MIS 688: Information Systems and Strategies in Organizations
Spring 2015

Administration

Class meetings
Thursdays, 7-9:40pm, SSW-2514

Professor
Dr. Robert K. Plice, Emeritus Associate Professor
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  - Please include MIS 688 in subject line of email

Office hours
- Tuesdays, 7-8pm
- Thursdays, 4-5pm
- Other times by appointment (e-mail for appointment)
- I will also usually be available to meet with you immediately after class

Blackboard
- This course is administered through Blackboard. Every student is responsible for checking the Blackboard site to obtain detailed assignments, announcements and updates to course requirements. Once something is posted on Blackboard, it is assumed that the student has read it. There might be no other announcement, and the professor will not necessarily use class time to call attention to items posted on Blackboard.

Course

Content
- This course targets the general manager, providing strategies, techniques, and frameworks for building and managing information-centric organizations. It is not assumed that the student has a strong prior background in information technology. The pedagogy will include lectures, reading assignments, individual research assignments, and case analyses. The case studies will be group assignments. Details regarding all assignments will be provided on Blackboard throughout the semester.

Materials
- Additional readings will be assigned during the course of the semester. These will be available for free online or through the SDSU library.
Schedule of topics

IMPORTANT: Students are responsible for checking the ASSIGNMENTS tab on Blackboard to get updates to this schedule and detailed preparation requirements for each class session. All dates given here are subject to change EXCEPT for the dates of the midterm and final exams.

UNIT 1: Business organization, business strategy, and strategic alignment
- Economic forces that give rise to the firm, and how IT influences firm boundaries.
- Frameworks for business strategy, information strategy, and organizational strategy. Using information resources to achieve strategic aims.
- Textbook chapters: Introduction, 1, 2, and 3.
- Other readings and case analyses as assigned on Blackboard.
- Tentative dates: January 29 – February 19.

UNIT 2: Workflow design and process management
- How IT changes the nature of work, communication, and collaboration. Gaining acceptance for IT-induced change in the organization. Types of information systems for managing business processes.
- Textbook chapters: 4, 5.
- Other readings and case analyses as assigned on Blackboard.
- Tentative dates: February 26 – March 5.

MIDTERM EXAM
- Firm date: March 12.

UNIT 3: IT in the business
- Information system architectures. Functions of the IT organization within the enterprise.
- Investing in IT-related assets. IT governance frameworks.
- Textbook chapters: 6, 7, and 8.
- Other readings and case analyses as assigned on Blackboard.
- Tentative dates: March 19 – April 9.

UNIT 4: Sourcing and Managing IT
- The sourcing decision cycle framework. Outsourcing and competing through IT-enabled organizational forms. Managing the IT project in the enterprise. Using information and information-systems ethically. Information privacy and security.
- Textbook chapters: 9, 10, and 12.
- Other readings and case analyses as assigned on Blackboard.
- Tentative dates: April 16 – April 23.
UNIT 5: Business Intelligence and analytics.
- Data, information, and knowledge assets in the enterprise. Competing with business intelligence. The strategic deployment of systems to capture, organize and exploit information for decision making.
- Textbook chapter: 11.
- Other readings and case analyses as assigned on Blackboard.
- Tentative dates: April 30 – May 7.

FINAL EXAM
- Firm date: May 14.

Group case analyses and discussion
- Each student will be assigned to a group. During many class sessions, a period of time will be used for case discussion. One group will be chosen randomly as the discussion leader for that class.
- In preparation for each case discussion, you will meet with your group to prepare a short PowerPoint file containing your analysis of the case and your answers to the discussion questions posted on Blackboard for the case. You will hand in a hard copy of your PowerPoint slides for grading. You also must bring an electronic copy of your PowerPoint slides in case your group is chosen as the discussant for the case.
- If your group is randomly chosen as the discussant for that class meeting, you will come to the front of the room and lead a discussion of the case. A discussion is not the same as a presentation. To lead an effective discussion, you will:
  - Identify the questions that must be answered to analyze the case. Have a slide in your PowerPoint deck that summarizes these.
  - Present and defend the analysis that your own group did and the answers you gave for the questions. Draw out discussion from the rest of the class as to how each of the groups approached the questions. Solicit disagreement as well as agreement. Challenge the assumptions made and the positions taken by other groups if you think they missed something.
  - You will be graded on your skill at leading the discussion as well as your own group’s analysis of the case.

