

**Bus 423—Fall 2011**  
**Management Information Systems**  
**TTh: 1:50-3:05 PM**  
**Room: TPC 4B2**

**Instructor**



Marty Bariff  
Room 422 Stuart-Downtown Campus  
[bariff@stuart.iit.edu](mailto:bariff@stuart.iit.edu)  
Phone DTC: (312) 906-6522; MC-(312)567-3983  
Fax DTC: (312) 906-6549  
Office Hours: MC—TTh: 12:30-1:30PM(tentative) & by appt.  
Office: TP-C Bldg: 4B8-1

**Course Description**

The effective planning and deployment of information technology [IT] will enable your organization to compete aggressively, rapidly, and globally in this digital age. A critical ingredient of success is the alignment of expectations by senior executives and IT management for leveraging IT investments to create business value. We will analyze the key decisions involved in the planning, operations, and control of IT. Additional emphases will be devoted to e-business integration, knowledge management, and emerging information technologies. Cases and PC exercises will provide practical applications of IT. Tools include IT portfolio analysis, business process analysis, Business Intelligence solutions with IPADs, and Second Life marketing simulation. Welcome aboard the information millennium express!

**Primary Course Goal or Take-away:**

*Develop a sufficient understanding of IT capabilities to improve enterprise innovation, productivity, agility, and performance. [Acquire a working knowledge of important IT analytical, development, and management tools to help you obtain a job!]*

**Course Objectives**

1. Creatively align IT strategy, architecture, and portfolio with business strategy
2. Develop IT value metrics for planning and control that also are meaningful to business executives
3. Create a synchronized set of business processes, applications, data bases/warehouses that support changing business needs
4. Understand the potential value from recent and emerging information technology for improving enterprise performance
5. Assess the potential value from proposed IT investments including consideration for outsourcing
6. Creating an IT and business governance processes that fits with business objectives
7. Supporting business requirements for secure, regulatory & legally compliant, and reliable information services
8. Effectively manage global, multi-cultural information services
9. Emphasize the role of IT management towards achieving **Strategic Competitiveness:**
  - a. Creativity—IT is neutral. How do you “think out of the box” to use IT to transform your organization to be a leader, not follower or laggard?
  - b. Innovation—Maintaining a leadership position requires a continual offering of new products and services—what’s your energy level?
  - c. Entrepreneurship—For your creative applications of IT to be adopted, you must

- develop a sustainable business plan, obtain project sponsors, and secure adequate funding (partner with business unit).
- d. Decision-making skills—Are you prepared to act on proposing new IT initiatives, select reliable vendors, and defend in or outsourcing?
  - e. Leadership—IT is a central resource to most enterprise offerings and operations. Will you proactively promote IT's potential value and role?
  - f. Sustainability—What is IT's contribution to building a sustainable business model and contributing to a "green" operation?

### Course Materials Required

1. David Kroenke *MIS Essentials*, 2nd ed., Prentice-Hall, 2012; **K**
2. Harvard Business School cases.
3. Web distributed articles and papers
4. PC software in lab and from vendor website

### Performance

<b>1. Cases – 4 of 5 @ 100 pts ea. [solo]</b>	<b>400 pts</b>
<b>2. 6 of 7 PC exercises @ 100 pts ea. [group]</b>	<b>600</b>
<b>3. Midterm Examination [solo]</b>	<b>300</b>
<b>4. Final examination [solo] or team project</b>	<b>500</b>
<b>5. Quick quizzes ? -- 2@ 50 pts ea [solo] unannounced.</b>	<b>100</b>
<b>6. Participation in class discussion &amp; Tech Tweet</b>	<b><u>200</u></b>
<b>7. Total Points</b>	<b><u>2100</u></b>

### Case Analysis Guidelines

1. Maximum of 5 pages submitted by e-mail
2. Briefly [1 paragraph or less] state the main theme or message of this case./5pts
3. Discuss five important issues in depth which address: Best Practices and Lessons Learned(mistakes with a suggestion for improvement) in both the business and technology domains. An issue may represent either an opportunity or a problem in the case../13 pts each. Identify each issue as a separately numbered paragraph.
4. Critique the proposed next step or invent your own./25pts
5. Case update 5pts--what's happened since the case writing that is relevant to the case issues

