Management Information Systems
MBA 615 – Section AA

Summer 2014
DAY: TUE THU FROM 17:45 TO 20:15

Concordia University
John Molson
School of Business

Course Outline

JOHN MOLSON MBA PROGRAM

Instructor	**Pedro G Cabrejo**	**17:45 pm – 20:15 pm**
Office:	**MB1263**	**Classroom MB 6.260**
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Office Hours:	**By appointment only, or 1 hour before and after class**	

Learning Outcomes

Today, more than ever, organizations are using information (and information technology) not only for their daily operations but also to gain and sustain competitive advantage. Management information systems (MIS) is a vitally important topic because it deals with the coordination and use of three very important organizational resources: information, information technology, and people.

Advances in information technology have initiated radical changes in the way organizations conduct their business. In order to manage these changes effectively, managers need to develop a clear understanding about the technology and its efficient use in business. The course is designed to familiarize the students with problems, challenges, and approaches in managing information technology (IT). It takes an analytical view by critically discussing IT management principles, approaches, frameworks, models, and practices.

This course will introduce you to key concepts and issues in the field of information systems. It is becoming more difficult to fully understand organizations without understanding the technology and systems that support and enable their operations. As managers, you must understand the use and impact of information systems to be able to use them effectively in an increasingly competitive and dynamic business environment.

It is assumed that you already possess the basic computer skills needed to use various office suite products (word processing, spreadsheet, e-mail), or will acquire these skills independently of this course. There will be a brief overview of Process and Data Modeling tools as these tools will be used to augment in-class discussions.

The other major aim of the course is to help each of the participants to better understanding some of the tools and techniques used in IT that can be valuable in the future of your work related activities.

Course Objectives:
Topics addressed in this course include:

(1) Understanding the relationship among business strategy, information systems and organizational strategies
(2) How appropriately is the information technology strategy linked to the business operational needs and internal structures, its external situation and relationships, and strategy?
(2) How effectively are the firm's IT internal and external resources being integrated into and utilized by the firm.
(3) How does the firm control and evaluate the impact of IT on its employees and customers and on its relationships with partners?
(4) Develop the skill to recognize opportunities in the work environment and to apply what you know in a new way

Pedagogy

This course relies on a diversity of teaching media in an attempt to enhance the learning experience of each student. To this effect, a mix of lectures, class discussions, case studies and group presentations will be used.

In-class discussions represent a major pedagogical dimension of this course; therefore quality class participation is expected from each student. It is your responsibility to read the appropriate material before class. Unless prior arrangements have been made with the instructor, *no late assignments will be accepted*. Attendance is not sufficient, active participation is essential.

COURSE MATERIALS

Textbooks:
Keri E. Pearlson & Carol S. Saunders. Managing and using Information Systems. USA: Wiley, 2013.

Other Reading Materials:
McKeen, J. D., and Smith, H. A. (2009) *IT Strategy in Action*, Pearson Prentice Hall,.
George W. Reynolds (2009) Information Technology for Managers, Course Technology

IT Planning and Business Alignment –
Weill, P., and Aral, S. "Generating Premium Returns on Your IT Investments," *MIT Sloan Management Review* (47:2), 2006, pp. 39-48.
Westerman, G. "IT Risk as a Language for Alignment," *MIS Quarterly Executive* (8:3), 2009, pp. 109-121.
Luftman. J & Kempaiah, R. "An Update on Business-IT Alignment" MIS Quarterly Executive Vol. 6 No. 3, Sep 2007 165

IT Governance and Maturity

Weill P., and Ross J. "A Matrixed Approach to Designing IT Governance," *MIT Sloan Management Review* (46:2), 2005, pp. 26-34.

Weill, P. "Don't Just Lead, Govern: How Top-Performing Firms Govern IT," *MIS Quarterly Executive* (3:1), 2004, pp. 1-17.

Huff, S. Et Al. "Information Technology and the Board of Directors: Is There an IT Attention Deficit?"; MIS Quarterly Executive, (5:2), June 2006.

