

## **B AD-64042/74042: Management of Information Systems**

### **Syllabus\* (Click here for [SCHEDULE](#))**

Class Time: Monday: 6:15 pm-8:55 pm

Professor: Dr. Pratim Datta

Office Location: A 408

Telephone: (330) 672-1229

Office Hours: Monday & Thursday: 3 pm-5 pm or via email  
R: 1:30 pm to 3:50 pm and 6:00 pm to 7:30 pm

Email: [pdatta@kent.edu](mailto:pdatta@kent.edu)

Class Web WebCT : <http://vista.kent.edu>

### **COURSE DESCRIPTION:**

This course is designed to provide both, general managers and Information Technology (IT) managers, an overview of the issues that are related to the management of an organization's IT assets. For general managers, the course offers frameworks for evaluating and guiding IT activities in their organizations. For the IT managers, the course offers frameworks for organizing and understanding the management challenges related to deployment of IT in their organizations. The focus is on decisions made by organizations as they attempt to deal with the challenges posed by IT in various functional areas of an organization.

### **TEXTBOOKS:**

Applegate, L.M., Austin, R., and McFarlan, F.W. [Corporate Information Strategy and Management: Text and Cases](#). 7<sup>th</sup> Edition. Boston, MA: Irwin/McGraw-Hill.

### **COURSE OBJECTIVES**

The main objective of this course is to provide students a perspective on the management implications of information explosion and an overview of IT management in complex organizations. On completion of this course, students should be able to:

- Understand how IT influences the heart of a corporation's strategy and operations.
- Explain the relevant issues of effective management of IT activities.
- Highlight the areas of greatest potential application of IT.
- Understand how to harness the power of emerging technologies to make better decisions for more effective management in a competitive global environment.
- Develop IT-enabled strategies and organization design to simultaneously achieve economies of scale, scope, and efficiency that come from being large and the flexibility, speed, and responsiveness of being small.
- Think and strategize like an IS Manager and Entrepreneur- analyzing and deciding on best technology projects and how to push them into the innovation pipeline.

**STUDENT RESPONSIBILITIES AND COURSE FORMAT (refer to the [Schedule](#) for the calendar and specifics):**

- *Class Attendance and Case Discussions*: You are expected to be punctual for each class meeting. An absence, excused or unexcused, does not relieve you of any course requirements. Since attending class is a necessary condition for participation in other activities, you cannot afford to miss classes. You are expected to read the assigned text material before coming to class in order to make sessions more meaningful and productive. I ma not too keen about makeups as they are unfair to other students.
- *Case Discussions*: You are expected to read and analyze all the assigned cases. You can be called upon at any time to present and discuss the assigned cases. Case presentations and discussions will focus on analyzing key issues and strategies for resolving those issues. Your quizzes, assignments, and exams will examine your understanding of the cases and articles. So please be prepared.
- *Midterm Exams*: There will be three midterm exams to test your knowledge of the topics covered in class. Midterm exams will comprise of multiple choice, true/false, fill-in-the-blanks, short answer questions, and one essay question. The midterm format will be discussed in detail later. Midterms will count towards 45% of your overall grade.
- *Quizzes*: There will be six announced quizzes over the semester. Students will have the option of dropping the quiz with the lowest score. Quizzes will count towards 20% of your overall grade.
- *Assignments*: A number of workshops and other announced and unannounced assignments are to be expected throughout the semester. Assignments may build on cases and/or other activities. Assignments will count towards 15% of your overall grade.
- *Presentation and Short Paper*: Students will be expected to write and present two short pieces on assigned topics. The first will be on current and emerging topics under the heading "I did not know that;" The second will be in regards to a critical analysis and decision-making regarding real-life technology patents under tke heading "Peer-to-Patent." Together, both will count towards 20% of your overall grade.

Students' Final Grade will be based on the following percentages:

Midterm Exams	(3 x 150)	450 (45%)
Quizzes	(5 x 40)	200 (20%)
Assignments		150 (15%)
Presentation & Paper	(2 x 100)	200 (20%)

The final course letter grade will be assigned according to the following percentage breakdown of total points earned (+ and – may also be assigned):

90 - 100%: A, 80 - 89%: B, 70 - 79%: C, 60 – 69%: D, Below 60 %: F

### **The Following Kent State University Policies Apply to All Students**

- A.** Students attending the course who do not have the proper prerequisite risk being deregistered from the class.

Students have responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule (using Web for Students) during the first two weeks of the semester to ensure you are properly enrolled in this class and section. Should you find an error in your class schedule, you have until Sunday, September 9, 2007 to correct the error with your advising office. If registration errors are not corrected by this date 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 the semester for any class in which you are not properly registered.

- B.** Academic Honesty: Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. It is the University's

policy that cheating or plagiarism result in receiving a failing grade (0 points) for the work or course. Repeat offenses may result in dismissal from the University.

**C. Course Withdrawal:**

For Fall 2007, the course withdrawal deadline is Sunday, November 4, 2007.

**D. Students with disabilities:**

University policy 3342-3-18 requires that students with disabilities be provided reasonable accommodations to ensure their equal access equal access course content. If you have documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through the Student Disability Services (contact 330-672-3391 or visit [www.kent.edu/sds](http://www.kent.edu/sds) for more information on registration procedures).

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\* Courtesy of Dr. Bajwa at WWU