



Course Information

Course Title:BUS502	Semester:
Information Systems Strategy and Sourcing	Summer 2019
<p>Class Hours: Monday through Friday, 180 minutes each day, for three weeks. At the end of each week there will be a one-hour discussion session; the Instructor will also be available by appointment.</p>	
<p>Discussion Session: One hour each week</p>	<p>Field Trip: To be determined by the Instructor</p>

TEXTBOOK AND REFERENCE:

G. Piccoli and F. Pigni, F., *Information Systems for Managers with Cases*, Edition 4.0 (Burlington, VT: Prospect Press, 2019). This text is available in both e-book and paperback. While the prior edition 3.0 (2016) of this text is acceptable, students are highly encouraged to access this most recent updated version.

A recommended—but not required—second text reference is: Turban, E., Volonino, L, and Wood, G.R., *Information Technology for Management*, 10th Edition (NY: Wiley, 2015).

Course Outcomes:

- A deep appreciation and understanding of the strategic role played by Information Technology (IT) in essentially all organizations, worldwide, today.
- Skill in how to analyze and organize information according to frameworks and concepts derived from the growing academic subject field of IT.
- Knowledge of how organizations can create value from sound IT management, including the collection of data, “deep dive” methodologies of analysis, and development of predictive analytic models for data interpretation and usage.
- Insight into how organizations create and execute strategies for IT competence and the inclusion of these strategies in the overall strategic framework of the firm.
- Appreciation of the current debate surrounding personal privacy and information, and how this impacts the usage of IT management today.



Course Description:

Information System Strategy and Sourcing is an advanced post-graduate business school course designed to introduce the student to contemporary methods and techniques of integrating Information Technology (IT) into organizational strategies. In today’s modern world of business, digital capability is critical to success; firms that do not have digital strategies will likely fail. This course will cover the diffusion of IT into key functional areas of the firm, such as operations, marketing, finance, HR management, and other lone and staff functions. Explicit coverage will be given to big data technologies and cloud computing; discussion of data-oriented specialists; emerging IT areas such as blockchain, virtual and augmented reality, machine learning, artificial intelligence, and Process Virtualization Theory. Finally, we will also discuss such critical current topics as mobile security, fake news, troll factories, and cybersecurity frameworks.

Students will be expected to engage in lecture/discussion with the Instructor, participate in in-class exercises, and provide presentations of case studies from the text.

Weekly Schedule July 1st -July 19th ,2019		
Week	Day	Topic
1	1	Introduction to the course; expectations, requirements and assignments. Read:Chapter 1:Information Systems and the Role of Genaral and Functional Managers
1	2	Chapter 2: Information Systems Defined
1	3	Chapter 3: Organizational Information Systems and Their Impact
1	4	Chapter 4: The Changing Competitive Environment
1	5	Review of the week; Presentations of case assignment 1
2	1	Chapter 5: Digital Business
2	2	Chapter 6: Strategic Information Systems Planning
2	3	Chapter 7: Value Creation and Strategic Information Systems
2	4	Mid-Term Exam given today
2	5	Review of the week; Presentations of case assignment 2
3	1	Chapter 8: Value Creation with Information Systems; Chapter 9: Appropriating IT-Enabled Value Over Time
3	2	In-class case presentations
3	3	Chapter 10: Funding Information Systems and Chapter 11: Creating Information Systems
3	4	Chapter 12: Information Systems Trends and Chapter 13: Cybersecurity, Privacy, and Ethics
3	5	FINAL EXAM GIVEN IN CLASS TODAY



Grading Requirements and Standards:

The following components will determine the final grade of the student:

Attendance/Participation:	10%
Mid-Term Exam:	30%
Group Case Presentation:	25%
Final Exam:	<u>35%</u>
Total	100%

Attendance/Participation

All students are expected to attend all class sessions. Given the short duration of this course, no more than one absence will be allowed. If there is a medical emergency that prevents attendance, the student must bring appropriate documentation to the Instructor as soon as possible following the incident.

Participation will be a function of quality more than quantity. Ample time will be given to in-class discussions. If students feel that they cannot participate in class, they may contact the Instructor to discuss their issues.

Group Case Presentation

Beginning on p. 379 of the text (latest edition) are ten case studies. Students will be required to form a group (maximum of three students), select a case, and then make an in-class presentation of the case using PowerPoint slides. See the cases for questions to be addressed in the presentation. A maximum of fifteen minutes will be allowed for the presentation, and class Q&A will follow. One grade will be given to all group members.

Exams

Both a mid-term and a final exam will be administered in this course. See the class schedule (above) for dates. The exam formats, topics to be covered, grading standards, and other such questions will be provided in class prior to exam administration.



Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

Students with Disabilities

Students with disabilities will be accommodated in all aspects of the course according to stipulated University guidelines. There will be no discrimination toward such students.

Student Behavior and Classroom Integrity

The University code of student ethics will be strictly enforced in this course. Any violations can lead to failure of the course and potential dismissal from the program. Please consult the appropriate university information sources for details.