**Information Systems for Managers**

**INFO 640, Section 901**

**3 Credit Hours**

**Fall 2024**

**Course Logistics:**

Classes Held: Thursday; 7:00-9:40M Location: Virtually via Zoom or at Snead Hall B2121

Duration: August 20 – December , 2024

Instructor:Dr. David L Coss

Email: **cossdl@vcu.edu**

Office**:** Online via Zoom

Zoom link for class sessions:  <https://vcu.zoom.us/j/2152575979>

Course pack: <https://hbsp.harvard.edu/import/1204640>

**Office Hours:** By appointment. All meetings will be conducted via zoom.

Note: It is the student’s responsibility to stay informed. Please frequently check the course in Canvas, your VCU email account, and with classmates for course updates.

IMPORTANT DATES:

Important dates for the Fall 2024 semester are listed in the VCU Academic Calendar.

COURSE DESCRIPTION

INFO 640 is a case- and discussion-based that fosters an executive perspective on the use of Information Technology. The student will learn, from case studies, about the transformational nature of Information Technology and its ability to create operational efficiency and competitive advantage.

LEARNING OBJECTIVES:

Students will obtain an understanding of the transformational potential nature of Information Technology within the modern enterprise. They will be able to articulate:

* The use of Information Technology for disruption and competitive advantage.
* How to use data analytics to improve business decision making.
* Effective communications, especially to senior executives
* The transformational potential of emerging technologies such as Artificial Intelligence
* The risks associated with IT resources and how to effectively manage the risks.

REQUIRED TEXTS:

The cases and simulations used in this course are available through a case pack from Harvard Business Press.

PREREQUISTES

None

RESOURCES/ASISSTANCE:

Are available through the Information Systems Department at

[**https://business.vcu.edu/academics/information-systems/**](https://business.vcu.edu/academics/information-systems/)

Use VCU libraries to find and access library resources, spaces, technology, and services that provide support and enhance all learning opportunities at the university (https://[www.library.vcu.edu/).](http://www.library.vcu.edu/))

ATTENDANCE/PARTICIPATION

Students are expected to actively participate in class discussions, activities, and debates.

Frequency and quality of discussion are considered in participation grading.

Students missing a class are expected to notify the instructor via email with a justifiable reason at least 30 minutes prior class.

# GRADING

ASSIGNMENT DESCRIPTIONS

Weekly Case Study Presentations:

Students are expected to read the assigned case study for the week prior to class.

The professor will present an additional research article or framework at the beginning of class and then the students we break out into groups and apply the presented framework to the weekly case study and create a power point presentation to be presented at the end of class. Each week the breakout groups will be randomly selected by the system to keep the group dynamics fresh. Each week the student will peer evaluate their group teammates by ranking them in order of their contribution to the week’s case study presentation (not including themselves in the ranking), this ranking will be counted towards their semester participation grade. The semester participation grade will account for 20% of the semester’s total grade.

The professor will grade the group presentations based on the quality of both the presentation and power point created. The weekly case study presentations will account for 35% of the semester’s total grade.

Executive Reports:

1st executive report is to develop a business case to utilize AI technology to solve to address one of the 17 UN’s Sustainable Development Goals. This is an individual assignment with a maximum of 3 pages

2nd Executive report TBD

Each executive report will account for 15% of the semester grade for a total of 30% of the semester’s total grade for both executive reports.

Final Paper:

This is an individual assignment. This semester’s final paper assignment will be a synthesis literature review paper. You will be required to write a summary of each of the case studies covered during the semester using your own words and then to write a synthesis paper identifying common themes and what the importance of your identified themes will have on your chosen career path, and they can impact/influence your professional development options going forward. This paper will account for 15% of the semester’s total grade.

|  |  |
| --- | --- |
| **Item** | **Weight** |
| Case Study Presentations | 35% |
| Case Study Participation | 20% |
| 1st Executive Report | 15% |
| 2nd Executive Report | 15% |
| Semester Synthesis Paper | 15% |

**GRADE SCALE**

The table below determines your final letter grade:

|  |  |
| --- | --- |
| **Score** | **Letter Grade** |
| 90-100 | **A** |
| 80-89 | **B** |
| 70-79 | **C** |
| 60-69 | **D** |
| 59 and below | **F** |

