

Instructor: Joshua Rumo A Ndiege, PhD
Consultation Hours: M-R 8:00am – 10:30a.m, 3:00pm – 4:00pm
E-mail: jrumo@usiu.ac.ke
Classroom: LAB 3
Class Times: Tuesday 5:40pm – 9:00p.m

TITLE OF THE COURSE: MIS6170 INFORMATION TECHNOLOGY ETHICS AND ENTREPRENEURSHIP

Pre-requisite: None

Credit Units: 3

Purpose of the Course

The course will give an insight into the development and need for issues regarding social, legal, privacy and the application of computer ethics to information technology. Also some ethical theories as well as moral problems within informatics are discussed from a global point of view. In addition, the course introduces Information systems' students to the concepts and practices of technology entrepreneurial thinking and entrepreneurship by teaching life skills in entrepreneurial thought and action that students can utilize in starting technology companies or executing R&D projects in large companies.

Expected Learning Outcomes

By the end of this course, students will:

1. Discuss current models of information and computer ethics.
2. Apply ethical theories to interpret personal and group behavior when using a variety of information technology tools.
3. Evaluate the nature of ethical choices made by self and others when serving various roles that expose social and multicultural differences.
4. Construct written arguments in a variety of formats on the evolving nature of ethical norms relating to new technologies.
5. Explain the entrepreneurial process, the evolutionary development and the role of entrepreneurship as growth engine of national economies.
6. Explore the entrepreneurial mindset, characteristics, culture and ethics that has been developing in companies of all sizes and industries.
7. Examine the entrepreneurial process from the generation of creative ideas to exploring feasibility to creation of an enterprise for implementation of the ideas.
8. Develop an effective business plan for a technology idea.
9. Analyze legal issues relating to new ventures including selection of appropriate legal structures.

Course Content

Computer/Information Ethics, Moral and ethics, Transparency and Virtue Ethics, Boundaries of Trust, Trust Management, Plagiarism in the Online Environment, Trusting Virtual Trust, Identity in Cyberspace, Avatars and Anonymity, Integrity and privacy, Intellectual Properties and Rights, Ethics of Game Play, Harm in Cyberspace, Professional codes of ethics in IT and Management. Introduction to Technology, Entrepreneurship and Technology Ventures, Attributes and Myths of Technology Entrepreneurs, Engineers as Entrepreneurs, the Mindset of the Entrepreneurial Leader, Creating and Selling the Entrepreneurial Value Proposition, Entrepreneurial Idea Generation and Feasibility Analysis, Technology Commercialization Potential, Paths and Barriers from Idea to Market, Assessing and Presenting the Opportunity. Business Structuring and Strategy, Business planning and the Business Plan, Financial Analysis and Projections; Market and Competitive Analysis, Presentation of the Opportunity, Intellectual Property Strategies for Technology Companies; Marketing, Sales and Distribution Strategies, Investment and Financial Strategies, Venture Growth and Value Harvesting. The mechanics, tensions, and realities of starting and/or managing a social enterprise.

Mode of Delivery

Classes will be conducted by way of Lectures, reading and discussing selected journal articles from the course study pack and case studies. Formative feedback is provided through class presentations and research work.

Instructional Material &/or Equipment

Course text, Journals, Presentation slides, Handouts, Smart/White board, Blackboard e-learning platform, Internet/WWWeb, Web design Software.

Course Assessment

This course is project laden and so there will be a series of projects to be completed by students individually. In addition, there will be a final group project due near the end of the term. The final project scope will be in the area of adaptive web sites, recommendation systems or search engines. Students will form groups of three people each.

Class/Lab assignments, project work, Research & Case Presentations, written exams, will be used to evaluate the students;

Assignments	20%
Term Paper	15%
Business Plan	15%
Mid-semester	20%
Final semester exam	30%
Total	<u>100%</u>

Content & Class Schedule

Week	Topics	Class Activity	References
1	Course Introduction Overview of Ethics Theories in Ethics	Introductions Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
2	Computer & Internet Crime Privacy	Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
3	Intellectual Property	Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
4	Impact of IT on Productivity & Quality of Life	Quiz 1 Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
5	Ethics of IT organizations Computing & Vulnerable groups	Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
6	Introduction to entrepreneurship Understanding the entrepreneurial mind-set Scientists & Engineers as entrepreneurs	Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
7	Mid Semester		
8	Launching entrepreneurial ventures Recognizing & screening technology opportunities	Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below

9	Formulation of the entrepreneurial plan Designing and developing a technology start-up Funding the technology start-up	Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
10 & 11	Strategic perspectives in entrepreneurship Technology entrepreneurship strategy	Quiz 2 Lecture, Discussions & Case analysis	Handouts Refer to suggested materials below
12	Group Presentations	Presentations, peer assessments	N/A
13	Revision Week and Tutorials	Discussion	N/A
14	Final Comprehensive Exam		

Core Reading Materials

- The Cambridge Handbook of Information and Computer Ethics. Edited by Luciano Floridi. Cambridge University Press, 2010.
- Katz, Jerome A. and Richard P. Green (2014) Entrepreneurial Small Business. 4th edition. McGraw-Hill Irwin.
- Bornstein, David (2004). How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press

Recommended Reference Materials

- Dorf, Richard, Byers, Thomas, and Nelson, Andrew (2014) Technology Ventures: From Idea to Enterprise, 4th Edition, McGraw-Hill Science/Engineering/Math
- Moor, J. H., "Why We Need Better Ethics for Emerging Technologies," Ethics and Information Technology (2005) 7:111-119.
- Marc H. Meyer and Frederick G. Crane (2013) New Venture Creation: An Innovator's Guide to Entrepreneurship, SAGE Publications, Inc
- Stephen Spinelli and Rob Adams(2011) New Venture Creation: Entrepreneurship for the 21st Century, 9th Edition McGraw-Hill/Irwin
- Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). Entrepreneurship in the Social Sector, Sage Publications

Journal Readings

- Spence, E., "Meta Ethics for the Metaverse: The Ethics of Virtual Worlds," in Current Issues in Computing and Philosophy, edited by A. Briggie, K. Waelbers and P.A.E. Brey. Amsterdam: IOS (2008).
- Boberg, M. et al., "Designing Avatars," Proceedings of 3rd International Conference on Digital Interactive Media in Entertainment and Arts, (2008).
- Shoemaker, D., "Self-exposure and exposure of the self: information privacy and the presentation of identify," Ethics and Information Technology 12 (2010): 3-15.
- Sicart, M., (2009). "The banality of simulated evil: designing ethical gameplay," Ethics and Information Technology 3: 191-202.
- Gartner, W. (1989): "Who Is an Entrepreneur?' Is the Wrong Question", Entrepreneurship Theory & Practice, 3.
- Jones, M.V., Coviello, N., Tang, Y.K. (2011): International Entrepreneurship research (1989–2009): A domain ontology and thematic analysis. Journal of Business Venturing 26:6, 632-659.
- Abu-Saifan, S. 2012. Social Entrepreneurship: Definition and Boundaries. Technology Innovation Management Review. February 2012: 22-27.