Managing Information in the Enterprise

MIS - 5801Fall 2014

Instructor: Dr. Sunil Wattal

Office hours: Tuesdays 2-3pm

Office Location: 201B Speakman Hall

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Class Date & Time: Wed/Fri/Sat/Sun

Pre-requisites: Limited to students matriculated in the Executive M.B.A program

# Course Description:

This course provides an introduction to the strategic role of information technology in today’s digital centric world. You will learn how to apply systems thinking to analyze and understand organizational IT strategy and usage. You will also learn how to apply theories of innovation to analyze the disruptive potential of technology.

Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

# **Course Materials:**

We will use the MIS Community Site in this course instead of Blackboard. Please use your AccessNet login and password to access this site. The URL is: <http://community.mis.temple.edu/mis5801sec001f14>

I have set up an “empty” course on Blackboard and enrolled all of you in it. The above link is posted there as an Announcement for your reference.

We’ll be using a custom version of the following textbook for this course (the online link to the book chapters will be provided to you): Guiding the Digital Transformation of Organizations by V Sambamurty and R Zmud

There is a set of cases required for the course. There will also be assigned readings throughout the course. Check the course schedule for the dates each reading and case is due.

# **Objectives**:

Upon completion of this course, students will be able to…

1. Describe the strategic role of information technology in today’s digital centric world
2. Analyze and assess the technical and management foundations to lead successful IT initiatives
3. Apply theories of innovation to analyze the disruptive potential of technology
4. Identify the issues involved in managing information systems and technology in a global environment

# **Method of Instruction**:

This course is structured with one pre-session WebEx, one weekend residency (Friday – Sunday), and one post-session WebEx.

# **Grade Breakdown**:

|  |  |
| --- | --- |
| **Item** | **Weight** |
| Journal | 25% |
| Participation | 25% |
| Case Study Analysis | 20% |
| Strategic Analysis | 30% |
| **Total:** | 100% |

# **Grading Scale:**

 100 – 93 A 92 – 90 A–

89 – 87 B+ 86 – 83 B 82 – 80 B–

79 – 77 C+ 76 – 73 C 72 – 70 C–

69 – 67 D+ 66 – 63 D 62 – 60 D–

59 – 0 F

All final course grades will be rounded to the nearest whole number

(i.e. 69.5 would be rounded to a 70, but a 69.49 would be a 69).

# **Assignment Descriptions:**

* **Journal** – Individual assignment, 25% of total grade, due October 20, 2014. You will be asked to submit a journal, documenting the key ideas presented in each of the class sessions. The journal should be about 10 double-spaced pages (2 pages for each day’s class). **Please see the MIS site for more details on required structure and topics to include.** Your journal should be submitted as a single document to me via email (swattal@temple.edu). It is important that you submit the journal on time. A late penalty of 20% per day will be assessed each day the assignment is submitted past the due date.
* **Participation** – Your individual contribution to discussions and presentations will be evaluated and will comprise 25% of your total grade. You will be expected to make a significant contribution to each class discussion based on your knowledge and experiences. The quality of your contribution to the class discussions and your participation in group presentations will be graded individually.
* **Case study analysis** – individual assignment, 20% of total grade. In addition to reading and preparing to discuss all of the assigned case studies, you will also analyze and lead the discussion on one case during class. Each case will typically have two students, and when that is the situation, you will be expected to challenge the views of your classmate. ). **Please see the MIS site for more details on required structure and topics to include**. Submit the case study analysis via email to me (at swattal@temple.edu) – at the start of the session when the case study is to be discussed in class. The file should be in Microsoft Powerpoint (.ppt or pptx) format. In most cases, the instructor will call upon you to informally present the submitted slides during the relevant class session. A formal presentation is not required.
* **Strategic Analysis** – Individual assignment, 30% of total grade, due October 15, 2014. The strategic analysis is the “take home” final for this course. The goal of the strategic analysis is to analyze an information technology that will aid a decision maker in determining if it is useful for further investigation and potential adoption. Please start thinking about a proposed topic immediately. We will use the first class session to brainstorm further and a list of your proposed topics is due per the class schedule. **Please see the MIS site for more details on required structure and topics to include.** Submit the analysis via email to me at swattal@temple.edu. The file should be in Microsoft Powerpoint (.ppt or pptx) format. Late submissions will not receive assignment credit.

# **WebEx Virtual Classes:**

The virtual classes are designed to give you flexibility, become comfortable in an increasingly virtual business industry, and engage you in ways not possible in a traditional course. You won’t need to install any special software to participate in the virtual classes. I do ask that you enter your first name and last name correctly when entering the class; this will help with grading your in-class participation. If your name isn’t entered correctly then your in-class participation will be a zero for that particular class, no excuses. Please log into the virtual classes before the scheduled class time, we will begin promptly at 8:00 p.m. You can access the virtual classes in Blackboard. The WebEx meetings will be located under the WebEx tab.