IT Value

Ward J, Daniel E, Peppard J. "Building Better Business Cases for IT Investments," *MIS Quarterly Executive* (7:1), 2008, pp.1-15.

Mitra et al, MISQE (10:1), 2011, pp. 47-59

IT Implementations & Project Management

Nelson, R. "IT Project Management: Infamous Failures, Classic Mistakes, and Best Practices" *MIS Quarterly Executive Vol. 6 No. 2 / June 2007 67.*

Flyvbjerb, B., and Budzier, A. "Why your IT Project May Be Riskier than you Think," *Harvard Business Review*, Idea Watch, September 2011, pp. 1-4.

IT Sourcing – **Case:** *"Outsourcing at Office Supply Inc"*

Enterprise Resource Planning

Mabert, V. Et.al.; "Enterprise Resource Planning; Common Myths Versus Evolving Reality" HBR May 2001

Carey, D. ; "Surviving the ERP Journey" CIO Canada May 2001

Jayawickrama, U. Et al; "Factors Affecting ERP Implementations" ; Journal of Enterprise Resource Planning Studies, vol. 2013, Article ID 227873, 13 pages,

Collaboration Tools; Social Media; BI & KM

Kiron, D. et al; "Social Business : What Are Companies Really Doing?"; MIT Sloan Management Review, 2012

E-Business – **Case:** *E-business Transformation At the Crossroads: Sears' Dilemma*

Basu, A. & Muylle, S; "How to Plan E-Business Initiatives in an Established Company" ; MIT Sloan Management Review Fall 2007

Gartner Group. Gartner Top End User Predictions for 2010: Coping with the New Balance of Power, Summary Report, 2010.

McAfee, Andrew P. Shattering the Myths About Enterprise 2.0, Harvard Business Review, November 2009.

Ethics, Privacy & Security

Smith, J. "But What IS the 'Right Thing'?: Ethics and Information Systems in the Corporate Domain," *MIS Quarterly Executive* (3:2), 2004, pp. 105-115.

PIPIDA; "Your Privacy Responsibilities; A guide for Businesses and Organizations"; Government of Canada

Kayworth, T. et al; "Effective Information Security requires a Balance of Social and Technology Factors" MIS Quarterly, Sept 2010

EVALUATION

Evaluation Item	Individual (%)	Team	Total (%)
Mini-Cases + class contribution	5 - 5		**10**
Project presentation and Report "Emerging technology"	Individual part	**Group (max of 4)**	**20**
Software related assignments(Access, Process & Data Modeling, Excel)	5% each	(max 2 people)	**20**
Test 1	25		**25**
Test 2	25		**25**
SCORE	**60**	**40**	**100**

DETAILS OF ASSIGNMENTS

Emerging Technology Presentation and Report (20%)
Each team of 4 will produce a report of 2 to 5 pages (1½ spaced, font size of 12 points) about an emerging technology trend. Each report submitted before the presentation will provide an overview of this trend, how today's companies are reacting to it, indicate some leaders as an example of early adopters, and provide some advantages and disadvantages for businesses. If the report is based on a real business case it should include summary of the situation, the problems encountered, the list of possible solutions and final recommendation supported with appropriate justification. Each presentation will last between 30 and 45 minutes.

Weekly minicase presentation and report (5%)
Each individual will conduct the analysis of one case in the previous chapter and play the role of the consultant to that company. A written summary of 1 to 2 pages (1½ spaced, font size of 12 points) will be submitted before the presentation. For each chapter there are 2 cases and chosen students will be presenting their findings about the assigned cases. Each presentation will last a minimum of 10 minutes and takes place at the beginning of the class.. Your case will be assigned after the class via e-mail.

Mid-Term Exam (25%) and Final Exam (25%)
Mid-term exam will cover the first part of the course up to chapter 6 included, whereas the final exam will cover the second part. Short essay questions, case analysis, multiple choice questions, etc. will constitute the format of both exams.

