



ISM6155:
Enterprise Information Systems Management
80157, Section #901, Credit Hours 3
MUMA College of Business
School of Information Systems and Management
COURSE SYLLABUS
Last Updated: 8/17/2023

Semester: Fall 2023

Class Meeting Days: Monday

Class Meeting Time: 6:30 PM – 9:15 PM

Class Meeting Location: BSN120

Instructor: Dr. Priya Dozier

Office Location: LPH 442 (USF St. Petersburg)

Office Hours: Virtual via MS-Teams

Phone Number: 727-873-4896

Email: Please use **Canvas email** to communicate since it automatically includes the course information and keeps student emails separate from all other communication.

I. Welcome to Enterprise Information Systems Management

This capstone course is an opportunity for Master of Science Business Analytics and Information Systems (MS BAIS) to gain insights into opportunities and challenges of decision-making in contemporary business situations. This course bridges the gap between technology systems/projects and strategic/tactical business decisions through the rich context of actual decisions made by business leaders when managing information systems.

Successful students will leave with:

- a) Insights into how organizational strategy and leadership can influence the selection, deployment, and utilization of technology solutions.
- b) Opportunities to practice critical thinking, communication, and leadership skills.
- c) Tools to develop a personal strategy for continued employability within the context of emerging business trends.

II. University Course Description

Development of enterprise transaction processing applications using procedural or object-oriented programming languages, relational database management, database sharing, CASE methodology and project management techniques. Students will work in groups on semester projects. (USF Catalog: <https://catalog.usf.edu/>)

III. Course Prerequisites

[ISM6124](#) with a minimum grade of C

[ISM6218](#) with a minimum grade of C

IV. How to Succeed in this Course (4 P's)

The following are key factors to consider to be successful in this course:

1. **Prepare:** Successful completion of this course will require significant and consistent preparation.
2. **Plan:** All due dates are included in this syllabus and on Canvas, so please review these dates and plan accordingly to ensure that you can commit to the due dates. In most cases, students can work ahead on posted assignments. Please plan to do so if you have other commitments (ex. travel, work, vacation, etc.).
3. **Plug in:** Canvas announcements will be used to communicate with students. Please review your Canvas notifications to ensure that you receive the most up-to-date information for this course.
4. **Participate:** Do not sit back and watch others participate - stay active in the discussions. Additionally, add your own unique perspective to the discussions versus repeating what others read in the cases. Consider injecting your own experiences or other real-world examples to support conclusions and/or questions.

V. Course Topics

This capstone course is designed to provide graduates of the MS BAIS program with opportunities to demonstrate effective critical thinking, problem-solving, and communication skills. Students will assess and analyze real-world problems related to technical, analytical, and managerial challenges through cases, simulations, and projects.

VI. Student Learning Outcomes

By the end of this course, students will be able to:

1. Identify key challenges that can arise in the complex interactions between individual and organizational forces in the life cycle of IT related products.
2. Present an in-depth analysis of a business case using effective written and oral communication skills.
3. Demonstrate familiarity with the processes associated with managing a technology-focused businesses.
4. Prepare and present a data analytics portfolio to demonstrate market ready skills.

VII. Required Texts, Readings, and Course Materials

- Students are required to purchase a course pack via HBR Publishing:
<https://hbsp.harvard.edu/import/1066612>

Note: a link will be available on Canvas for students to purchase the course content directly via Harvard Business Publishing. The instructor DOES NOT receive any compensation for this material.

- All other assigned material will be in Canvas, the Learning Management Software (LMS) for this course,
- All students are required to have laptops or mobile devices (fully charged) with them in class to participate in classroom activities in this course. No paper assignments will be accepted.

VIII. Grading Scale

Final grades will be calculated according to the following points scale.

