

**Summer 2017 – Strategic Management of Information Technology  
CISM 6331 Section E01**

**Faculty Data:**

Dr. Joan Deng, Professor

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Office Hours: By appointment

**Online Support:**

- CourseDen Home page: <https://westga.view.usg.edu>

- CourseDen Help & Troubleshooting: <http://uwgonline.westga.edu>

- Distance Learning Library Services: <http://westga.edu/~library/depts/offcampus/>

- Ingram Library Services: <http://westga.edu/~library/info/library.shtml>

- UWG Bookstore: <http://www.bookstore.westga.edu>

- Disability Services: [http://www.westga.edu/studentDev/index\\_8884.php](http://www.westga.edu/studentDev/index_8884.php)

*Additional resources and links are available in the UWG|Online CourseDen (D2L) Resources widget on your course homepage*

**Course Description:**

- This course introduces non Information Management students to the study of information technology, and examines the principles and concepts of strategic management of information technology.

- Information systems (IS) were first developed to obtain cost savings by automating the basic functional processes of the organization. Today, they are used to provide new products and services, to support and replace the work of managers and professionals, to coordinate work within and across organizations, and to develop entirely new forms of organization. Nearly half of all new capital investment involves information technology (IT) and systems.

- Formerly, most of the responsibility for managing information technology in organizations was explicitly assigned to functional IS managers. Today, with the dispersal of IT and its increasing importance throughout the organization, most of this responsibility is devolving to line managers who are generally ill prepared to accept it. Consequently, managing information technology has become both increasingly important and difficult. Familiarity with information technology has therefore become indispensable to the MBA who must understand how to function and manage effectively in the now IT-laden world of business.

**Learning Objective Relates to Learning Goal(s):**

- The M.B.A. program educates students with a broad knowledge of business in order for them to perform effectively in management positions or to pursue further studies.

- The overall objectives of the program are to provide students with a learning environment that enhances their ability to:

1. Communicate at a professional level in oral presentations and in writing.

2. Work effectively with others and lead in organizational situations.

3. Identify how globalization affects organizations and their environment.

4. Recognize the importance of ethical decision making.

5. Use technology effectively.

6. Integrate analytical and problem solving skills with concepts and theories from all functional areas of business.

**Materials and Prerequisites:**

- “Managing and Using Information Systems: A Strategic Approach”, 6th Edition, by Keri E. Pearlson, Carol S. Saunders, Dennis F. Galletta, Publisher: John Wiley & Sons, Inc., ISBN-13: 978-1119244288, ISBN-10: 1119244285

**UWG CourseDen:**

- The instructor uses UWG CourseDen to post syllabus, recorded course orientation, recorded lectures, assigned readings, and assignment specifications for you to download.

**Course Approach:**

- Course materials will give you multiple ways to learn the material presented in this course. The textbook and assigned readings will provide one source of information.  
 - Recorded lectures will be based on, and extend, the textbook material.  
 - Case study assignments, reading assignments and essay assignment give you an opportunity to apply course materials to improve your critical-thinking and problem-solving skills.

**Grading:**

- The course grade will be determined on a 10-point scale. Grades will be rounded up if above “0.5”. For example: 89.5 will be given an “A” while and 89.4999 will be given a “B”.

Material	Percent of final grade
Orientation Quiz (1)	1
Textbook Exams (3)	42 (14 points each)
Case Study Assignments (5)	30 (6 points each)
Reading Assignments (3)	18 (6 points each)
Essay Assignment (1)	9
<b>Total</b>	<b>100</b>

- A: 90 and above**
- B: 80 – 89.4999**
- C: 70 – 79.4999**
- D: 60 – 69.4999**
- F: 59.4999 and below**

**Communications with the Professor:**

- Students **WILL** receive individual e-mails concerning course updates and changes.  
 - Students should check their **UWG email accounts** on a **daily** basis.  
 - You are responsible to find out about any changes in due dates and course content.  
 - As UWG e-mail is the official means of communication, only UWG issued e-mail addresses will be answered by the Professor. **CourseDen email is not utilized by the Professor (neither read nor answered).**  
 - Please be sure you have adequate space available in your UWG e-mail in box account, as only one attempt will be made to contact a valid UWG email address.

- My preference is to be contacted through the CourseDen discussion board; that should always be your first option. I urge you to post your questions on the discussion board so that everyone can benefit from the responses. I will check discussion board regularly to respond to your questions. This is the BEST method of communicating your questions regarding the course (e.g., assignments, lessons, etc.) with the instructor. Before posting a question, make sure that you read through the questions and answers that have been posted on the discussion board. Often, you will find the answer to your question there. The discussion board is essential to this course. Please be sure to check it every day. Everyone can read the discussion board postings; therefore, do not post private information.

