MIS 688: Information Systems and Strategies in Organizations
Fall 2015

Administration
  • Classroom: Thursdays, 7-9:40pm, GMCS-329
  • Professor: Dr. Eric Gayles
    o Office: SS -2428
    o Phone: (519) 800-6857 (voice or text)
    o E-mail: eric.gayles@mail.sdsu.edu
      ▪ Please include MIS 688 in subject line of email

  • Office hours
    o (SS -2428): Thursdays, 6-7:00pm
    o Other times by appointment (e-mail for appointment)
    o I will also usually be available to meet with you immediately after class

  • Blackboard
    o 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.

Course Description
  • Managing information to create business value. Planning, organizing, and leading information systems initiatives. Relationship of data, information, and knowledge to strategic and operational decision making. Global aspects and ethical uses of information systems.

Materials
SCHEDULE OF TOPICS
IMPORTANT: Students are responsible for checking the ASSIGNMENTS tab on the Blackboard to get updates to this schedule and detailed preparation requirements for each class session. All dates 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: September 3 – September 17

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: September 24 – October 1

MIDTERM EXAM - October 8

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: October 15 – November 5

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: November 12 – November 19

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.

FINAL EXAM - Firm date: December 17
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 or more groups will be chosen to lead discussions.
- In preparation for several key discussions throughout the semester announced in advance, 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.
- You will also email to me a copy of your PowerPoint slides for grading. You also must bring an electronic copy of your PowerPoint slides in case your group is chosen to lead part of the discussion.
- Expectations around leading a discussion include:
  - Having a quality slide presentation in PowerPoint
  - Present and defend the group’s analysis
  - Solicit perspectives from the rest of the class as to how each of the groups approached the questions.
  - Challenge the assumptions made and the positions taken by other groups if you have a different view.
  - 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.

GRADING

The semester grade will be determined by weighting the student’s scores for the midterm, the final exam, the group case studies, an individual project and class participation.

Weighting

- Midterm 25%
- Final 30%
- Individual project 15%
- Group case analyses 20%
- Participation 10%
CLASS PARTICIPATION

Photo

- Please 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.

EXAMS

General

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

Dates

- Midterm: October 8
- Final: December 17
- 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.
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 organization IT performance
- Describe IT governance and the management of change
- Describe the ethical responsibilities of today’s IT professional
- Speak to several key technology trends having significant impact on business IT strategies today and in the near future
STUDENTS WITH DISABILITY
If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated.

ACADEMIC INTEGRITY
SDSU’s policy on academic integrity is expressly integrated into this course. Any deviation from the standards of this policy may result in a grade of “F” for the course.

HONESTY:
Plagiarism and cheating are serious offenses and may be punished by failure on an exam or assignment, failure in the course, and/or expulsion from the college. For more information, refer to the “Academic Honesty” policy in the student catalog (http://www.google.com/url?sa=t&source=web&ct=res&cd=1&url=http%3A%2F%2Fits.sdsu.edu%2Fdocs%2FFTURNS_Plagiarism_AcadSen.pdf&ei=hKgcSoOzJJytytAPUyv2NCg&usg=AFQjCNEMwFwRNg6A6C-5okEjjimj4-0fReQ&sig2=NMoSM4myz0-B-QQAIUpvLfhw).

Plagiarism shall be defined as the act of incorporating ideas, words, or specific substance of another, whether purchased, borrowed, or otherwise obtained, and submitting same to the university as one’s own work to fulfill academic requirements without giving credit to the appropriate source. Plagiarism shall include but not be limited to (a) submitting work, either in part or in whole, completed by another; (b) omitting footnotes for ideas, statements, facts, or conclusions that belong to another; (c) omitting quotation marks when quoting directly from another, whether it be a paragraph, sentence, or part thereof; (d) close and lengthy paraphrasing of the writings of another; (e) submitting another person’s artistic works, such as musical compositions, photographs, paintings, drawings, or sculptures; and (f) submitting as one’s own work papers purchased from research companies.

Here is a link to the Library’s tutorial on Plagiarism: http://infotutor.sdsu.edu/plagiarism/index.cfm

CHEATING:
The assignments, quizzes, and exams you submit must be entirely your own individual work. If you and another person work together on assignments and the resulting two assignments are alike (or very nearly so), you are cheating. Each student is responsible for doing the assignment independently. Cheating includes sharing solutions either by copying, retyping, looking at, or supplying a copy of a file/solution. Cheating occurs on both the supplying and receiving ends. Do NOT leave copies of your assignments on the lab computers. If you do, and someone else uses it, you are still responsible and involved in cheating.

This class has a zero-tolerance policy for cheating. You have now been warned. If you are involved in a cheating incident you will receive a grade of F in this course. Additionally, all cases of cheating will be reported to SDSU’s Center for Student Rights and Responsibilities for University disciplinary action. Note: You are not eligible to use course forgiveness to replace a grade in a course where you have been found guilty of academic dishonesty.

Note: During Exams you may not wear any hats or have turned on any electronic devices including but not limited to cell phones, pagers, music devices, etc. Plan accordingly on exam days.