Grade Scale	Grading Criteria
A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
F	Below 60%

IX. Grade Categories and Weights

Assignment Type	Estimated Time (out of classroom)	Points Available by Deliverable	Total Possible Points
6 Case Discussions – based on cases (Individual)	2-4 hours prep per case	Up to 10 points each as follows: 1. Pre-case quiz – up to 5 points 2. In-class discussion – up to 2 points 3. Post-case reflection – up to 3 points	60 points
2 Simulations (Individual & Group)	1 hour prep before class	Simulation participation and individual assignments – up to 10 points each.	20 points
1 Experiential Project (Group)	5 – 10 hours per group throughout semester	Each project will comprise of teams of 5 students working together to analyze a real-world business problem to identify and develop solutions using analytical skills acquired in the MS-BAIS program. Group project deliverables include (1 submission per group): 1. Proposal document – up to 10 points 2. Project plan – up to 5 points 3. Project documentation – up to 10 points 4. Project presentation video – up to 10 points 5. Peer evaluations – up to 5 points	40 points
1 Personal Portfolio Project (Individual)	Throughout the semester – 15 hours	Personal project broken into the following deliverables: 1. Planning document – up to 10 points 2. Portfolio website – up to 10 points 3. Presentation video – up to 10 points	30 points
		Total	150 points

No late assignments will be accepted, no exceptions. Late assignments will receive a 0 grade. All work must be turned in via Canvas and according to instructions, all files must be uploaded to Canvas in the correct format, **no emailed or linked assignments (e.g., to shared drives) will be accepted.** If you

submit a link to the video assignments, then they must be accessible. If they aren't accessible, then your grade will be 0.

X. Grade Dissemination

All grades for this course will be available at any time using "Grades" in Canvas. Students will be alerted via Canvas notifications when grades are released for manually graded assignments (ex. discussion posts, projects, etc.).

Assignment feedback is given via the assignment rubric and/or via annotations within Canvas. All feedback provides insights about why points were deducted, all students are expected to review this detailed feedback thoroughly. Points will not be deducted without an explanation of why. Students must contact the instructor via Canvas email with questions, questions posed in Canvas comments for the assignment may not be visible to the instructor after the assignment is graded.

XI. Course Schedule

FIRST DAY ATTENDANCE: To remain in this course, you must complete the **1st-day attendance assignment** in Canvas by 11:59 PM on **August 23rd, 2023**. Students who do not respond to the **1st-day attendance** assignment will be dropped from the course.

Class Schedule and Assignments

Class Date	Topic	Items Due
8/21	Course Introductions and Overview <ul style="list-style-type: none"> • Instructor to students • Students to students • Course to students • Course Project Overview 	1 st day attendance assignment – to remain in the course by 8/23
8/28	Practice Case: A Case for Discussion Cases at ReliaQuest (RQ) Discussion Topics: cases vs. textbooks, what to expect and how to prepare for case discussions, dos/don'ts of cases, correct answers?	- Pre-case quiz (0 points) - In-class discussion (0 points) - Post-case reflection (0 points)
9/4	No Class: Labor Day Holiday – USF Closed	NA
9/11	Case 1: Jabil Balancing Risk in a New Frontier Discussion Topics: Business analytics defined, predictive analytics, what is a data scientist, organizational strategy, capital investments	- Pre-case quiz (5 points) - In-class discussion (2 points) - Post-case reflection (3 points)
9/18	Case 2: Tesla Innovation and the Growth at the Cost of Quality? Discussion Topics: competitive advantage, innovation, quality improvements (technical projects), technology investments, product strategy and technology projects	- Pre-case quiz (5 points) - In-class discussion (2 points) - Post-case reflection (3 points)
9/25	Case 3: ReliaQuest Behind Enemy Lines	- Pre-case quiz (5 points) - In-class discussion (2 points)

