

53:623:510:01: Management Information Systems
Spring 2006
Dr. Shankar Sundaresan

Contact Information	Office: 260 BSB Phone: 856 225 6719 e-mail: sundares@crab.rutgers.edu
Class Meetings	Wednesdays 6:00 pm to 8:40 pm BSB 336
Office hours	Wednesdays, Thursdays 5:00 pm to 6:00 pm ; other times by appointment
Course Web Page	http://crab.rutgers.edu/~sundares/MIS.SBC

Course Overview:

Information technology is emerging as an important driver and enabler of the dramatic transformation of the business landscape. More and more companies are using information technology as a competitive tool to add value to products and services. This represents a radical shift from the traditional view of using information technology primarily as an administrative tool and to automate labor-intensive functions. In the modern firm, it is essential that all business managers and executives understand the basic concepts and management of contemporary information systems as well as their potential effects on organizations, business processes and strategies. Hence, this course is designed to provide future managers (especially non-IS majors) with a fundamental understanding of these key issues to be effective as a knowledgeable decision maker in major information technology initiatives and investments. The course will provide an overview of managing the information assets of the organization.

Topics will include e-business models and the impact of web technologies on organizational transformation; database management systems; data communications and information security; understanding, evaluation and selection of enterprise information systems; managing knowledge resources; business process reengineering; strategic use of IT; information-systems analysis, design and control; outsourcing; and information technology management .

Case studies and hands-on assignments wil introduce students to current business applications and innovative use of IT in businesses.

Course Objectives:

The major aim of the course is to provide you with an in-depth understanding of issues related to the acquisition, management, use, and control of information systems as well as their related impacts on organizations. This understanding equips you to make

well -informed managerial decisions regarding information systems needs and to deploy it effectively to achieve organizational goals. Although you will be expected to demonstrate proficiency with technologies in this course, the use of technology is **not** the major emphasis of this course. Rather, the emphasis is on understanding the technology, and managerial and organizational issues surrounding the use of technology in business contexts. Specifically the course aims to help you:

- understand the transformational and enabling role of information technology
- articulate the transformation of business processes, enhancement of organizational strategy, and support of e-business models by the application of information technology
- understand and evaluate the information technology building blocks and organizational applications underlying modern organizations
- develop a versatile vocabulary to describe current IT trends
- manage information resources and develop a structured framework to evaluate outsourcing
- apply the concepts in the context of practical business scenarios, and develop mastery of managerial IT tools

Required Course Materials

Required Text:

"Information Technology for Management: Transforming Organizations in the Digital Economy," by Turban, Leidner, McLean, and Wetherbe, ©2006, 5th Edition, John-Wiley & Sons.
ISBN: 0-471-70522-5

Course Packet: contains required cases and other readings.
(to be made available soon)

Other web-based readings (articles, business clippings and web sites) will be assigned regularly.

Prerequisite:

Although there are no “formal” prerequisites for this course, please note that this course is designed as a core course in the MBA program and will assume that all students are comfortable with some of the other MBA core course materials. These skills will be required in preparing the business cases and analysis.

Course Requirements

The requirements for the course follow.

Class Participation	15 %
Assignments	10 %
Case Write-ups (Team)	20 %
Technology Report (Team)	10 %
Exam 1	20 %
Exam 2	25 %

Class participation: The course will be delivered using a combination of lectures, case discussions, presentations, and hands-on sessions. Each one of you is expected to prepare for class discussions as indicated in the course schedule, to attend classes, and to contribute to class discussions. In evaluating class participation, I emphasize the quality of participation more than quantity. I try to assess how your contributions enhance both the content and process of a discussion:

- do your comments provide new insights?
- do the comments add to our understanding of the issues or is it frivolous -- an attempt to get "air time" that day?
- are the comments timely and linked to the comments of others?
- are the comments action-oriented or are they simply descriptive statements?
- do the comments move the discussion along by giving a new perspective?
- are the comments clear and concise or obscure and rambling?
- do the comments reflect a concern for maintaining a constructive and comfortable classroom atmosphere?

In addition, you are encouraged to identify and discuss a current technology news item from business press reports during a a short “technology update” module in every class.

Team assignments: Each team is required to prepare an analysis of three cases. Submit a short report (not exceeding 5 pages), with clear recommendations and rationale for your recommendations.

Cover the issues raised in the discussion questions. Although this is not a business communication class, it is expected that all written assignments will be presented in a clear, concise, grammatically correct fashion

Assignments: There will be a few assignments to be completed by each student individually. Some of them will require the use of IT and decision tools.

Exam: Two exams are planned.

Technology Report: Each team will also choose an emerging technology topic and write a short white paper and present it to the class. A list of potential topics and more details will be posted on the course web site. This will provide an opportunity to cover a topic that may be of special interest to you.

Student Evaluation: Students will be assigned a final grade based on the weighted scored computed using the components indicated above. The final grade will be based very approximately on a normal distribution.

