

Huntingdon College
Adult Degree Completion Program

COURSE NUMBER: MGMT331
COURSE NAME: Management Information Systems
Spring 2009, Session III, Bay Minette

INSTRUCTOR'S NAME: Dr. Charles Lake

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COURSE DESCRIPTION: This course provides an executive perspective on management information systems, their general design, hardware/software issues, and will develop a strategic understanding of their application in business to achieve competitive advantage.

PREREQUISITE: MGMT 312 Foundations of Management

TEXT REQUIRED: Laudon, Kenneth C. and Laudon, Jane P., Management Information Systems: Managing the Digital Firm, Pearson/Prentice Hall (**see Huntingdon College booklist for edition and ISBN**)

COURSE LEARNING OUTCOMES:

1. To introduce the concept of the digital firm, its basic construct, the place within the firm's stable of management tools information technology fills, and the role of information systems as a critical component of the firm's overall strategy for success in the global economy.
2. To explore the digital firm's conduct of business through the use of e-commerce, to explore emerging ethical and social issues in the digital firm, to introduce the infrastructure and platform upon which information technology operates in the digital firm, and to explore leading-edge database management system applications.
3. To explore networking technology, including telecommunications and wireless communications, and to consider the attendant security issues raised, along with strategies for addressing them.
4. To learn how the fabric of business enterprise is constructed and supported by today's internetworked technologies, how these technologies support global enterprise, and how technology can manage knowledge and support decision-making at the pace of business.
5. To explore the organizational impact of information technology on business, the organizational change implications of information technology, and to consider the unique requirements placed upon information technology in the global economy.

COURSE ASSIGNMENTS & GRADING CRITERIA:

Grading Elements

Percentage:

Five question sets, four article presentations, a research paper and appropriate class participation will constitute the course grade. See expanded syllabus for more information.

Question Sets (5 % ea.)	25%
Articles (5% ea.)	20%
Research Paper	25%

Paper Presentation	10%
Participation	<u>20%</u>
Total	100%

GRADE POINT EQUIVALENTS

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59-below

ATTENDANCE POLICY:

Absences and Tardiness – All students are required to attend the first session. Those who do not attend the first session will be automatically dropped from the course. Students with more than one absence will receive an "F" for the course. Since this class meets only five times, missing a single class meeting is equivalent to missing three weeks of a regular term. If you cannot attend a class you must let the instructor know via email as soon as possible. In case of absences you are responsible for obtaining all handouts and assignments. Tardiness may result in a deduction in your class participation grade. Excessive tardiness may count as an absence.

Participation –Participation is not the same as attendance. Participation requires students to come to class prepared to actively participate, which makes the classroom experience more meaningful. However, participation is not just speaking out in class. The contributions made by the student should be related to the course content and meaningful to the class discussion.

Late Assignments – Explain whether late assignments will be accepted and what penalty might be imposed if the assignment is late. Also specify what assignments can be turned in late. This will allow the student to make informed decisions.

Accommodation of Special Needs- Huntingdon College makes every reasonable accommodation for disabilities that have been processed and approved through our Disability Services Committee in accord with the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. In order to request disability-related services at Huntingdon College, students must self-identify to the Disabilities Intake Coordinator, Camilla Irvin, and provide appropriate and up-to-date documentation to verify their disability or special needs. After the accommodations have been approved by the Disability Services Committee, the 504 Coordinator, Dr. Lisa Olenik, will notify your professor(s) of the committee’s decision. If you have any questions regarding reasonable accommodation or need to request disability-related services, please contact Disability Services at (334) 833-4432 or e-mail at disabilityservices@huntingdon.edu.

Academic Honesty –Plagiarism is literary theft. Failure to cite the author of any language or of any ideas *which are not your own creation* is plagiarism. This includes any text you might paraphrase, as well. Anyone is capable of searching the Internet or any printed media; your research paper is intended to broaden your knowledge, stimulate your creativity, and make you think, analyze, and learn. It is not consistent with the College Honor Code, nor with scholarly expectations to submit work which is not the product of your own thinking and research. Severe penalties will result upon the submission of any work found to be plagiarized, including potential failure of the entire course. It is easy and simple to properly cite all sources used in your paper. Take no risks – cite your sources.

CLASS SCHEDULE:

Week 1 (complete prior to class):

- Read Chapters 1, 2 and 3 in the text.
- Select a research paper topic from those listed at the end of this syllabus. Write a brief statement of your idea and submit it to the instructor at this Workshop. **REMEMBER: THIS PAPER IS A MAJOR COMPONENT OF YOUR GRADE! STRIVE FOR EXCELLENCE STARTING NOW.**
- Think about how your company's technological resources are managed; Describe how these resources support or do not support your company's strategy. Write a short paper in preparation for class discussion and for submission to the instructor.
- Answer questions: Answer the following questions for class discussion and submission to the instructor.
 1. How can information technology support a company's business operations to give them a competitive advantage?
 2. Will the use of the Internet, intranets and extranets revolutionize how businesses operate and how computers are used?
 3. Why is it essential for strategic management to involve information technology?
 4. Could you use the systems approach to problem solving as a way to solve a marketing problem? A financial problem? A human resource management problem? Explain.