	Discussion Topics: Cybersecurity, challenges protecting information assets, stakeholder perspective, common types of attacks, recovery strategies, CTO role, paying for data	- Post-case reflection (3 points)
10/2	Individual Simulation: IT Management Cyber Attack! Debrief topics: real-time decision making in a crisis, written communication skills	- Pre-case quiz (2 points) - Simulation Participation Activity (5 points) - Post Simulation Reflection (3 points) - Individual project – 1-page summary document due (10-points)
10/9	No Live Class: Group Project Deliverables Due Online support available – see Canvas for link	- Project proposal due (10 points) - Project plan due (5 points)
10/16	Case 4: Vectra Digital Discussion Topics: Deploying an AI tool in Marketing, technology acceptance model, technology adoption hurdles, client vs. employee expectations and experiences, ethical considerations of AI	- Pre-case quiz (5 points) - In-class discussion (2 points) - Post-case reflection (3 points)
10/23	Case 5: RPA at TECHSERV Discussion topics: Project management, technology management, robotic process automation, infrastructure projects, strategic projects	- Pre-case quiz (5 points) - In-class discussion (2 points) - Post-case reflection (3 points)
10/30	No Live Class: Group Project Deliverables due Online support available - see Canvas for link	- Project Presentation Video (10 points) - Project Documentation (10 points)
11/6	Case 6: Satya Nadella Leading with Growth Mindset Discussion Topics: organizational culture, cultural change, learning organization, fixed vs. growth mindset, authentic leadership	- Pre-case quiz (5 points) - In-class discussion (2 points) - Post-case reflection (3 points)
11/13	Team Simulation: Everest V3 Leadership and Working in Teams Debrief topics: complex decision-making with unevenly distributed information and conflicting goals, building/participating/leading effective teams, leader decision-making paradigm (short vs. long-term tradeoffs)	- Pre-case quiz (2 points) - Simulation Participation Activity (5 points) - Post Simulation reflection (3 points)
11/20	No Live Class: Individual Project due Online support available - see Canvas for link	- Individual project – portfolio website due (10-points) - Individual project – video presentation due (10-points)
11/27	No class – Test Free Week *** Submit Student Assessment Survey***	

XII. Standard University Policies

Policies about disability access, religious observances, academic grievances, academic integrity and misconduct, academic continuity, food insecurity, and sexual harassment are governed by a central set of policies that apply to all classes at USF. These may be accessed at <https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx>

XIII. Course Policies

The following outlines the general policies for the major assessments in this course. Specific expectations will be posted in the instructions for each assignment on Canvas.

Case Assignments:

Cases are used as a primary teaching tool in this course because they provide insights into complex business topics using real-world scenarios faced by business leaders. The cases assigned in this course focus on decision-making related to enterprise technology systems. Students must come to class prepared to discuss the assigned cases each week.

- *Before class:* students must complete a pre-case quiz that is due **before** the assigned class. Students will take a brief quiz containing case details as the pre-case assignment and all quizzes are automatically graded.
- *During class:* students must participate in class discussions, using their pre-case preparation as a guide. Students may be randomly called on in class to discuss various aspects of the case, which may count as participation. Most of the in-class participation grades are manually graded, based on quality of participation and submission. Participation may be assessed either at the individual level or at the group level.
- *After class:* students are expected to submit a post-case reflection to highlight their key learnings from the case. Each post-case reflection must include the in-class discussion topics and activities and must not summarize the case again. Post-case reflection assignments are graded using a rubric and are processed via Turnitin.

All written work must be submitted according to business writing style for the graduate level. Please contact the USF Writing Studio immediately for assistance with writing assignments, if writing is a skill you'd like to continue to improve in this course ([**USF Writing Studio**](#)).

The use of generative AI tools (e.g., ChatGPT, Bard, Bing, etc.) is prohibited for written assignments in this course. This course is designed to promote critical thinking and communication skills (see learning objectives); therefore, reflection assignments must reflect the student's individual understanding of case topics.

Projects:

A major course deliverable in this course is a final project that gives students an opportunity to demonstrate their learnings from the MSBAIS program. All project assignments must be submitted through Canvas as a Word document, PDF document, or Video file (based on instructions) by the assigned due date and time. If you submit a link to a video file, then it must be accessible at the time of grading, otherwise, you will receive a score of 0. Students are encouraged to test accessibility before they submit links to videos hosted externally, e.g., YouTube, SharePoint, Vimeo.