# TENTATIVE SCHEDULE (SUBJECT TO CHANGE)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Day** | **Date** | **Topic** | **Reading/Case/Topic** |
| 1 | Thursday | Aug 22 |  |  |
| 2 | Thursday | Aug 29 | IT  Strategy | Article: IT Doesn’t Matter Article: [Achieving and Sustaining Business-IT Alignment](https://hbsp.harvard.edu/product/CMR162-PDF-ENG?Ntt=IT%20and%20Business%20alignment&itemFindingMethod=search) |
| 3 | Thursday | Sept 5 | Startup funding | Guest Speaker: Patrick Morin  Case: How Peloton Built the Foundation for Enduring Success |
| 4 | Thursday | Sept 12 | Data analytics | Guest Speaker: [Michal Majerczak](https://www.linkedin.com/in/mmajerczak/overlay/about-this-profile/?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base%3BK2dZ4jt1Ru2KrTjlkbSfNQ%3D%3D)Founder/CEO Actaware  Case: Bext360 and the ESG Paradox: Leveraging AI, blockchain, and IoT for Supply-Chain-Level ESG Measurement. |
| 5 | Thursday | Sept 19 | Cloud Computing | Case: [Fintech: Choosing a Cloud Services Provider](https://hbsp.harvard.edu/product/NA0473-PDF-ENG?Ntt=cloud%20computing&itemFindingMethod=search) |
| 6 | Thursday | Sept 26 | Artificial Intelligence | Guest Speaker: Greg Tapper Founder/ CEO of PatternAI  Case: Tapping into a Digital Brain: AI-Powered Talent |
| 7 | Thursday | Oct 3 | IT Portfolio | Case: Best Practices in IT Portfolio Management |
| 8 | Thursday | Oct 10 | Spring Break | Enjoy your time off! |
| 9 | Thursday | Oct 17 | Outsourcing | Case: Cathay Pacific: Navigating Digital Disruption  Negotiation simulation |
| 10 | Thursday | Oct 24 | Disruptive Theory | Article: Disruptive technology, catching the wave  Case: Netflix: The disrupter faces disruption |
| 11 | Thursday | Oct 31 | Digital transformation | Case: The digital transformation of Kroger: Remaking…. |
| 12 | Thursday | Nov 7 | Agile | Case: [Going with the Flow: Agile Development at Dell](https://hbsp.harvard.edu/product/NA0690-PDF-ENG?Ntt=Agile&itemFindingMethod=search) |
| 13 | Thursday | Nov 14 | Cybersecurity | Case: Ransomware Attack at Colonial Pipeline Company |
| 14 | Thursday | Nov 21 | Supply Chain Risks | Case: [Facebook's Privacy Breach: Challenges of Managing an Information-Based Supply Chain Risk](https://hbsp.harvard.edu/product/NA0577-PDF-ENG?Ntt=IT%20Risk%20Management&itemFindingMethod=search) |
| 15 | Thursday | Nov 28 | No Class |  |
| 16 | Thursday | Dec 5 |  | Final paper due |
|  |  | Dec 10 | Final exam day | No Final Exam required |

**VCU School of Business Mission**

The VCU School of Business has the mission to be a dynamic hub of business education and research, fueled by creativity and a commitment to preparing students to lead in a complex world. The vision is to drive the future of business through the power of creativity. The strategic pillars through which the School will achieve this vision are **E**xperiential Learning, **P**roblem-Solving Curricula, **I**mpactful Research, and **C**reative Culture.

Statement from Provost Office:

[Campus emergency information](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#Emergency)

[Class registration required for attendance](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#registration)

[Honor System: upholding academic integrity](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#honor)

[Important dates](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#dates)

[Managing stress](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#stress)

[Mandatory responsibility of faculty members to report incidents of sexual misconduct](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#sexualmisconduct)

[Military short-term training or deployment](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#military)

[Student email standard](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#email)

[Student financial responsibility](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#financial)

[Students representing the university - excused absences](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#excused)

[Students with disabilities](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#studentdisabilities)

[Withdrawal from classes](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#withdrawal)

[Faculty communication about students](https://provost.vcu.edu/academic-affairs/operations/syllabus-statements/#communicationaboutstudents)

Campus emergency information

Sign up to receive at [alert.vcu.edu/signup/](https://alert.vcu.edu/signup/). It is essential to keep your information up-to-date within VCU Alert and to keep your permanent address and emergency contact information current in eServices.

VCU uses a variety of communication methods to alert the campus community about emergency situations and safety threats. Learn more about types of alerts at [alert.vcu.edu/know/typesofalerts.php](https://alert.vcu.edu/know/typesofalerts.php)

Know the emergency phone number for the VCU Police (828-1234), and report suspicious activities and objects.

Class registration required for attendance

Students may attend only those classes for which they have registered. Faculty may not add students to class rosters or Canvas. If students are attending a class for which they have not registered, they must stop attending.

