Principles of Information Technology Management

Course Information

Course Name and Number: **MISM 3115/3109 Principles of Information Technology Management**

Course Description: Emphasis on management decisions involving single and multi-user systems, network architecture, database management systems, and the software development process. Students survey types of information systems used by modern organizations: transaction processing, decision support, executive information, functional area support, strategic, and expert systems.

Required/Recommended Textbooks and Materials

The textbook for this course is: **Getting the Most out of Information Systems v. 2.0** by John Gallaugher

To access the textbook, go to Getting the Most out of Information Systems. You can read the textbook online, and also download a PDF copy of this book (2 MB, suitable for printing or most e-readers), or a .zip file containing the HTML files (for use in a web browser offline). There is **no cost** to download the files or read the textbook online.

Course Learning Objectives:

Upon completion of MISM 3115/3109, students should be able to:

1. Evaluate various interdisciplinary management concepts and issues related to information systems and technologies,
2. Assess the current role of IS in an organization and explain how information technology relates to organizational goals, objectives, strategy, and structure,
3. Demonstrate proficiency in the solving business problems using software applications.

Turner College Program Goals and Mission

Turner College of Business Mission

Program-level assessment has become an important component of assuring program quality and in maintaining professional accreditations with organizations such as AACSB, International (AACSB), and the Southern Association of Colleges and Schools (SACS). Some of the assignments in this course may be used to assess student learning at the program level. When a course assignment is used in this manner, the college will follow Federal guidelines to protect the confidentiality of student information.

Turner College of Business Program Learning Goals:

- Our graduates will demonstrate proficiency in problem-solving and decision-making in a business context.
- Our graduates will demonstrate knowledge of key business disciplines and concepts.
- Our graduates will recognize and analyze ethical issues in a business context.
- Our graduates will demonstrate knowledge of global business concepts and cultural diversity in a business context.
- Our graduates will communicate effectively in a business context.
- Our graduates will demonstrate proficiency in using information technology in a business context.

Course Assessment

Exams and Quizzes: There are four (4) chapter quizzes worth 20% of the course grade and a comprehensive final exam worth 30% of the course grade. Chapter quizzes include multiple choice and T/F questions. The quizzes and exam cover chapter material, video cases, lectures, reading assignments, and case studies.

Discussion Assignments: There are ten (10) online discussion assignments that count 40% towards your final course grade. The discussion assignments are related to current technology topics and cases that demonstrate the strategic use of IT in business. NOTE: Late assignments are not accepted for credit after the close of the course week (Sunday evenings at midnight).

Applied Assignment: Students will complete an applied business assignment using Tableau Data Visualization software. The software license and additional information will be available on the course website.

Course Outline MISM 3115 Principles of Information Technology Management

* Note All Chapters in the Textbook can be accessed online at Getting the Most Out of Information Systems

WEEK	TOPIC	ASSIGNMENT
1	Welcome and Course Introduction; Chapter 1: Technology and the Modern Enterprise	Discussion 1: Information Systems and Your Career
2	Chapter 2: Strategy & Technology	Discussion 2: FreshDirect.com Watch the Five Forces Video: A Discussion with Michael Porter
3	Chapter 3: Zara Case Study	Quiz 1: Chapters 1-3; Video: Zara Deploys RFID Technology
4	Chapter 4: Netflix Case Study	Discussion 3: Netflix
5	Chapter 5: Moore's Law & Disruptive Technology	Discussion 4: Disruptive Innovation; Read Disruptive Technologies Article
6	Chapter 6: Network Effects	Quiz 2: Chapters 4-6
7	Chapter 7: Social Media	Discussion 5/6: Social Media Strategy (DropBox Assignment)
8	Chapter 8: Facebook Case Study	
9	Chapter 9: Software Primer	Tableau Practice Assignments Tableau
10	Chapter 10: Software in Flux	Quiz 3: Chapters 7-10
11	Chapter 11: The Data Asset	Discussion 7: Big Data; Watch TedTalk: Big Data is Better Data
12	Chapter 12: Manager's Guide to the Internet	Discussion 8: Net Neutrality Debate; Watch "What Net Neutrality Means for You."
13	Chapter 13: Information Security	Discussion 9: CyberSecurity
14	Chapter 14: Google Case Study	Quiz 4: Chapters 11-14
16	Future Trends in Information Systems	Discussion 10; Tableau Assignment Due
17	Comprehensive Final Exam (Online)	

Discussion Assignments

Discussion 1: Information Systems and Your Career

Instructions: Watch the video and review the transcript for the "The World is Flat," by Thomas Friedman, and answer the following discussion questions.

1. In the video, Friedman states, "there is no such thing as an American job." Do you agree or disagree with the author's argument regarding the future employment outlook? In what ways do you see information technology impacting jobs in your major?
2. Friedman identifies and describes the impact of 10 "flatteners" on the world. Discuss at least one new "flattener" not mentioned in the video that you feel impacts jobs in today's world (support your answer with examples and/or research).

Note: Be sure to read and respond to at least one other student's posting. (e.g., do you agree or disagree with their position, are there other examples related to jobs in your major? etc.)