- Please contact me directly through my UWG email ([jdeng@westga.edu](mailto:jdeng@westga.edu)) for anything that is confidential or private. All e-mails to the Professor are to be sent to [jdeng@westga.edu](mailto:jdeng@westga.edu). If you would like to ask questions via email, please make sure you use CISM 6331 as the subject line, so that I recognize that it is from one of you and my spam filter do not accidentally delete your message. Emails will be answered within hours if not immediately. Although attempts will be made to reply as quickly as possible, you SHOULD NOT assume that all the emails sent after 10:00 PM or over the weekend will be replied on the same day. **I REPLY TO ALL EMAILS. IF YOU DO NOT GET A REPLY WITHIN A 24-HOUR PERIOD, ASSUME I DID NOT RECEIVE IT AND PLEASE RESEND.**

- If you would like to meet me in person, please make an appointment with me by sending email to [jdeng@westga.edu](mailto:jdeng@westga.edu).

**Orientation Quiz:** you should complete an **orientation quiz** after watching the course orientation recording. It's due at **11:55PM (est)** on **Thursday, June 1, 2017**.

#### **Case study Assignments:**

- There are **five** case study assignments. They are due at **11:55PM (est)** on the respective scheduled due dates.

- The cases are available in the textbook.

- Each student will submit answers to the discussion questions at the end of the cases.

- The answers are intended to provide some indication of the amount of thought that went into each case. The analysis should go beyond a simple factual description of the case. It should provide logical thinking that takes into account the facts of each case. Appropriate use of class material can facilitate analysis. Some case questions don't necessarily have an easy right or wrong answer – you will need to take a position and argue for it.

#### **Reading Assignments:**

- There are **three** reading assignments. They are due at **11:55PM (est)** on the respective scheduled due dates.

- Each student will submit abstracts of the assigned reading materials.

- You are expected to demonstrate understanding of the assigned reading materials, discuss their usefulness, applicability and implications, and relate the reading materials to the broader context of class and course materials.

#### **Essay Assignment:**

- There is **one** essay assignment. It is due at **11:55PM (est)** on **Friday, June 23, 2017**.

- Each student will submit a 2-3 page (double-spaced) essay on a topic selected from a list provided by the instructor.

- You are expected to demonstrate some knowledge of the course materials by citing concepts/models from the materials you have read and bring further insight into the assignment by doing additional relevant research into the topic.

### **Assignment Rules:**

- All assignments must be submitted in **Microsoft Word format** (e.g., .doc, or .docx file) through the **Assignment Submission Folder on CourseDen**. If an assignment is submitted in a format that I am unable to open, you will not have the opportunity to resubmit that assignment; therefore, you will receive a zero on that assignment.
- All work must be done individually by students.
- Modifying the work of another student is considered cheating.
- No additions or corrections will be accepted once assignments have been submitted for grading.
- IT IS YOUR responsibility to keep up with (store and secure) your work.
- Do not store your work on a lab PC, they are regularly purged of files.
- All assignments are due at **11:55PM (est)** on the respective scheduled due dates (see the course calendar below for specific dates).
- **THERE WILL BE NO LATE ASSIGNMENTS ACCEPTED!** Missed assignments receive a grade of zero.
- All assignments are available after the first day of class, **WORK AHEAD**.
- If you submit a wrong assignment file on CourseDen, or forget to post your work on CourseDen, or have sent the work that is not being received on CourseDen by the deadline, you will receive a zero for the assignment. Students have the same ability to validate a CourseDen submission as the Professor. Be sure your work is there.

### **Textbook Exams:**

- The true underlining purpose of the exams is to get the student to read the text. Thus the exams are open book allowing the student to “shop” for the correct answer.
- There are three exams taken directly from the textbook chapter materials to test your understanding of the basic material.
- You will only have one opportunity to take each exam, once you start the exam you are committed to finish.
- All exams are due at **11:55PM (est)** on the respective scheduled due dates (see the course calendar below for specific dates).
- All exams are open on the first day of class and close in a cascading fashion until the final day of the course.
- **Make up exams are not offered.**
- The exams are taken on-line, and open book.
- All exams are worth 14 points each.
- Exams may include questions from previous chapters and materials.
- Exam 1 will focus on Chapters 1, 2, 3, and 4.
- Exam 2 will focus on Chapters 5, 6, 7, 8, and 9.
- Exam 3 will focus on Chapters 10, 11, 12, and 13.

### **Students Rights and Responsibilities:**

Please carefully review the information at the following link:

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

**Americans with Disabilities Act:**

If you are a student who is disabled as defined under the Americans with Disabilities Act and require assistance or support services, [The Office of Disability Services](#) will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations.