All written project submissions will be analyzed using Turnitin, which is a plagiarism detection tool (see **Turnitin section below**).

Simulations:

Students will have opportunities to participate in simulations that mimic business activities. All students who participate in the activities will have an opportunity to earn points, based on:

- The level of participation by each student
- The outcome/results of the simulation
- Thoughtful reflections on learnings

Students will be guided through each simulation during class time. The reflection assignment is designed to allow students an opportunity to practice their communication skills through a self-reflective activity.

Rewrite Policy: Rewrites are not available in this course, instead, students are expected to use the generous feedback supplied for each assignment to continue to improve since most assignments have multiple grading opportunities. Additionally, rewrites are not fair to the students who completed the assignment, using the same guidelines, correctly.

Make-up Assignments Policy: Makeup assignment opportunities will be given only for **emergencies** within one week of the original due date. Students must discuss any reason for missing an assignment due date with the instructor in **advance** of the due date unless the circumstances make such advance notice impossible. Written documentation must be provided to support any reason for missing assignment. There are only 6 reasons why a student will be given a makeup assignment opportunity:

1. **Medical purpose** - Students must produce a doctor's note stating when and why he/she was unable to meet the due date.
2. **Death in the immediate family:** Students must provide evidence that he/she was in attendance (or in transit to/from) a funeral on the assignment due date.
3. **Major religious holidays:** Students must notify the instructor of the conflict within the first 2 weeks of class.
4. **Varsity athletic events:** a member of a USF athletic team may arrange for a makeup due date if a regularly scheduled League contest or post-season play falls on an assignment due date. A note from the coach will be required to validate the student's absence.
5. **Jury duty:** Students must provide evidence, i.e., letter from the court, that he/she will be involved in jury duty.
6. **Military call up:** the appropriate commanding officer must submit a letter indicating the student is required to report for duty.

The instructor will decide on the validity of the reason for missing a due date.

Medical Excuses:

Students should not attend class if they are ill, particularly if they have fever and/or gastrointestinal symptoms and/or respiratory symptoms such as sneezing, runny nose, sore throat or coughing. Students experiencing any of these symptoms should contact immediately the Student Health Services (813-974-2331) on the Sarasota-Mantatee and Tampa campus or the Wellness Center (727-873-4422) on the St. Petersburg campus for appropriate medical guidance and to obtain a verification of care letter. Students may turn to other health providers as well. To be approved for missed classes, late assignments or missed examinations a verification of care letter must be presented by the student to the faculty member upon return to class.

Essay Commentary Policy:

Commentary on written will be delivered in written format using the Feedback feature of Canvas and any applicable rubric. Please use the View Feedback feature of Canvas to see annotations from the instructor on written assignments.

Final Examinations Policy: All final exams are to be scheduled per the University's final examination policy.

Grades of "Incomplete": An Incomplete grade ("I") is exceptional and granted at the instructor's discretion only when students are unable to complete course requirements due to illness or other circumstances beyond their control. The course instructor and student must complete and sign the "I" Grade Contract Form that describes the work to be completed, the date it is due, and the grade the student would earn factoring in a zero for all incomplete assignments. The due date can be negotiated and extended by student/instructor if it does not exceed two semesters for undergraduate courses and one semester for graduate courses from the original date grades were due for that course. An "I" grade not cleared within the two semesters for undergraduate courses and one semester for graduate courses (including summer semester) will revert to the grade noted on the contract. Students are expected to communicate with the instructor regarding "I" grades before grades are submitted to the registrar's office (students will be notified via Canvas email of submission date).

XIV. USF Core Syllabus Policies

USF has a set of central policies related to student recording class sessions, academic integrity and grievances, student accessibility services, academic disruption, religious observances, academic continuity, food insecurity, and sexual harassment that **apply to all courses at USF**. Be sure to review these online at: <https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx>

Note: there is a zero-tolerance policy related to cheating, as defined in the academic integrity policy, in this course. Any student caught cheating in this course will be referred to the college and to the University, according to the procedures outlined.