### Tech Tweet

At the beginning of each class, one student will be provided 3 minutes max to discuss one current IT topic from any media source using a single ppt slide that could be either an image or 3-5 brief line items. A second slide will include 1 challenge question based upon the material presented. One presentation per student during the semester. Students and instructor will rate the presentation on relevance to the course, content of the presentation, and presentation style. This experience will help you develop a concise, persuasive, and effective delivery of information—important for your job!

## **Students with Disabilities Assistance**

Reasonable accommodations will be made for students with documented disabilities. In order to receive accommodations, students must obtain a letter of accommodation from the Center for Disability Resources and make an appointment to speak with me as soon as possible. The Center for Disability Resources is located in the Life Sciences Building , Room 218, 312.567.5744 or disabilities@iit.edu.

## **Academic Work Honesty**

Take pride in your individual and team work submissions. Do not use the intellectual property of other students. When appropriate, Internet resources can be used only if the source is identified. Failure to comply with the Stuart and IIT Work Ethics policies will result in a grade reduction, course failure or school suspension. Be smart.

## **Copyright/Plagiarism/Academic Integrity**

### **Rules on Plagiarism and Academic Integrity**

Plagiarism and other violations of academic integrity are strictly prohibited and subject to penalty as defined by the University. The academic integrity material in the handbook is found at page 30 in the IIT student handbook. Students will be expected to conform to the rules and procedures set forth in the handbook.

The code of conduct governing writing by students at IIT requires original writing, prohibits plagiarism and provides severe sanctions for plagiarism. Original writing consists of thinking through ideas and expressing them in your own way. If the ideas are from other sources, use footnotes or other citation methods to indicate the source of the ideas. Plagiarism is the act of passing off someone else's work or ideas as your own. The sanctions include, but are not limited to, expulsion and the imposition of a punitive grade of 'E'.

### **What is Plagiarism?**

Often there is some confusion as to what constitutes plagiarism. Plagiarism is the act of passing off someone else's work as your own. To assist in providing an understanding of the types of writing that constitute plagiarism, three types of are each discussed below. Also discussed below is the problem of "string citations." String citations are not plagiarism, but many professors will reject string citations because they are not the student's original work.

Word for Word copying: The use of any phrase or excerpt from another source requires the use of quotation marks around the copied material, or if the material is more than a few lines, the copied material should be placed in its own indented paragraph. A citation in proper form is always required to identify the source.

Plagiarizing by Paraphrase: When a writer uses a source, substitutes words and sentences, or even changes the order but keeps the meaning of the original, a citation is required. In the

example given below, the original is on the left. The paraphrase in the right box constitutes plagiarism.

<p><u>Original:</u> It is not generally recognized that at the same time when women are making their way into every corner of our work-world, only one percent of the professional engineers in the nation are female. A generation ago, this statistic would have raised no eyebrows, but today, it is hard to believe.</p>	<p><u>Paraphrase:</u> Few people realize now that women are finding jobs in all fields, that a tiny percentage of the country's engineers are female. Years ago this would have surprised no one, but now it seems incredible.</p>
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The writer could avoid plagiarism here by acknowledging the source and providing a proper citation.

Mosaic Plagiarism: Here the writer lifts phrases and terms from the source and embeds them in his own prose. An example follows in which the lifted phrases are underlined:

The pressure is on to get more women into engineering. The engineering schools and major corporations have opened wide their gates and are recruiting women zealously. Practically all women engineering graduates can find attractive jobs. Nevertheless, at the moment, only one percent of the professional engineers in the country are female.

Mosaic plagiarism is sometimes caused by careless note taking. However, it looks dishonest and is judged as such. The use of quotation marks around the original wording and citation avoid the problem of plagiarism. Often a better approach is to use paraphrase or to quote directly (with appropriate citations).

