

KSU

# INTEGRATED BUSINESS POLICY AND STRATEGY

PROFESSOR A'ISHA AJAYI

SUMMER III

## COURSE DESCRIPTION

### INSIDE THIS ISSUE:

**COURSE GOALS** 2

**COURSE SCHEDULE** 2

**COURSE ASSIGNMENTS** 2

**THE PAPER** 3

**EXAMS** 3

**ACADEMIC HONESTY** 4

**EVALUATION CRITERIA** 4

The evolution of technology, most notably IT and networking, have created many new opportunities and challenges for the modern enterprise.

Perhaps the chief challenge lies in the seamless integration of these technologies and application into current business practices.

This course is designed to provide the participant with a comprehensive overview of current trends, theory and other elements related to using information and technology as a strategic corporate asset.

Lectures, assigned and other readings will form the backdrop for this exploration.



Welcome to the Information Superhighway!

Students are encouraged to add to the dynamics of the course by providing additional resources such as articles, tours or Web sites.

This is your course! You will get out of it what you put into it. Time management is important.

Your instructor is here to help you succeed. Please make her aware of any issues you might have.

Please note the instructor reserves the right to alter, add or changes course elements, assignments, or criteria as deemed appropriate.

### STAYING IN TOUCH

**Office Location:**

BSA A419

**Office Hours:**

T, W - 3:00—4:00PM

**Phone:**

(330) 672-1151

**Email:**

aajayi@bsa3.kent.edu

**Course:**

M&IS 44285

**Call Number:**

15053

## REQUIRED TEXT:

Thompson and Strickland, *Strategic Management: Concepts and Cases*, 13th Edition, McGraw-Hill Irwin.

ISBN # 0-07-244371-5.

## Course Goals

- To provide the participant with a comprehensive overview of current trends in information technology and applications.
- Enhanced business communications skills through written assignments and other course elements.
- To provide the participant with a template for analyzing IT requirements within an organization.
- Basic needs assessments techniques.
- Exposure to current trends in the use of IT (information Technology) in e-Commerce.
- To have fun!



## Course Schedule

Week 1	Chapters 1-4
Week 2	Chapters 5-7
Week 3	Chapters 8-10
Week 4	Chapters 11-13
Week 5	Final Exam

**TIME MANAGEMENT IS ONE OF THE MOST IMPORTANT ASPECT OF THIS COURSE.**

**EACH STUDENT IS ASKED TO EXAMINE THEIR RESPECTIVE PERSONAL AND PROFESSIONAL CIRCUMSTANCES TO DETERMINE IF THIS IS THE APPROPRIATE TIME TO TAKE THIS COURSE.**

## Important dates

Class Duration:	7/14/03—8/16/03
Exam 1	7/21/03 Chapters 1-7 and lectures
Exam 2	8/4/03 Chapters 8-13 and lectures
Paper	8/7/03 Due at start of class.
Final Exam	8/14/03 Duration of the class

## About the Paper

A ten (10) page paper will be required as part of this course. The 10 pages are counted from introduction to conclusions.

Students are responsible for topic selection.

Required Elements:

- Headings, titles, etc.
- Introduction and conclusion
- Page numbers
- MLA or other standard citations
- Table of contents

- List of acronyms
- Bibliography
- List of figures

Please note that you must demonstrate your topic choice within the context of current business applications or environments.

The following metrics will be used to determine your grade for this element:

- Technical depth and accuracy 20%
- Written communications 20%
- Organization and flow 20%
- Integration of theory and practices 20%
- Execution 20%

## EXAMS

Two exams and a final are required as part of this course. These elements are designed to test the student's mastery of lectures, readings and theory related to the disciplines of communications and networking. The following question formats will be used on exams:

- Fill-in or short answer
- Matching
- Multiple choice
- Acronyms

Please note that the instructor will return each exam no later than 1 week from its scheduled date. The instructor will not answer any questions during the exam. No make-ups or rescheduling of the exams is permitted. A grade of 0 will be given if an exam is missed. There will be no exceptions to the aforementioned points.

## Evaluation Criteria

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Exam 1	15%	The following formula will be used to calculate your grade:	A	90-100
Exam 2	15%		(E1+E2)2*6+(paper*6)+(final*8)/20	B
Paper	30%	Please note: The instructor will not discuss grades prior to returning assignments, via email or phone.	C	70-79
Final	40%		D	60-69
Total	100%		F	50 and lower

## Enrollment and Registration

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Students have responsibility to ensure that they are properly enrolled in classes. You are advised to review your official course schedule during the first two weeks of the semester (session) to ensure that you are properly enrolled in this class and section. Should you find an error in your class schedule you must correct it immediately with your advising office. If registration errors are not corrected by the date specified by the Office of the Registrar for this session and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the conclusion of this semester for any class in which you are not properly enrolled.

## Students with Disabilities

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please contact the instructor at the beginning of the semester (session) or when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the Office of Student Disability Services (SDS) in the Michael Schwartz Service Center (330) 672-3391.