Hands On assignments (20%)
Small problem assignments dealing with software tools will be assigned to each individual and a printed output results and electronically submitted to the drop box in first class will be required. There will be 3 tutorials available to you dealing with ACCESS and EXCEL prior to the distribution of the cases.

Class contribution (5%)
Class contribution will be assessed based on the student's ability to apply the course's key concepts. Once again take note that attendance is not sufficient, active participation is essential.

GRADING

A+	**90 – 100 %**	**B+**	**75 – 79 %**	**C**	**60 – 64 %**
A	85 – 89 %	B	70 – 74 %	F	0%
A-	80 – 84 %	B-	65 – 69 %		

The objective of this course is to broaden your knowledge and skills in the area of MIS. Working through the assignments will enable students to develop a better understanding of this field. Feedback will be provided to students throughout the course. At the end of each course, the instructor will submit a letter grade for every student registered.

LEARNING PLAN

Date	Contents	Topics	Activities and Presentations
Class 1 **May 8ʰ**	Introduction and Information Systems Strategy	Intro, Ch. 1	Group formations Discussion questions
Class 2 **May 13ᵗʰ**	Strategic use of information resources	Ch 2	minicase (ch1)
Class 3 **May 15ᵗʰ**	Organizational Strategy and Information Systems	Ch 3	minicase (ch2)
Class 4 **May 20ᵗʰ**	Information technology and the design of work	Ch 4	minicase (ch3) due Data Modeling
Class 5 **May 22ᵗʰ**	Information Systems for Managing Business Processes	Ch 5	minicases (ch4)
Class 6 **May 27ᵗʰ**	Architecture and Infrastructure	Ch 6	minicase (ch5) due Database Access
Class 7 **May 29ᵗʰ**	The business of IT	Ch 7	minicase (ch6)
Class 8 **June 3ᵗʰ**	Review cases , presentations	Ch 1-6	**Test 1**
Class 9 **June 5ᵗʰ**	Governance of the information systems	Ch 8	Minicases (Ch 7) Due Process Modeling (BPM)
Class 10 **June 10ʰ**	Information Systems Sourcing	Ch 9	minicases (ch8)
Class 11 **June 12ᵗʰ**	Knowledge Management, BI and Analytics	Ch 11	Minicases (ch 9) due Excel
Class 12 **June 17ᵗʰ**	Using Information Ethically	Ch 12	Minicases (Ch11) **Test 2**

ACADEMIC INTEGRITY AND THE ACADEMIC CODE OF CONDUCT

The Code of Conduct (Academic) at Concordia University states that "the integrity of University academic life and of the degrees, diplomas and certificates the University confers is dependent upon the honesty and soundness of the instructor-student learning relationship and, in particular, that of the evaluation process. As such, all students are expected to be honest in all of their academic endeavours and relationships with the University," (Academic Code of Conduct, art. 1) Graduate Calendar, 2009-2010, page 589).]

All students enrolled at Concordia are expected to familiarize themselves with the contents of this Code. You are strongly encouraged to read the pertinent section in the 2009-2010 Concordia Graduate Calendar Graduate Calendar, (pages 589 -600) and visit the following web address: http://provost.concordia.ca/academicintegrity/ , both of which provide useful information about proper academic conduct.

DISCLAIMER
The instructor reserves the right to change or update this outline, and any other course related materials, as required. The student will be informed in a timely manner through FirstClass and/or announcements during class.

Web Links:

http://www.informationweek.com/blog/main/archives/managementcareers/index.html;jsessionid=0U0POGGIOGASHQE1GHPSKHWATMY32JVN

This website is apart of the website for the trade magazine Information Week. This particular page is an excellent portal for information about IS careers, trends and jobs. It would be a good starting place for locating current articles about the usefulness of IS skills in the workplace today.

http://www.brint.com/

This is a general portal for all types of articles, links, etc for the information professional. It links to major trade magazines, surveys, articles, and much more. It is part of the @Brint site.