

**University of Indianapolis**  
**School of Business**  
**Course Syllabus**

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**Course Information**

<b>Course Number and Title</b>	MBA610 Information Technology Strategy
<b>Session and Year</b>	Summer 2009
<b>Section</b>	51
<b>Instructor</b>	Dr. Darrell Bowman
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<b>Office</b>	EH 052L
<b>Textbook</b>	Business Driven Technology, Haag, Baltzan, Phillips 3ed

**Course Description**

Organizations can anticipate and respond to problems through innovative uses of information technology. By learning to conduct an audit of a business process, benefits can result from adding value during the process of creating, producing, or supporting a product or service. The analysis and design of an information system is based on one's understanding of the organization's objectives, structure, and processes as well as one's knowledge of how to exploit information technology for advantage.

**Course Objectives**

This course provides an introduction to analyzing various types of systems with the emphasis on managing and implementing information systems.

- In addition to discussing the details that make up the system analysis process, the class will also look at the "big picture" and discuss the business implications of the system analysis process as well as covering the implications of decisions made in the system analysis process.

**Online Quizzes**

Seven days are allowed for online quizzes. However, do not begin a quiz on the last day. If you have technical problems, I may not be available to correct them. You are still responsible for the quiz. Take quizzes early. I will not extend quiz dates.

**Academic Integrity**

Please refer to the Student Handbook

**Required Materials**

None

## Course Requirements

## Grading

Technology Critique	100
Quiz 1	50
Quiz 2	50
Midterm	100
Final	100
Participation	100
Research Paper	100
Research seminar	100
	700

A	95-100%
A-	90 – 94%
B+	88 – 89%
B	85 - 87%
B-	80 – 84%
C+	78 – 79%
C	75 – 77%
C-	70 – 74%
D+	68 – 69%
D	65-67%
F	0-64%

Pluses and minuses are assigned at the instructors discretion.

### Participation

Participation criteria is classroom discussion participation, attendance, initiative in class, participation in seminars as an audience member.

### Academic Integrity:

Cheating is the use of inappropriate and unacknowledged materials, information, or study aids in any academic exercise. The use of electronic devices of any kind during quizzes and exams is forbidden. Plagiarism is the representation of the words or ideas of another as one's own in any academic exercise. To avoid plagiarism, every direct quotation must be identified by quotation marks or by appropriate indentation and must be properly cited in the text or in a footnote. Cheating and plagiarism will cause failure for the exam, quiz or assignment.

### Case Study

Teams will be formed and each team will study a local company information technology department. You will use interviews and research to write a case study paper.

Be prepared to present your paper in a seminar format. The seminar should last 20 – 25 minutes and an additional 5 – 10 minutes for questions. The seminar should be interactive with the audience. Criteria for grading: audience interest, eye contact, confidence/presentation style, voice, media application, and knowledge/preparation.

## **Conducting and Writing a Case Study**

Research the topic or organization

- Identify the problem
- What were the symptoms?
- What solution(s) were developed?
- How was the solution implemented?
- Describe the organization
  - Background
  - Structure
  - Industry
  - Competitors
- Apply business models and technology models to the case
- Describe the outcome
- Conclusion

### **Week 1 May 14**

Course Introduction and Blackboard

Business Driven Technology, Competitive Advantage, Research Paper discussion

APA style and library databases

Assign paper

Find a newspaper or magazine article describing technology use in business. The article does not have to be limited to computer technology. Pay attention to how technology is affecting the business or industry. Write a 2 – 3 page summary of the article. Describe the technology. What are the social implications? How is technology affecting change? Has this change been implemented somewhere else? What are your thoughts; for the summary? Submit paper to Digital Dropbox

### **Week 2 May 21 No Class Meeting**

### **Week 3 May 28**

Preparation: Chapter 1

Technology Strategic Planning

### **Week 4 June 4**

Preparation: Chapter 2, 3 Competitive Advantage, Strategic Initiatives

Bring the article to class for discussion

Due before class: Technology article critique

### **Week 5 June 11**

Preparation: Chapters 4, 5, 6 Successive Strategies, Organizational Structures, Valuing Information

*Quiz 1 Chapters 1 – 6 (June 10 – June 16 5pm)*

### **Week 6 June 18**

Preparation: Chapters 7, 8 Databases, Data Warehouses

Research paper progress report in class (How much research is complete? Outline complete?)

**Midterm Exam Chapters 1 – 8**

**Week 7 June 25**

Preparation: Chapter 9, Decision Making, Problem Solving

Preparation: Chapter 10, 11 SCM, CRM

**Week 8 July 2**

Preparation: Chapter 12

**Week 9 July 9**

Preparation: Chapter 13

How to give an executive presentation

**Week 10 July 16**

Preparation: Chapter 14 E-Business

Preparation: Chapter 15 Collaborative Partnerships

*Quiz 2 Chapters 9 – 15 (July 14 – July 21 5pm)*

**Week 11 July 23**

*Research papers due 5:30 pm*

Working with vendors

The RFP and Proposals

**Week 12 July 30**

Presentations

Final Exam