Individual research project
- During Units 3-5 of the course you will create a mind map related to research questions that will be assigned on Blackboard. The detailed instructions, requirements, and grading criteria for the project will be posted on the Blackboard ASSIGNMENTS tab. This is an individual assignment (not done in groups). Your project will be due on the last day of class (May 7).
Class participation

Photo
- You must email a digital photo of yourself to the instructor to get credit for participation in class. This will also be posted as an assignment on Blackboard. Use the subject line “MIS 688 photo” and attach the photo as a .jpg file type using the file name “<last name>,<first name>.jpg”

Participation credit
- Credit will be awarded for class participation that goes beyond mere attendance. To earn this you must make a memorable, favorable impression on the professor on a consistent basis throughout the semester. That means asking and answering questions, participating in class discussions, and observing the other requirements stated in this syllabus.
- The sooner you email your photo the easier it will be for the professor to learn your name and keep track of participation. Delay in getting your photograph emailed may adversely affect your participation credit.

Punctuality and courtesy
- Please do not habitually come to class late or leave early. Be considerate of the other students in the class. Habitual violations of common-sense classroom etiquette will result in deductions from your class participation grade. This includes side conversations, sleeping, etc.

Exams

General
- Two exams will be given. Exams are naturally cumulative, but the final will emphasize material from the second half of the course.

Dates
- Midterm: March 12.
- Final: May 14.
- These dates are fixed, regardless of any other changes to the course schedule. There will be no special accommodations or makeup exams unless the circumstances are covered by university policy (see Policies topic below). Students will receive a score of zero for any missed exam not excused for policy reasons. If you know that you will be absent on one of these dates, you should drop the course.
Assessment

Semester grade
- The semester grade will be determined by weighting the student’s scores for the midterm, final, group case analysis, individual project, and participation.

Weighting
- Midterm: 25%
- Final: 30%
- Individual research project: 15%
- Group case analysis and discussion: 20%
  - You will be given an opportunity to submit a peer review of the members of your group. Your grade for the group work may be affected positively or negatively by the peer review.
- Participation: 10%

Grades
- The final grade is determined by the percentage of available points that has been earned:
  - 90% or better: A-, A
  - 80% or better: B-, B, B+
  - 70% or better: C-, C, C+
  - 60% or better: D-, D, D+
  - less than 60%: F
- A decision to use a curve to raise the average grade may occur, depending on the class average. It is not anticipated that the use of a curve will lower anyone’s grade.

Student Learning Outcomes (SLOs)
- After succeeding in this course, students will be able to:
  - describe and explain the evolving business and IT environments
  - describe strategic information systems planning and decision making in the new networked global economy
  - apply theoretical business and information systems models to management and problem-solving situations
  - explain the concept of business process reengineering (BPR)
  - describe ways of measuring organizational IT performance
  - describe IT governance and the management of change
  - describe the ethical responsibilities of today’s IT professional
Policies

Excused absences
- University policy defines circumstances under which examinations may be rescheduled due to absence. Students who fall into these categories have a responsibility to notify the professor of the circumstances and request accommodation, and the notification must be given during the first two weeks of classes. Major documented illnesses or death in the family may also result in accommodation if the professor is notified in a timely fashion. Any event that is—or should be—foreseeable at the start of the semester will not be an excused absence unless specifically covered by University policy.

Cheating
- Cheating is defined as attempting to take credit for misrepresented work. This includes giving or receiving help on any graded work in this course without permission from the professor, cheating during exams (including obtaining advance knowledge of test questions), submitting alterations to graded work for regrading, and plagiarism (i.e., taking credit for someone else’s words as if they were your own). Any student caught cheating will receive an F for the course, will be reported to Judicial Procedures, and will be recommended for expulsion from the College of Business.

Grade changes
- Students may request a regrading of an assignment or exam if they believe the original grade was unjust. However, the regrading will be “zero based.” That is, the student risks receiving a lower rather than a higher grade as a result of the review.
- Final grades are assigned based on a student’s performance in this course, not on the basis of what grade the student needs in order to maintain a GPA. No changes to final course grades will be entered unless the original grade was given by mistake.

Changes
- This syllabus is preliminary, and may be changed as needed at the discretion of the professor. Blackboard is the designated communications channel for notifying students of any changes or updates to course content or requirements.