XV. Course Policies: Technology and Media

Minimum Requirements:

To take courses online at USF, students will need to be able to demonstrate proficiency at basic computer skills, maintain reliable internet access, and meet the computer system requirements listed here: <http://www.usf.edu/innovative-education/resources/student-services/technical-requirements.aspx>

Email:

Canvas email is the best way to get in touch with the instructor and every attempt will be made to respond to emails within 24 hours, 7 days per week. If you do not receive a response within 48 hours, then please send an email again and in the subject line list "ISM6155 – 2nd request". If you emailed me but did not receive a response, then double-check to see if you contacted me via Canvas email before reaching out again.

Please only use the email functionality within Canvas as the primary mode to contact the instructor because it provides insights into the student's course section automatically. Due to confidentiality issues, grades will not be released via email or telephone, all grades will be available in Canvas.

Canvas: This course will be offered via USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses being offered in Canvas, please view the following videos or consult the Canvas help guides. You may also contact USF's IT department at (813) 974-1222 or help@usf.edu.

Copyrights:

Materials in this course are protected by United States copyright law [Title 17, U.S. Code]. Materials are presented in an educational context for personal use and study and should not be shared, distributed, or sold in print—or digitally—outside the course without permission. Students in this class are not authorized to provide class notes or other class-related materials to any other person or entity, other than sharing them directly with another student taking the class for purposes of studying, without prior written permission from the professor teaching this course.

XVI. Course Policies: Student Expectations

Attendance Policy: Students are expected to attend class, in-person to succeed. This applies to any in-class participation activity. Any student found to have completed an in-class participation activity remotely will receive a score of 0 for the assignment and the Academic Integrity policy for reporting will be followed.

Course Hero Policy:

The [USF Policy on Academic Integrity](#) specifies that students may not use websites that enable cheating, such as by uploading or downloading material for this purpose. This does apply specifically to CourseHero.com – any use of this website (including uploading materials) constitutes a violation of the academic integrity policy.

End of Semester Student Evaluations:

All classes at USF make use of an online system for students to provide feedback to the University regarding the course. These surveys will be made available at the end of the semester, and the University will notify you by email when the response window opens. Your participation is highly encouraged and valued.

Turnitin.com:

In this course, turnitin.com will be utilized on all written submissions. Turnitin is an automated system which instructors may use to compare each student's assignment quickly and easily with billions of web sites, as well as an enormous database of student papers that grows with each submission. Accordingly, you will be expected to submit all assignments in an electronic format. After the assignment is processed, as an instructor I receive a report from turnitin.com that states if and how another author's work was used in the assignment. For a more detailed look at this process visit <http://www.turnitin.com>.

The Writing Studio:

The Writing Studio is a free resource for USF undergraduate and graduate students. At the Writing Studio, a trained writing consultant will work individually with you at any point in the writing process from brainstorming to editing. Appointments are recommended. To make an appointment, visit <https://www.usf.edu/undergrad/academic-success-center/writing-studio> /<http://www.lib.usf.edu/writing/>, stop by LIB 2nd Floor, or call 813-974-8293.

Health and Wellness:

Your health is a priority at the University of South Florida. We encourage members of our community to look out for each another and to reach out for help if someone is in need. If you or someone you know is in distress, please make a referral at www.usf.edu/sos so that the Student Outreach & Support can contact and provide helpful resources to the student in distress. A 24-hour licensed mental healthcare professional, offered through the counseling center, is available by phone at 813-974-2831, option 3. Please remember that asking for help is a sign of strength. In case of emergency, please dial 9-1-1.

