 foundational business processes and information systems; it is highly integrative and will draw heavily from other functional areas in business.

Texts and Course Materials

We have no text book for the course but will be required to order Harvard case studies from study.net (link to the exact web address provided in Blackboard). Other required readings will be linked from the course schedule. (link 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.

Williams College of Business Mission

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

WCB Learning Goals and Objectives

This course reinforces the following program learning goals:

- Strategic Thinking and Leadership (3): MBA students will formulate business strategies utilizing their understanding of the key functional areas of business
- Ethics and Social Responsibility: WCB MBAs are able to foster an ethical climate in their roles and responsibilities in business and society
- Critical Thinking: WCB MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions

Description of Graded Activities:

Discussion Board / Participation 25%

Students will lead and moderate discussions. Graded activities include

- Working with a group to leading and moderate discussions on a IT Ethics and Social Responsibility topic
- Working with a group to leading and moderate discussions on an IT Emerging issues topic
- Posting and reading messages in all discussion boards.

Discussions topics will be open for a fixed period of time (typically 1-2 weeks).

Students will signup for groups in Blackboard for each category of discussion topic (ethics, IT issues, case presentation).

Students will be penalized 5% of their discussion board/ participation grade for each online meeting missed. Note: students will not be penalized for meetings missed due to technical or personal issues in which the instructor has been notified. All online meetings are recorded and can be viewed in video format however students are expected to attend the live meeting unless granted permission.

Case Presentation 15%

Students will work in groups of 2 or 3 to prepare an online case presentation and analysis. The presentation will include a very brief summary of the case, identification of key issues, research on issues (insights from articles and web sites), recommendations, and (if possible) updated outcomes of the case or company profiled. Students should focus on providing insights and ideas into the case discussion rather than only rehashing facts from the case. Students should also provide points of discussion and pose questions to participants in the online classroom. Approximately 30 minutes will be allotted for the case presentation and discussion.

The only deliverable will be the presentation itself. Students are not required to submit a paper as well.

Students will be graded based on instructor assessment, feedback from case analysts (see below), and peer evaluation from fellow group members.

Students are also expected to lead discussion board topics related to their case presentation.

To turn in presentation, one group member should email a powerpoint file attachment to sena@xavier.edu at least two hours prior to the presentation. The powerpoint file should include just basic bullet points, background, and images/graphics. Please try to keep the file size relatively small. Wimba does not support transitions, sound, effects, imbedded video, etc,. If you wish to include any multimedia (youtube, etc.), you can provide the class with a link separately in the chat window.

Case Analysis 20% (2)

Students will prepare two case analyses. Student reports (in MS Word or equivalent) should include a brief summary of the case, identification of key issues, recommendations, and (if possible) updated outcomes of the case or company profiled. Case analysts will also be asked to complete a form based on their assessment of the case presentation group. Case write-ups are expected to be approximately 2 single spaced pages in length.

To turn in the case analyses, click on Assignments on the main menu in blackboard and attach a file to either Case Analysis 1 or Case Analysis 2.

Note: Students will select one case to present (with a group) and two other cases to serve as case analyst.

Case analyses are due on the date and time of the associated case presentation as noted on the class schedule/reading page. (ie, the Friendster case analysis is due at the same date and time that the case is presented in our online meeting).

Executive Interview: 20%

Interview a key manager regarding the strategic importance of IT in their organization. Solicit their opinions by asking them to strongly agree, agree, neutral, disagree, or strongly disagree with a structured set of questions. Also provide at least one paragraph of comments regarding each item. Provide your own comments and viewpoints on each issue as well as a reflection and conclusion to the interview. Set of questions and details regarding the assignment are available at

<http://site.xavier.edu/sena/info600/interview.htm>. All responses to the interview are strictly confidential. If a student is unable to conduct an interview, he or she may opt to conduct two additional case analyses.

Interview must be completed by July 7th. To turn in, click on Assignments on the main menu in blackboard and attach a file to the Interview folder.

Exam 20%

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 may have only 2 hours to complete the exam), so students must be organized and prepared. Exams will primarily cover course readings (those that precede each case) and will cover general issues related to cases (no specific questions from individual cases). Format for the exam is typically 5-6 essay questions requiring summary of topics covered and critical thinking related to those topics.

Exam must be completed by July 7th. To turn in exam, click on Assignments on the main menu in blackboard and attach a file to the Exam folder.

Grading Scale

Overall Avg.	Letter Grade
93-100%	A
90-93%	A-
87-89%	B+
83-87%	B
80-83%	B-
77-80%	C+
73-77%	C
70-73%	C-
60-70%	D
59%&below	F

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 turnit.com to check papers for plagiarism.