

MGT 2200

Management Information Systems

Course Instructor: J. Michael Cummins	Term: Fall, 2012
Office Hours: 11:00-12:30 WF	Sect. TSA: 8:05-8:55 (MWF) Rm. 200 Tech Sq. Sect. TSB: 9:05-9:55 (MWF) Rm. 200 Tech Sq.
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COURSE RATIONALE:

Information and knowledge are now recognized as critical resources in the modern organization. Information systems are comprised of Information Technology (IT), people, organizational structures, and business processes. Due to the dramatic progress of IT (e.g., computers, software, networks) in the last forty years, information systems now represent the central nervous system of most enterprises, and have become a crucial resource to ensure the competitive viability of almost any business. In fact, most organizations' value-creating strategies, products, and processes today entail significant reliance on information and information systems.

In spite of the rising complexity and pervasiveness of "IT-based information systems", there is a persistent scarcity of business managers who are well versed in these systems. Historically, the information systems function has been the province of technologists with no management background or training. However, these technologists typically were unable to conceive, select, design, develop, and implement adequate information systems without the significant active involvement of business managers. Therefore, it is of paramount importance that functional and general managers (i.e., non-IT specialists), for whom information systems are a vital resource, develop a profound understanding of such systems. However, this does not simply mean a call for more computer literacy and hands on training in software applications. Basic computer skills are not adequate for managers who must employ technology to develop new products and strategies, and transform their organization in the face of continued competitive threats. General and functional managers need to develop a strong grounding in the concepts and language of information systems, and learn how information resources can be acquired and developed to create business value.

The purpose of this course is to help you become a competent and IT-savvy manager. The class provides you with a solid foundation upon which you can build further as your career progresses.

COURSE OBJECTIVES:

The course assumes no IT-specific knowledge, and aims to build such knowledge through lecture, discussion, case studies, and independent readings. The specific goals and objectives are:

1. To define and understand the concept of information systems and its component parts.
2. To be able to set direction and plan for the management and use of IT resources.
3. To analyze the fundamental IT concepts and acquire the appropriate language and vocabulary.
4. To be able to analyze and evaluate the appropriate design and deployment of information systems.
5. To understand the strategic role of information systems in the modern business enterprise.
6. To be aware of current information systems management issues and trends.
7. To understand data analytics concepts and methods

TEXT: Piccoli, Gabriele (2012), Information Systems for Managers 2nd Ed., John Wiley & Sons.

HANDHELD CLICKER DEVICE: Turning Technologies ResponseCard NXT

COMMUNICATIONS: The shared website, <http://t-square.gatech.edu>, will be used to distribute assignments, lecture notes, grades, etc., and to communicate changes in schedule and other information. You are encouraged to check it regularly for course information.

CLASS SESSIONS: A mixture of lectures, discussion and case analysis will be used to accomplish the course objectives. Class sessions will be very interactive. Students are expected to contribute to class discussion with questions, comments, new perspectives, and their personal experience. Individual contributions to case discussions are an important part of the learning process. You are expected to justify assertions, and to deal effectively with challenges to your position and competing points of view.

GRADING: The grading scheme is designed to test both your knowledge and mastery of the skills and concepts taught, and your value-added contribution to the collective learning of the class. A detailed grading policy document can be found on course website on T-square. The following summarizes the final course grade components and their respective weights:

- **Topic Check-ups (40%):** During the course of the semester there will be 5 short tests – called “Check-ups”. There are 3 objectives for the Check-ups: 1) for you to gauge how well you are progressing through the course material; 2) for me to assess how the class is doing, and how well each topic is being assimilated; 3) to provide you with timely and specific feedback. There will be No make-ups for missed Check-ups; therefore, be sure to mark your calendar ahead of time. Recognizing that rare and unforeseen events may prevent you from being present in class during a Check-up, only the 4 highest scores of the 5 Check-ups will be counted.
- **Exams (40%):** There will be 2 exams: a mid-term and a final. Both exams are designed to test your understanding of the material and the analytical skills developed throughout the

semester. The mid-term exam will cover the first half of the course, and the final will cover the second half.

- **Class Participation (20%):** In this course much of the learning will take place through discussion. You are expected to participate actively to enhance the collaborative learning of the class by contributing timely and relevant comments, questions, and insight. The class participation grade will be a combination of general participation (10%) and contribution to case discussions (10%). General participation will be evaluated through daily quizzes administered via the Clicker system. Case discussion participation will be evaluated during the case analysis sessions, and will be based upon the quality (substantive contribution) and quantity (number of times that you contribute) of your input.

WORKING SCHEDULE

<u>DAY</u>	<u>DATE</u>	<u>TOPIC</u>	<u>READING</u>	<u>CHECK-UP</u>
M	8/20	Course Introduction		
W	8/22	IS and Role of Managers	Ch. 1	
F	8/24	Information Systems Defined	Ch. 2	
M	8/27	Information Systems Defined	Ch. 2	
W	8/29	Organizational Information Systems	Ch. 3	
F	8/31	TBA		
M	9/3	NO CLASS--HOLIDAY		
W	9/5	Organizational Information Systems	Ch. 3	
F	9/7	Organizational Information Systems	Ch. 3	
M	9/10	Organizational Information Systems	Ch. 3	CK1
W	9/12	Network and Information Economics	Ch. 4	
F	9/14	Network and Information Economics	Ch. 4	
M	9/17	Network and Information Economics	Ch. 4	
W	9/19	E-Commerce	Ch. 5	
F	9/21	E-Commerce	Ch. 5	
M	9/24	E-Commerce	Ch. 5	CK2
W	9/26	Strategic IS Planning	Ch. 6	
F	9/28	Strategic IS Planning	Ch. 6	
M	10/1	Strategic IS Planning	Ch. 6	
W	10/3	Value Creation and Strategic IS	Ch. 7	
F	10/5	Value Creation and Strategic IS	Ch. 7	
M	10/8	Value Creation and Strategic IS	Ch. 7	CK3
W	10/10	Value Creation with IS	Ch. 8	
F	10/12	TBA		
M	10/15	FALL BREAK		
W	10/17	Value Creation with IS	Ch. 8	
F	10/19	Value Creation with IS	Ch. 8	
M	10/22	MID-TERM EXAM		
W	10/24	Creating IS	Ch 11	
F	10/26	Creating IS	Ch 11	
M	10/29	Creating IS	Ch 11	

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W	10/31	Data Analytics		
F	11/2	Data Analytics		
M	11/5	TBA		
W	11/7	Data Analytics		CK4
F	11/9	Data Analytics		
M	11/12	Data Analytics		
W	11/14	Data Analytics		
F	11/16	Data Analytics		
M	11/19	Data Analytics		CK5
W	11/21	THANKSGIVING HOLIDAY		
F	11/23	THANKSGIVING HOLIDAY		
M	11/26	IS Trends	Ch 12	
W	11/28	IS Trends	Ch 12	
F	11/30	IS Trends	Ch 12	
M	12/3	Security, Privacy, and Ethics	Ch 13	
W	12/5	Security, Privacy, and Ethics	Ch 13	
F	12/7	Security, Privacy, and Ethics	Ch 13	
M & F	12/10 & 12/14	FINAL EXAM		