

University of Indianapolis
School of Business
Course Syllabus

Course Information

Course Number and Title	MBA610 Information Technology Strategy
Session and Year	Fall 2008
Section	50
Instructor	Dr. Darrell Bowman
Day Phone	788-3396
Email	dbowman@uindy.edu
Office	EH 052L
Textbook	Business Driven Technology, Haag, Baltzan, Phillips 3ed

Course Description

Organizations can anticipate and respond to problems through innovative uses of information technology. By learning to conduct an audit of a business process, benefits can result from adding value during the process of creating, producing, or supporting a product or service. The analysis and design of an information system is based on one's understanding of the organization's objectives, structure, and processes as well as one's knowledge of how to exploit information technology for advantage.

Course Objectives

This course provides an introduction to analyzing various types of systems with the emphasis on managing and implementing information systems.

- In addition to discussing the details that make up the system analysis process, the class will also look at the "big picture" and discuss the business implications of the system analysis process as well as covering the implications of decisions made in the system analysis process.

Online Quizzes

Seven days are allowed for online quizzes. However, do not begin a quiz on the last day. If you have technical problems, I may not be available to correct them. You are still responsible for the quiz. Take quizzes early. I will not extend quiz dates.

Academic Integrity

Please refer to the Student Handbook

Required Materials

None

Course Requirements

Grading

Technology Critique	100
Quiz 1	50
Quiz 2	50
Midterm	100
Final	100
Participation	100
Research Paper	100
Research seminar	100
	700

A	95-100%
A-	90 – 94%
B+	88 – 89%
B	85 - 87%
B-	80 – 84%
C+	78 – 79%
C	75 – 77%
C-	70 – 74%
D+	68 – 69%
D	65-67%
F	0-64%

Pluses and minuses are assigned at the instructors discretion.

Participation

Participation criteria is classroom discussion participation, attendance, initiative in class, participation in seminars as an audience member.

Research Paper

The purpose of the research paper is to familiarize you with a strategic business information systems topic. The paper is to be written in APA format. You must have at least 7 references, 4 of which must be peer reviewed. The length of the paper should be 10 to 15 pages, not including cover, toc, and reference page.

Be prepared to present your paper in a seminar format. The seminar should last 15 – 20 minutes and an additional 5 – 10 minutes for questions. The seminar should be interactive with the audience. Criteria for grading: audience interest, eye contact, confidence/presentation style, voice, media application, and knowledge/preparation.

Guide

What background provided the foundation for the topic?

Educate regarding the topic.

What social, legal, ethical or moral implications are related to the topic?

What is the future for the topic?

Conclusion

Topics

- Information Security

- Business/Disaster Recovery Systems
- Computer Forensics
- An Overview of Help Desk Applications
- Information security strategy
- Data Warehousing
- Corporate Intranets
- Case Study: A company IT project you have experienced
- Technology ethics
- Capability Maturity Model
- A Study of the EBay Ecommerce model
- The convergence of wireless, cable, telephone and satellite technologies.
- Deregulation of technology

Conducting and Writing a Case Study

Research the topic or organization

- Identify the problem
- What were the symptoms?
- What solution(s) were developed?
- How was the solution implemented?
- Describe the organization
 - Background
 - Structure
 - Industry
 - Competitors
- Apply business models and technology models to the case
- Describe the outcome
- Conclusion

Schedule Thursday

Week 1 August 25

Course Introduction and Blackboard

Business Driven Technology, Competitive Advantage, Research Paper discussion

APA style and library databases

Assign paper

Find a newspaper or magazine article describing technology use in business. The article does not have to be limited to computer technology. Pay attention to how technology is affecting the business or industry. Write a 2 – 3 page summary of the article. Describe the technology. What are the social implications? How is technology affecting change? Has this change been implemented somewhere else? What are your thoughts; for the summary? Submit paper to Digital Dropbox

Week 2 September 8

Preparation: Chapter 1

Be prepared to discuss your article critique, in class.

Week 3 September 15

Preparation: Chapter 2, 3 Competitive Advantage, Strategic Initiatives

Bring the article to class for discussion

Due before class: Technology article critique

Week 4 September 22

Preparation: Chapters 4, 5, 6 Successive Strategies, Organizational Structures, Valuing Information

Quiz 1 Chapters 1 – 6 (September 23– September 29 5pm)

Week 5 September 29

Preparation: Chapters 7, 8 Databases, Data Warehouses

Research paper progress report in class (How much research is complete? Outline complete?)

Week 6 October 6

Midterm Exam Chapters 1 – 8 – In Class

Preparation: Chapter 9, Decision Making, Problem Solving

Week 7 October 13

Preparation: Chapter 10, 11 SCM, CRM

Week 8 October 20

Preparation: Chapter 12

Week 9 October 27

Preparation: Chapter 13

Week 10 November 3

Preparation: Chapter 14 E-Business

Quiz 2 Chapters 9 – 15 (November 4 – November 10 5pm)

Week 11 November 10

Preparation: Chapter 15 Collaborative Partnerships

Week 12 November 17

Seminars

Research papers due 5:30 pm

Week 13 November 24

Seminars

Week 14 December 1

Seminars

Week 15 December 8

Final Exam –in Class; comprehensive