Week 2: Information Technology Infrastructure – I (complete prior to class)

- Read Chapters 4, 5, 6, and 7 in the text.
- Spend quality time doing the necessary research for your paper topic so that you can begin to select and incorporate those resources you intend to use in writing the paper. **DO NOT WAIT UNTIL THE LAST MINUTE TO WORK ON YOUR PAPER! ASK FOR HELP NOW IF YOU NEED IT.**
- Answer questions: Answer the following questions for class discussion and submission to the instructor.
 1. Is the traditional business model obsolete? Defend your position.
 2. Is society willing to limit or exchange certain rights for the enticing quality-of-life promises' made by the digital revolution?
 3. When is outsourcing critical information technology appropriate strategy?
 4. Does the traditional understanding of database management systems hold in the digital firm?

Week 3: Information Technology Infrastructure – II (complete prior to class)

- Read Chapters 8, 9, and 10 in the text.
- Spend some quality time developing your research topic and get your progress down on paper in rough-draft format. **DON'T PROCRASTINATE! ASK FOR HELP NOW IF YOU NEED IT.**
- Answer questions: Answer the following questions for class discussion and submission to the instructor.
 1. The concept and structure of an information technology strategy is more critical than is its implementation, right? No? Defend your position.
 2. RFID is an invasion of privacy, right? No? Well, maybe? But do RFID and other wireless innovations best solve other critical business problems? Who comes out on top in this dilemma – or, is it really a dilemma? Got a better idea?
 3. The CEO of a Fortune 500 digital firm declared his company has become the leader in its industry because its technology system security is virtually impenetrable. Is the CEO's compelling defense equally as credible?

**Week 4: Organizational and Management Support Systems for the Digital Firm
(complete prior to class)**

- Read Chapters 11, 12, and 13 in the text.
- Add final touches to your research paper. **TIME IS RUNNING OUT! PAPERS MUST BE TURNED IN AT THE NEXT WORKSHOP!**
- Answer questions: Answer the following questions for class discussion and submission to the instructor.
 1. Enterprise system solutions are indispensable to the digital firm. In fact, the dependence upon them by the digital firm has led to the availability of easily tailor cable systems, allowing them to adapt to most businesses, ensuring an increasingly simpler implementation process. Take a position on this assumption and defend it.
 2. No computer-based knowledge management or decision support system can replace the human brain's ability to analyze and support business decision-making, especially in strategic decisions. The knowledge needed is too subjective and diverse for this to happen. Consequently indicators arising as the product of these systems are not acceptably dependable and should not be relied upon in the development and implementation of business strategy. Take a position and defend it.

Week 5: Building and Managing Information Systems (complete *prior* to class)

- PAPERS MUST BE TURNED IN AND PRESENTATIONS DONE AT THIS CLASS.

- Read Chapters 14, 15 and 16 in the text.
- Answer questions: Answer the following questions for class discussion and submission to the instructor.
 1. Developing and implementing a full-featured and robust information technology system may be affected by the culture of the firm, but by and large, a successful implementation can be achieved based upon accurate assessment of needs and the choice of the right system. Right? No? Defend your position.
 2. Businesses acquire capital assets routinely to support production processes and increase return on investment. Business/enterprise/management information systems are clearly capital assets, so developing a financially sound payback analysis for these systems is no different in process or difficulty than it would be for a major new machining center to support production. Take a position.

RESEARCH PAPER: Your research paper will comprise **25%** of your overall grade for the course. This will be a standard research paper comprising not less than 10 pages, nor more than 15 pages. Submission will be in the form of a printed document. Acceptable word processors are Microsoft Word or Corel WordPerfect only.

It is expected that research papers be well-written, both in terms of grammar, format, and subject presentation. Evaluation of your paper will be consistent with college-level English composition benchmarks. This means that, regardless of your subject or thesis, your English composition quality is expected to be the same as you would expect in your college English composition classes. You should aim to be concise, convincing in the presentation and defense of your thesis, and respect established rules of grammar and style. It may help to consider that your paper will be read by your manager, who also was an English teacher at one time. Consequently, you will be evaluated on content, quality of research and quality of presentation of the subject matter through your choice of words, sentence structure, and overall form.

You may select from the following topics when deciding on your research project. These topics are designed to make you think and assimilate what you learn. You should approach your paper as though you are the CEO or CIO, with maximizing your firm's performance in the market and maximizing your firm's financial strength as two major goals. You should consider the strategic and ethical implications of your approach in your presentation and defense of your position.

- Emerging Technologies in IS: Business as Usual?
- A Supercomputer on Every Desktop: What are the Implications?
- Data Resource Management and Competitive Advantage
- Can Creativity and Technology Coexist in Digital Firm Management
- Technology, Security, and Ethics: Implications and Solutions
- The Merging of Computer Technology and Communications: What Lies Ahead?
- E-Commerce Trends: Will the Brick and Mortar Storefront Vanish?
- Organizational Change and Behavior: IT Implications in the Digital Firm
- The Wireless Revolution: Where it is Headed and What it Means to the Digital Firm?
- The Global Digital Firm, Competitive Advantage, and Stockholder Satisfaction
- My Blue Sky Vision: The Way Digital Firm Management Ought to Be!

Miscellaneous matters:

USE the Web resources available through your text to intensify your learning experience. These resources will help you become even more familiar with word processing and spreadsheet software (Word and Excel), and with presentation software (PowerPoint). These applications are indispensable tools in business management – and they are not just for managers! The lessons on the CD-ROM will help you discover new features and brush up your skills on those you already know. Although not required for your grade, it would be prudent of you to spend some time working with these online resources.