Honor System: upholding academic integrity

The VCU Honor System policy describes the responsibilities of students, faculty and administration in upholding academic integrity. According to this policy, "Members of the academic community are required to conduct themselves in accordance with the highest standards of academic honesty, ethics and integrity at all times." Students are expected to read the policy in full and learn about requirements here: <https://conduct.students.vcu.edu/vcu-honor-system/>

Important dates

Important dates for the semester are listed in the VCU Academic Calendar: <https://academiccalendars.vcu.edu/>

Managing stress

Students may experience situations or challenges that can interfere with learning and interpersonal functioning including stress, anxiety, depression, alcohol and/or other drug use, concern for a friend or family member, loss, sleep difficulties, feeling hopeless or relationship problems. There are numerous campus resources available to students including University Counseling Services (804-828-6200 MPC Campus, 804-828-3964 MCV Campus), University Student Health Services (MPC 804 828-8828, MCV Campus 804 828-9220) and the Wellness Resource Center (804-828-9355). 24-hour emergency mental health support is available by calling 828-1234 and asking to speak to the on-call therapist or utilizing the National Suicide Prevention Lifeline (1-800-784-2433).

Mandatory responsibility of faculty members to report incidents of sexual misconduct

All employees, including faculty, department chairs and deans, are required to report any incidents of sexual assault, sexual exploitation and partner or relationship violence to the university's Title IX Coordinator.

Confidential offices which can provide support at VCU are: University Counseling Services (804) 828-6200 For more information about Title IX, please visit please visit <https://equity.vcu.edu/>.

Military short-term training or deployment

If military students receive orders for short-term training or for deployment/mobilization, they should inform and present their orders to Military Student Services and to their professor(s). For further information on policies and procedures contact Military Student Services at 828-5993 or access the corresponding policies.

Student email standard

Email is considered an official method for communication at VCU. Students are expected to check their official VCU email on a frequent and consistent basis (the university recommends daily) in order to remain informed of university-related communications. Students are responsible for the consequences of not reading, in a timely fashion, university-related communications sent to their official VCU student email account. Mail sent to the VCU email address may include notification of university-related actions, including disciplinary action. Students must read this standard in its entirety at [https://ts.vcu.edu/media/technology-services/content-assets/university-](https://ts.vcu.edu/media/technology-services/content-assets/university-resources/ts-groups/information-security/StudentEmailStandard.pdf) [resources/ts-groups/information-security/StudentEmailStandard.pdf](https://ts.vcu.edu/media/technology-services/content-assets/university-resources/ts-groups/information-security/StudentEmailStandard.pdf)

Student financial responsibility

Students assume the responsibility of full payment of tuition and fees generated from their registration, all charges for housing and dining services and other applicable miscellaneous charges. Students are ultimately responsible for any unpaid balance on their account as a result of the University Financial Aid Office or their third- party sponsor canceling or reducing their award(s).

Students representing the university – excused absences

Students who represent the university (athletes and others) do not choose their schedules. All student athletes should provide their schedules to their instructors at the beginning of the semester. The Intercollegiate Athletic Council strongly encourages faculty to treat missed classes or exams (because of a scheduling conflict) as excused absences and urges faculty to work with the students to make up the work or exam.

Students with disabilities

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, as amended, require that VCU provide "academic adjustments" or "reasonable accommodations" to any student who has a physical or mental impairment that substantially limits a major life activity. To receive accommodations, students must register with the Office of Student Accessibility and Educational Opportunity on the Monroe Park Campus (828-2253) or the Division for Academic Success on the MCV campus (828-9782). Please also visit the Student Accessibility and Educational Opportunity website via <https://saeo.vcu.edu/> and/or the Division for Academic Success website via <https://das.vcu.edu/> for additional information.

Once students have completed the registration process, they should schedule a meeting with their instructor (s) and provide their instructor (s) with an official accommodation letter. Students should follow this procedure for all courses in the academic semester.

Withdrawal from classes

Before withdrawing from classes, students should consult their instructor as well as other appropriate university offices. Withdrawing from classes may negatively impact a student’s financial aid award and his or her semester charges. To discuss financial aid and the student bill, visit the Student Services Center at 1015 Floyd Avenue (Harris Hall) and/or contact your financial aid counselor regarding the impact on your financial aid.

Faculty communication about students

VCU instructional faculty, administrators and staff maintain confidentiality of student records and disclose information in accordance with the Family Educational Rights and Privacy Act (FERPA). This means that VCU officials may disclose student record information without the consent of the student in certain situations. To support university operations, for example, VCU officials share information about students with other educational officials as necessary to perform their job duties. FERPA permits this disclosure to school officials who have a legitimate educational interest in the student information. In addition, VCU officials have obligations to report information shared by a student depending on the content of that information, for example, in compliance with VCU’s policy on the duty to report. Unless FERPA permits a certain disclosure, VCU generally requires consent from a student to disclose information from their education record to another individual. You may find additional information on the VCU FERPA website: <http://rar.vcu.edu/records/family-educational-rights-and-privacy-act/>.