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INFO 628-01 Digital Enterprise

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Digital Enterprise* *INFO 628* *Spring 2014 Instructor: Dr. Mark P. Sena Office: 203 Smith Hall Office Hours: By Appointment Contact Information: sena@xavier.edu (513)745-3296 ***Course Description*****

This course was originally on an "open courseware" project that is led by Dr. Michael Rappa at North Carolina State University. The idea of the project is to encourage faculty collaboration across a discipline to build rich content, peer review of materials for accuracy and effectiveness and free distribution of the products to participating schools and universities. The open courseware project is sponsored by IBM, Kodak, AT&T, Cisco Systems, Deloitte Consulting, and others. Topics covered in this course include the following:

- analysis of E-business case studies and current issues in cyberspace;
- how the digital enterprise can alter or extend an organization's business model;
- how markets change as more consumers migrate online;
- how the automation of digital processes can change market dynamics;
- how trust can be fostered in computer-mediated interaction;
- how to securely manage the digital enterprise;
- how to protect digital intellectual property;
- how the Internet is coordinated and governed across hosts and legal jurisdictions;
- how to examine the multitude of legal and ethical issues raised by the Internet;
- how to examine the challenges associated with web-enabling and integrating business processes;
- how to examine the current and future impact that mobile and communications technologies have on society and organizations.

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 With the proliferation of the Internet, the topics listed above are relevant and important to nearly every organization. The course will also critically examine the impact that these issues have on society.

Course Materials Course does not have a text book but has several required readings and case studies. Cases must be purchased from Study.net. There is a link for purchasing the cases on blackboard. Additional required readings will be linked from the course homepage in Blackboard ; many of these links will be taken from the open courseware site: <http://digitalenterprise.org>

Description of Graded Activities:

- *Discussion Board / Participation 20%*** Course participation includes:
 - Attendance in Webex meetings (can miss up to two meetings without penalty, 5% penalty for overall discussion board/participation for each subsequent meeting missed). All missed meetings must be made up by viewing recorded session.
 - Occasional speaking or posting of messages during Webex meetings, completion of poll questions.
 - Reading and posting meaningful messages that contribute to discussions on the Blackboard Discussion Board. There will be a minimum of two topics per week.
 - Leading and moderating discussion forums for one case and one investigational issue topic 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 (investigational issue, case presentation). Participation will be based on contributions throughout the term. A preliminary grade will be posted at midterm, then updated at the end of the term.
- *Case Presentation 20%*** Students will prepare one 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 are also expected to lead discussion board topics related to their case presentation. (however, this will

be graded in the participation portion). Students will sign up for their preferred case on the Discussions link in Blackboard during the first week of class. *Investigational Issue Presentation: 10%* Students will present an investigational issue to the class during a Webex meeting. Approximately 20 minutes will be allotted for the presentation and discussion. The only deliverable will be the presentation itself. Students are not required to submit a paper as well. Students are also expected to lead discussion board topics related to the issue. (however, this will be graded in the participation portion). Students will sign up for their preferred investigational issue on the Discussions link in Blackboard during the first week of class. *E-Commerce (market) Research Study 25%* A 4-5 page single spaced paper examining a research question related to electronic commerce. A typical paper might have the following sections: Introduction, Background, Research Questions and Methodology, Findings (or Preliminary Findings), and Conclusions. Sample research questions might be (there are hundreds of potential relevant topics): What impact does user feedback have on bid prices in Ebay auctions? What role does gender play in responsiveness to email advertising? What is the relative effectiveness of pop-up ads versus banner ads in user recall? What is the correlation between fear of Identity Theft and dollars spent online? To make such analyses, you will need to find relevant articles on your topic (preferably published articles as opposed to just web sites). You'll likely need a minimum of 5-7 references. You will also need to determine a research method for answering the question - a survey, interviews, or experiment are the most common choices. You should identify a research method that would provide the best data to answer the research question. In many cases, you will not have the resources or time to actually conduct the full study. If so, your paper will detail how the study should be conducted then your findings could be based on preliminary data or a pilot study (say, a group of 40 students who participate in your survey). More details about the paper will be provided later in the course. Students may work individually or in groups of two for the study. *Exam 25%* 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. Format for the exam is typically 5-8 short essay questions requiring summary of topics covered and critical thinking related to those topics. To turn in exam, click on Assignments on the main menu in blackboard and attach a file to the Exam folder. *Grade Scale* *Overall Avg.* *Letter Grade* 93-100% A 90-93% A- 87-89% B+ 83-87% B 80-83% B- 77-79% C+ 73-77% C 70-73% C- 60-69% 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.