If you need course adaptations or accommodations because of a disability or chronic illness, or if you need to make special arrangements in case the building must be evacuated, please notify your instructor using the course email system within five business days after the beginning of the course and attach a PDF copy of your Student Accommodations Report (SAR) which is available only from the Office of Disability Services. Accommodation requests require appropriate notice and paperwork.

**University of West Georgia Honor Code:**

At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

You are responsible for the safeguarding of your computer account. Your account and network connection are for your individual use. A computer account is to be used only by the person to whom it has been issued. You are responsible for all actions originating through your account or network connection. You must not impersonate others or misrepresent or conceal your identity in electronic messages and actions.

**Proprietary Material Agreement:**

The materials on this course website are only for the use of students enrolled in this course for purposes associated with this course and may not be retained or further disseminated.

**Online Privacy:**

This course may require you to work with other sites and entities beyond UWG and CourseDen (D2L) where some personal information (e.g. your name, affiliation with UWG, or current employment) may be displayed. You have the right to regulate the displaying of information pertaining to yourself on the Internet. If you are uncomfortable displaying information that you deem overly personal, you may take steps to post more anonymous manner (such as posting online your first name and last initial only or other pseudonym). You also agree to respect other people's wishes to remain anonymous.

**Links to and From Third-Party Sites:**

There may be links established between this course and other entities and sites on the World Wide Web, Internet or other areas that are not under the control of, nor maintained by your professor or the University of West Georgia (UWG). These links do not necessarily constitute an endorsement by your professor or UWG, and UWG has no obligation to monitor such sites, and the user agrees that neither your professor nor UWG is responsible for the content of such sites or for any technical or other problems associated with any such third-party site, links, or usage.

**Course Policies:**

- Students with special needs or requirements are expected to contact me privately within five business days after the beginning of the course. Failure to notify the Professor within the required time line may result minimal accommodations.
- This syllabus and the related course content are subject to change by the Professor.
- Notice of syllabus revisions will be posted on CourseDen.
- You are not allowed to turn in work completed for another class for credit in this class. For example, you cannot write one paper and turn it in for credit in two different classes.

## **Course Calendar:**

ALL ASSIGNMENTS AND ALL EXAMS/QUIZZES ARE DUE AT **11:55PM (est)** on the respective scheduled due dates.

WEDNESDAY MAY 31	Nothing due.
<b>THURSDAY JUNE 01</b>	<b>❖ Orientation quiz closes at 11:55PM.</b>
FRIDAY JUNE 02	Nothing due.
MONDAY JUNE 05	Nothing due.
TUESDAY JUNE 06	Nothing due.
WEDNESDAY JUNE 07	Nothing due.
<b>THURSDAY JUNE 08</b>	<b>❖ Case Study Assignment 1 (Case Study 1-1: LEGO, pp. 30-31) due at 11:55PM.</b> <b>❖ Case Study Assignment 2 (Case Study 2-2: Zipcar, pp. 53-54) due at 11:55PM.</b> <b>❖ Reading Assignment 1 (“IT doesn’t matter” &amp; “Does IT Matter? An HBR Debate”) due at 11:55PM.</b>
<b>FRIDAY JUNE 09</b>	<b>❖ Exam one closes at 11:55PM.</b>
MONDAY JUNE 12	Nothing due.
TUESDAY JUNE 13	Nothing due.
WEDNESDAY JUNE 14	Nothing due.
THURSDAY JUNE 15	Nothing due.
<b>FRIDAY JUNE 16</b>	<b>❖ Case Study Assignment 3 (Case Study 5-2: Boeing 787 Dreamliner, pp. 122-123) due at 11:55PM.</b> <b>❖ Case Study Assignment 4 (Case Study 6-1: Enterprise Architecture at American Express, pp. 145-146) due at 11:55PM.</b> <b>❖ Case Study Assignment 5 (Case Study 8-2: Balanced Scorecards at BLOCO, pp. 190) due at 11:55PM.</b>
<b>MONDAY JUNE 19</b>	<b>❖ Exam two closes at 11:55PM.</b>
TUESDAY JUNE 20	Nothing due.

WEDNESDAY JUNE 21

Nothing due.

THURSDAY JUNE 22

Nothing due.

**FRIDAY JUNE 23**

- ❖ **Reading Assignment 2 (“Generating Capital from Social Media”) due at 11:55PM.**
- ❖ **Reading Assignment 3 (“The Business Transformation Payoffs of Cloud Services at Mohawk”) due at 11:55PM.**
- ❖ **Essay Assignment due at 11:55PM.**

**MONDAY JUNE 26**

- ❖ **Exam three closes at 11:55PM.**