Title IX Policy:

Title IX provides federal protections for discrimination based on sex, which includes discrimination based on pregnancy, sexual harassment, and interpersonal violence. In an effort to provide support and equal access, **USF has designated all faculty (TA, Adjunct, etc.) as Responsible Employees, who are required to report any disclosures of sexual harassment, sexual violence, relationship violence or stalking.** The Title IX Office makes every effort, when safe to do so, to reach out and provide resources and accommodations, and to discuss possible options for resolution. Anyone wishing to make a Title IX report or seeking accommodations may do so online, in person, via phone, or email to the Title IX Office. For information about Title IX or for a full list of resources please visit: <https://www.usf.edu/title-ix/gethelp/resources.aspx>. *If you are unsure what to do, please contact Victim Advocacy – a confidential resource that can review all your options – at 813-974-5756 or va@admin.usf.edu.*

Confidential Resources (listed below) are available and will not be required to notify the Title IX office of disclosures of sexual harassment. *If you are not sure what to do*, you are encouraged to contact Victim Advocacy to confidentially explore your options including: injunctions & protective orders; changes in accommodations, living arrangements, class schedules, & transportation; assistance with academic Issues-missed classes, late assignments, etc. The Title IX Office can also provide academic, on-campus housing and USF workplace accommodations, as well as other supportive measures.

CONFIDENTIAL RESOURCES	NONCONFIDENTIAL RESOURCES
Victim Advocacy in the Wellness Center SLC 2200 727-873-4432 https://www.stpetersburg.usf.edu/student-life/wellness/victim-advocacy-services/index.aspx	Title IX 813-974-4373 https://www.usf.edu/title-ix/
Counseling at the Wellness Center SLC 2200 727-873-4422 https://www.stpetersburg.usf.edu/student-life/wellness/psychological-services/index.aspx	Student Outreach & Support PMB 101 727-873-4278 https://www.stpetersburg.usf.edu/student-life/student-outreach-program/
Ombudsman Free, confidential conflict resolution PNM 105B 727-873-4184 https://wwwtest.stpetersburg.usf.edu/resources/ombuds.aspx	Student Conduct & Ethical Development PNM 101B 727-873-4278 Usfsp-conduct@usf.edu https://www.usf.edu/student-affairs/student-conduct-ethical-development/about-us/contacts.aspx
Student Health Services at the Wellness Center SLC 2200 727-873-4422	Dean of Students PNM 101 727-873-4278

https://www.stpetersburg.usf.edu/student-life/wellness/index.aspx	https://www.stpetersburg.usf.edu/student-life/dean-of-students/
OFF CAMPUS CONFIDENTIAL	OFF CAMPUS NONCONFIDENTIAL
Suncoast Center Rape Crisis Center 2188 58 th St N Clearwater, FL 33760 727-388-1220 https://www.suncoastcenter.org/sexual-assault-services	Pinellas County Sheriff's Office 10750 Ulmerton Rd Largo, FL 33778 Nonemergency: 727-582-6200 Emergency: 911 https://www.pcsoweb.com/
CASA Domestic Violence Shelter 1011 First Ave North St. Petersburg, FL 33705 24/7 Hotline: 727-895-4912 https://www.casa-stpete.org/	St. Petersburg Police Department 1301 First Ave North St. Petersburg, FL 33705 Nonemergency: 727-893-7780 Emergency: 911 https://police.stpete.org/

Campus Free Expression Act Disclaimer:

It is fundamental to the University of South Florida's mission to support an environment where divergent ideas, theories, and philosophies can be openly exchanged and critically evaluated. Consistent with these principles, this course may involve discussion of ideas that you find uncomfortable, disagreeable, or even offensive.

In the instructional setting, ideas are intended to be presented in an objective manner and not as an endorsement of what you should personally believe. Objective means that the idea(s) presented can be tested by critical peer review and rigorous debate, and that the idea(s) is supported by credible research.

Not all ideas can be supported by objective methods or criteria. Regardless, you may decide that certain ideas are worthy of your personal belief. In this course, however, you may be asked to engage with complex ideas and to demonstrate an understanding of the ideas. Understanding an idea does not mean that you are required to believe it or agree with it.

Important Dates to Remember

For important USF dates, see the [Academic Calendar](http://www.usf.edu/registrar/calendars/) at <http://www.usf.edu/registrar/calendars/>