Discussion 2: FreshDirect

Instructions: Research the company FreshDirect.com discussed in Chapter 2 and answer the following discussion questions:

1. How is FreshDirect's business model different from traditional grocery store models, and how do the differences affect profitability?
2. Do you think FreshDirect's business model and strategy are sustainable? Why or why not?
3. What are potential areas of long-term revenue growth and profitability for the company? (Use annotated articles to support your answer).

Discussion 3: Netflix

Instructions: Read the chapter on Netflix in your textbook, and the article by Chris Anderson, "The Long Tail." Answer the following questions related to the company and its business strategy.

Using the Five Forces framework, (1) assess the video industry as of today in terms of industry profitability (note: clearly identify the key industry forces related to profitability - for example, do buyers/customers have power in the market or do suppliers (like Netflix?); Are there viable alternatives/substitutes if the price of streaming video becomes too high?). (2) Discuss how the nature of competition changed in the industry.

- What are Netflix's sources of competitive advantage? (Note: use concepts from chapter 2 to answer this question). Do you think the "long tail" still a source of competitive advantage?

- What do you believe are the most significant *long-term* threats to Netflix, and does Netflix's business strategy effectively address these threats?

Discussion 4: Disruptive Innovation

Technological changes can have profound impact on entire industries, often dethroning established leaders and allowing new entrants to take over. Some key questions to consider: Why do established companies seem to so often miss the boat? Is it possible to predict how a new technology will affect an industry, identify opportunities and threats, and act before it is too late?

Instructions: For this discussion forum, research the topic of technology-driven **disruptive innovation** and locate a current article (2013 or later) on (1) a disruptive technology in general, or (2) an industry or company that is being disrupted by technological change. Include a link to the article and provide a detailed annotation about the article and how it contributes to understanding the impact of disruption. Include illustrations, videos, or additional resources that add value to the topic.

Discussion 5/6: Social Media Strategy

For this assignment, you will take the role of a consultant who has been asked to evaluate a local organization's social media and make recommendations on the types of social media that will be most effective for the organization. You will choose the organization to evaluate and they can be small/medium size businesses, non-profits (like PAWS, CSU Rec Center, Bull Creek Golf course, CORTA Tennis, etc.) or government entities. Complete the items below and upload a copy of your analysis to the Dropbox on CougarView. Students can work in teams of 2 for this assignment (each student should upload the analysis).

INSTRUCTIONS:

- For each of the top five commonly used social media platforms listed on the attached template, indicate (1) whether the organization is currently using the platform (or not), and (2) how effectively they are using it. (For example, does the organization have a Facebook page and is it up to date, does it provide value to the organization's customers, is it effective?).
- Based on your evaluation, discuss whether you feel the company would benefit from using a platform it is not using, or doing so ineffectively, and discuss how. If a certain platform is not recommended, discuss the reason(s) why.

Discussion 7: Big Data

Discussion 7 focuses on the application of Big Data concepts in various fields. To complete this assignment, first review the articles and chapter readings for a general background on the use of data by organizations, and research the topic of Big Data in specific. Then select an industry or field that interests you and discuss the impact of Big Data. Include a link to your research (or article) and a detailed summary (annotation) of the article. Include supporting multimedia (video, illustration, trend graph, etc.) to make your posting interesting and informative. As an example, the following article Big Data is revolutionizing Sports in Unexpected Ways discusses the impact of Big Data on sports but any field (health care, hotel, travel, financial services, human resources, higher education, etc.) all have interesting and relevant examples.

For more about Big Data in general, read the Forbes article What is Big Data?

Discussion 8: Net Neutrality Debate

In Chapter 12, the concept of Net Neutrality, the principle that all Internet traffic is treated equal, is introduced. Review the articles and video on the topic and then answer the following question related to the debate. Incorporate your own current research on the topic to support your position (required). Be sure to respond to at least one other student's posting.

Are you in favor of Net Neutrality? Discuss why or why not and support your answer with research and/or examples.

Discussion 9: CyberSecurity

This discussion assignment focuses on the current state of information security in the U.S. and addresses some of the challenges organizations face when trying to protect consumer data. Start by reading the New York Times article Hacked vs. Hacker's: Game On. For the assignment, research and identify a recent cyberattack and provide the following information based on your findings:

Cyber Attack Analysis of *[state company name or organization]*

Briefly summarize the article, noting:

- The nature of the data breach — What happened and what information was stolen? Passwords? Personal information?
- The extent of the breach: How many people did it affect? How much money does the organization estimate it lost as a result of the data breach? What other information was compromised?
- How the cyberattack occurred, if known. Did the organization, for example, take any missteps that allowed for data to be easily compromised? What, if anything, could have prevented it?
- What was the impact on the organization?

Include a link to the article(s) related to your research and respond to another student's posting.

Discussion 10: Information Technology Trends

This discussion focuses on trends in information technology and the impact of these trends on industries and an organization's competitive environment. To complete the assignment, select one technology trend from the Week 16 readings (see the content module for links).

Research the trend and then discuss the implications of the trend using an organization as an example. For example, Walt Disney World uses big data to personalize each customer's experience at its theme park using "Magic Bands." There are several articles related to how the company uses this technology so I would select an article, annotate it, include a video or illustration for visual interest and then discuss the implications of how using the technology increase the company's profitability or competitive advantage. Be sure to read and respond to another student's posting.