# **Attendance:**

Because I plan for class discussion to be an integral part of the course, I expect full attendance by every member of the class. I also expect you to arrive on time to class.

# **Academic Honesty**:

Learning is both an individual and a cooperative undertaking. Asking for and giving help freely in all *appropriate* setting helps you to learn. **You should represent only your own work as your own.** *Personal integrity* is the basis for intellectual and academic integrity. Academic integrity is the basis for academic freedom and the University's position of influence and trust in our society. University and school rules and standards define and prohibit "academic misconduct" by all members of the academic community including students. You are asked and expected to be familiar with these standards and to abide by them. A link to Temple’s Policy on Academic Dishonesty can be found at the following link: <http://www.temple.edu/bulletin/responsibilities_rights/responsibilities/responsibilities.shtm>

# **Disability Statement**:

Any student who has need of accommodation based on the impact of a disability should contact me privately to discuss the specific situation as soon as possible. Contact Temple University’s Disability Resources and Services (DRS) office at (215)204-1280 at 100 Ritter Annex to coordinate accommodations for students with documented disabilities. Please contact your instructor and the DRS within the first week of class, at the beginning of the semester. DRS will establish your needs, and make necessary arrangements with faculty. If you choose not to contact DRS, and have difficulty, you will be unable to receive accommodations retroactively, once exams are completed and/or course grades are submitted. Such decisions are made jointly between the DRS office and the instructor, at their discretion based on circumstances. Accommodation letters must be received by the instructor during the first two weeks of the semester.

# Course Schedule

*\*Subject to change at the discretion of the Professor*

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| --- | --- | --- | --- |
| **Session** | **Topics** | **Activities** | **Assignment Due** |
|  WebEx Session 1*September 24, 2014* | Course Introduction | **Read:*** Chapter 1: Enhancing Competitiveness Through IT
* Wikipedia: Porter's Five Forces Analysis
* Wikipedia: Value Chain
 |  |
| **Watch:** Thomas Friedman: "The World is Flat 3.0" |  |
| **Prepare:** Strategic Analysis Topic Ideas |  |
| **Prepare:** Journal Entry |  |
| Day 1 (Morning)*October 3, 2014* | Discussion: Systems Thinking and Business ProcessesSTARS Air Ambulance | **Read:** * Chapter 3: Business Platforms
* Wikipedia: Business Process
* The "P" in Business Process Management
* Overview of Systems Thinking
* What IT can learn from the railroad business
* Ivey Case 908E04: Stars Air Ambulance: An Information Systems Challenge
* Case: IT at Cirque De Soleil
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| Day 1 (Afternoon)*October 3, 2014* | Discussion: Enterprise Applications | **Read:*** Introduction to ERP
* How Cloud Computing is Changing the World
* Chapter 4: IT Infrastructure
* Case: Cisco
* Case : Microsoft Server Tools
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| **Watch:** Amazon's Cloud Strategy |  |
| **Prepare:** Journal Entry |  |
| Day 2 (Morning)*October 4, 2014* | Digital Business Models | **Read:*** Opinion: What Web 2.0 is (and isn't)
* Digital Economics and Strategy Issues
* We Googled You
* Great Wall of Facebook…
* The Rise of Crowdsourcing
* Case: Social Strategy at American Express
* Case: Top Coder
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| Day 2 (Afternoon)*October 4, 2014* | Evaluating Emerging Technology | **Read:*** Avoiding the Pitfalls of Emerging Technologies
* Wikipedia: Disruptive technology
* Reading: Seeing What's New (getAbstract)
* Case: Barnes and Noble
* Case : Facebook
* Case: Amazon, Apple, Facebook, and Google
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| **Prepare:** Journal Entry |  |
| Day 3 (Morning)*October 5, 2014* | Knowledge Management at Katzenback PartnersDiscussion: Big Data & Privacy | **Read:*** The Differences Between Data, Information and Knowledge
* Beyond the Hype: Capturing value from big data and advanced analytics
* Why Extracting Value from Big Data is Difficult
* Stanford Case SM-162: Knowledge Management at Katzenback Partners LLC
* The Big Data Revolution: Privacy Considerations
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| **Watch:** "Inside the Mind of Google" |  |
| **Prepare:** Journal Entry |
| Day 3 (Afternoon)*October 5, 2014* | Discussion: Digital Transformation of Governance Models | **Read:** * IT Governance: Stop the Pendulum!
* Case : Volkswagen of America: Managing IT Projects
* Case : The Globalization of Wyeth
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| **Prepare:** Journal Entry |  |
| WebEx Session 2*October 15, 2014* | Discussion: "IT Doesn't Matter" | **Read:*** IT Doesn't Matter
* The End of Corporate Computing
 | **Submit:** Strategic Analysis |
| **Prepare:** Journal Entry |  |
| Post-Session |  | **Submit:** Journal | **Submit:** Journal |