Plagiarism can be avoided by providing citations for the sources of any material, including *ideas, phrases, or sentences* that you have used in your paper. A number of different systems are available for providing citations. The key to all of them is that the writer must clearly identify for the reader the sources of all material (including ideas) that have come from somewhere else.

**String Quotation Problem:** Sometimes a student will write a paper consisting of a string of quotations. It is usually much better for a student to provide his or her own analysis and write the paper in his or her own words. Many professors will reject a paper consisting primarily of material quoted from other sources because they do not view such a paper as the student's own work. You should understand your professor's view with respect to string quotations prior to writing your paper.

**IIT Stuart School**  
**BUS 423 Management Information Systems**  
**Course Schedule: 8-22-11**

#	Date	TOPICS & READINGS	ASSIGNMENTS
01	08-23	<b><u>INTRODUCTION: Business issues</u></b> Read: K, Ch 1	Reading only
02	08-25	<b><u>IT Strategy</u></b> Read: K Ch 3	Read ABC Transportation Co for discussion
03	08-30	<b><u>IT Investment and Business Value</u></b> Read: IT Smart Metrics and Measuring the Business Value of IT in BB	
04	09-01	<b><u>IT Portfolio Management</u></b> Read: CISR PM paper & PPM Examples paper in BB	
05	09-08	<b><u>Business Processes &amp; Architecture</u></b> Read: K2, 7(158-61) & BB	HBS Case -1
06	09-13	<b><u>BPM Lab: SH 237</u></b>	
07	09-15	<b><u>Hardware &amp; Software</u></b> Read: K Ch 4 & BB	
08	09-20	<b><u>Data Management</u></b> Read: K Ch. 5 & BB	BPM Ex due
09	09-22	<b><u>DB Lab SH 237</u></b>	
10	09-27	<b><u>Data Communications</u></b> Read K Ch.6 & BB	
11	09-29 Date?	<b><u>Transaction Processing Systems &amp; ERP</u></b> Read: K Ch. 7 (to p165) & BB	DB Ex due
12	10-04	<b><u>SCM &amp; CRM</u></b> Read K: Ch 7 (remainder) & BB	
13	10-06	<b><u>E-Commerce &amp; Web 2.0 &amp; Soc. Media-1</u></b> Read K Ch 8 & BB	HBS Case-2
14	10-11	<b><u>E-Commerce &amp; Web 2.0 &amp; Soc. Media-1</u></b> Read K Ch 8 & BB	
15	10-13	<b><u>Mid-term Examination</u></b>	
16	10-18	<b><u>Business Intelligence-1</u></b> Read K Ch. 9 & BB	
17	10-20	<b><u>BI Lab</u></b> COGNOS-1/ SH237	
18	10-25	<b><u>Business Intelligence-2</u></b> Read K Ch 9 & BB	
19	10-27:	<b><u>BI Lab</u></b> COGNOS-2/ SH 237	COGNOS Ex 1 due
20	11-01:	<b><u>IS Development-1</u></b> Read K Ch 10 & BB	
21	11-03	<b><u>DM LAB:</u></b> IBM/SPSS Modeler/ SH237	COGNOS-2 Ex due

22	11-08	<b><u>IS Development-2</u></b> <b><u>Read K</u></b> Ch. 10 & BB	
23	11-10	<b><u>Mobile BI Lab:</u></b> IPAD /Idea Shop	DM Ex due
24	11-15	<b><u>IS Management-1</u></b> <b><u>Read K</u></b> Ch 11 & BB	
25	11-17	<b><u>Project Management ?</u></b> <b><u>Read:</u></b> handouts	IPAD BI Ex due
26	11-22	<b><u>IS Management-2</u></b> <b><u>Read: K</u></b> Ch. 11 & BB	
27	11-29	<b><u>IS Security</u></b> <b><u>Read K</u></b> Ch 12 & BB	PM Ex?
28	12-01	<b><u>IS Trends and Review</u></b>	
29	? TBD	Final Examination or Team Project Presentations	

BB=Blackboard

All assignments are due as indicated. Late submissions receive a penalty and/or a replacement exercise. If you are ill, please notify me in advance. A doctor's note is required.