ADMINISTRATIVE COMMENTS

- **Preparation:** Please come prepared for all classes. Not only your participation grade, but the quality of your learning is substantially enhanced when you come prepared. Being absent from class without prior intimation will affect your class participation points.
- **Attendance:** You are expected to attend class regularly. Although a seating chart will not be used, attendance will be noted informally. If you do miss class, please obtain class notes, assignments, handouts etc from your classmates, web site or me.
- **Name Cards:** Use name cards regularly in class throughout the term.
- **Handouts:** Handouts will be regularly distributed in class. I expect to post most of the material on the course web site.
- **Website:** Please visit the course web site regularly. The course schedule will be revised dynamically. All the current readings will be updated in the course web site regularly.
- **Exams:** All students will take the interim and final exam during the designated time. Please take this exam schedule into

consideration when you make your travel arrangements. All final exams will be given in the regular classroom unless otherwise posted. If you have to miss a test for emergencies / university approved reasons, contact me for making alternative arrangements.

- **Student Involvement:** You are encouraged and expected to ask questions and to interact with the instructor in class. If at any time during the course, you have questions regarding course-related matters, do not hesitate to contact me, either in person or via e-mail. If the scheduled office hours are inconvenient for you, please contact me to arrange an alternative appointment.
- **Feedback:** I welcome your feedback on the content and style of the class. You may choose to provide your feedback in person, via e-mail, or anonymously at any time. Your suggestions will help me to make the class more useful for everybody.
- **Honor Code:** It is expected that you will complete all assignments and analyses of cases without examining analyses done by out-of-group members in either the present or previous classes. Likewise, individual assignments should reflect your own work. I expect you to adhere to university guidelines regarding academic integrity. Any violation of these guidelines will constitute a violation of the honor code and will invite the appropriate consequences.
- **Announcements:** Announcements will be periodically made in class about changes in schedules, assignments, exam, readings, project, policies and other class activities. Please keep abreast of the announcements and changes.
- **ADA Statement:** The School of Business welcomes persons with disabilities to all its classes, programs, and events. If you need accommodations or have questions about access to buildings in which School of Business activities are held, please contact us in advance of your visit.

Other Policies: Please see course web site for more details.

Course Outline (Tentative)

Week 1 (18 Jan 2006)	Readings
Topic : Introduction and IT enabled transformation of businesses	
Course Overview Introduction Role of IT – Examples of IT use Role of Managerial understanding of IT – drivers for success IT as enabler of organizational response Web based transformation	Chapter 1
Week 2 (25 Jan 2006)	
Topic : IT Concepts and Management	
IT and IS: Concepts and Definitions Classification of IS IT Architecture New computing environments Overview of IT Management	Chapter 2
Week 3 (1 Feb 2006)	
Topic : Hardware and Software Trends	
Evolution of computer hardware Hardware Trends and Managerial Implications Software Types Software trends	Technology guides- hardware, software
Hands-on: Spreadsheet techniques for managerial support	
Week 4 (8 Feb 2006)	
Topic : Web Technologies and Network Computing	
Telecommunications and Internet Technologies Web Technologies Network Computing	Chapter 3 Technology guides – Telecomm, Internet
Hands-on: Web technologies for managerial support	
Assignment 1 Due	
Week 5 (15 Feb 2006)	
Topic : Data Management	
Data Organization Database concepts Database Management Data Warehouse Data Storage trends	Chapter 10 Technology Guide - data
Hands-on: Database techniques for managerial support	
Assignment 2 Due	

Week 6 (22 Feb 2006)	
Topic : Impact and Strategic Use of IT in the Modern Enterprise	
Strategic Analysis Frameworks Creating Strategic Advantage through IT Strategic Information Systems	Chapter 12
Case: Zara: IT for fast fashion	
Week 7 (1 Mar 2006)	
Topic : Modern Enterprise IT Applications & Business Process Reengineering	
Organizational Applications Framework for Modern IT Applications Supply Chain Management and ERP CRM Evaluation and Selection of Enterprise Applications Business Process Reengineering	Chapter 6, 7
Case: Harley Davidson	
Assignment 3 Due	
Week 8 (8 Mar 2006)	
Mid-term exam	
Week 9 (15 Mar 2006)	
Spring Break ---- Spring Break – Spring Break	
Week 10 (22 Mar 2006)	
Topic : Electronic Commerce and eBusiness	
EC Infrastructure EC Applications EC Business Models	Chapter 4, 8
Case : eBay	
Week 11 (29 Mar 2006)	
Topic : IT for Decision Support and Knowledge Management	
Decision Making framework Decision Support Systems Concepts Examples and Applications Introduction to KM Role of IT in KM Managing KMS Data Mining technologies	Chapter 9, 11
Hands-on: Database techniques for managerial support	

Week 12 (5 Apr 2006)	
Topic: Building and Acquiring IT: Systems Analysis and Design, Outsourcing	
Building Systems --- Systems Analysis and Design Rapid Building Approaches Software development trends Outsourcing Managing outsourcing	Chapter 14 Technology Guide- system development
Case: EDC	
Week 13 (12 Apr 2006)	
Topic : Managing IT Resources – IT Economics & Evaluation	
Productivity paradox Evaluating IT Conventional methods Option Value Analysis Economic Aspects of IT	Chapter 13
Assignment 4 Due	
Week 14 (19 Apr 2006)	
Topic : Managing IT Resources – IT Organization, Security and Control	
CIO and IS Department Centralized and decentralized approaches Chargeback policies Transfer pricing Information Security	Chapter 15, 16
Case : Cisco	
Week 15 (26 Apr 2006)	
Topic : IT Trends	
Presentation of Technology Reports	Chapter 5
Technology Reports due	
Week 16 (10 May 2006)	
Final Exam (10 May 2006)	