

INFS 780

Information Technology Strategy and Policy

Internet-based, Spring, 2009

Masters of Information Systems Program

Overview: This class focuses on the effective use of information systems as a competitive tool in conducting business through electronic avenues and media. The class begins with a foundation of strategic management concepts and theories then integrates of current technology issues. A brief outline of the course includes:

- Overview of business systems and information technology:
 - transactional systems and impact on functional areas of BICARSA & GLAPPR;
 - Information Technology impact on financial performance metrics;
 - Financial statement consideration and ratio analysis;
 - Financial justification techniques and considerations.
- Competitive strategies and concepts:
 - Porter's competitive strategy model;
 - Value chain analysis
 - Industry analysis
 - Company analysis
 - Competitive Strategies
- The Toyota Production System as a value chain example,
- Information technology becoming a commodity,
- The corrosion of the strategic competitive advantage of information technology,
- Managing the IT resource for corporate performance,
- Which emerging digital tools are likely to lead to competitive advantage.

Note: This class is delivered through the Internet and it is expected that you will devote a considerable amount of time will be spent using electronic mail, advanced presentation graphics, internet access and similar, computer-based technologies. It is advisable that you are totally familiar with basic computer use, including Windows operation before taking this class. You should also have ready access to a reasonably fast Internet connection from some location (home, work, school) and be prepared to check it often.

Instructor: Dr. Richard T. Christoph, Professor of Computer Information Systems

Email: rick.christoph@dsu.edu and through D2L

Office Hours: Internet only through electronic venues

Texts: **Competitive Advantage : Creating and Sustaining Superior Performance"**, Michael E. Porter, The Free Press, ISBN: 0684841460 (required text).

Does IT Matter, Nicholas Carr, Harvard Business School Press, ISBN: 1591394449 (required text).

Competitive Strategy, Michael E. Porter, The Free Press, ISBN: 0684841487 (recommended text).

There will be a number of other readings that I will provide during the course.

Evaluation: Your grade for this course will be based on your performance in four major areas which contribute to your grade as follows:

<u>ITEM</u>	<u>POINTS</u>
Current issue paper	200
Quizzes & Discussions	200
Exams	400
Team Project	200
TOTAL	1000

Course grades will be determined by adding up points earned on the above assignments and comparing the total to the scale shown below:

<u>Total Points</u>	<u>Grade</u>
900 - 1000	A
800 - 899	B
700 - 799	C
600 - 699	D
0 - 599	F

Current Paper: One term paper will be assigned on a current topic of interest. A typical example might deal with a newly announced technology, application or some similar event as covered in the business press (the Wall Street Journal, Fortune, Business Week, etc.). You will be asked to research the situation and write an executive briefing of not over 5 double-spaced, typed pages. The briefing should include a short background, impact and your recommended actions. The briefing will be written from a specific point of view that will be included in the assignment. You are expected to be prepared to informally present your analysis to the class.

Exams: Exams covering material assigned in the texts, readings, and presented in class will be given during the semester. Each test will be worth 200 points. The format of the test will be vary and is dependent on resource availability. Specific detail will be determined after the class begins and announced prior to test situations.

Quizzes & Discussions A number of online quizzes will be assigned during the class. These objective quizzes are open notes/book/Internet and are designed to help you focus on important material. Additionally, online discussions will be conducted to enable you to respond to selected topics that I post as well as respond to other students. There will be approximately 11 quizzes/discussions during the semester and I will automatically drop your lowest quiz/discussion score.

Group Project: The executive briefing group project focuses on how strategic Information Systems are actually used in a specific business setting. Your team will develop a detailed written report on an assigned issue and present its findings to the class through the use of internet technologies. The executive briefings will be from 20 to 25 minutes in length and make use of appropriate presentation systems (such as MS Producer or PowerPoint). Each member of the group must take an active part in the presentation.

The presentation and report will each be worth 40% of the team case grade or a total of 80%. Team members will also be required to evaluate the performance of other team members through the award of peer ratings. These ratings will constitute the remaining 20% of the semester project overall grade and will be used in conjunction with the grade assigned to the presentation and report to arrive at a final team member grade.

POLICIES AND PROCEDURES:

Class preparation:

- The course website is housed on D2L at <https://d2l.sdbor.edu/index.asp> . All assignments, supplemental material, and announcements will be posted there.
- Announcements, questions (and answers), asynchronous discussions, etc. can be found/posted on the course Discussions component on D2L
- Assignments will be due as announced on the D2L site.
- All students are expected to have read the assigned chapters and material prior to the due dates and to have checked the class D2L site and the discussions at least three times (separate days) each week.

Exams/Grades:

- Exams will cover both the information from the assigned readings and cases and the material posted on the class D2L site and on-line discussions.
- Exams will include analytical essay.
- All grades will be distributed via D2L.

Assignments, Quizzes, Discussions & Exams: IMPORTANT!

- All homework assignments are due on the date specified. All assignments are to be turned in on or before the due date and time. If you try and cannot turn in an assignment electronically because the D2L system is down (I will verify), you will not be penalized.
- An assignment turned in up to 24-hours late will be reduced by 25% of the assignment's total value, 48-hours late will be reduced 50%, etc. Once answers to assignments are posted or distributed, you may no longer submit the assignment for credit.
- The due date and time for each assignment will be specified on assignment postings on D2L.
- No late assignment will be accepted after the assignment is graded and returned.
- No assignment will be accepted after the final exam.
- No "extra credit" work will be assigned.
- All assignments are to be turned through the assignment system on D2L.

Make-up exams:

- Make-up exams will only be given in case of serious need and only when the instructor is notified prior to the exam time.
- Written verification for the student's inability to take an exam will be required.
- The make-up exam will be different from those given to the class.

○ ***Special Note on Plagiarism:***

- **All assignments and tests are expected to be individually and independently completed. Should two or more students turn in substantially the same solution or program, in the judgment of the instructor, the assignment will be given a grade of zero.**
- **Tests or assignments received containing material copied from any external source (such as a white paper on the Internet), without appropriate citations shall receive a grade of zero.**
- **The Instructor WILL use services similar to "Turnitin.com" to check work submitted for plagiarism.**
- **A second such incident will result in an F grade for the course.**

Presentations:

- Students will make presentations by preparing a PowerPoint slide show using MS Producer (or similar) and adding video and voice narration to the show. Presentations will be submitted through D2L.

E-mail accounts:

- We will use the built-in email system in D2L for all class communications. You will be expected to check this mailbox on a regular basis.
- All students are also required to have a DSU Pluto e-mail account for university level communications. If you are a distance student (DDN or Internet), Susan Eykamp will be sending you your user name and password.

On Line Conduct:

- We will be conducting this class through a variety of Internet delivery methods. As such, you will be asked to post your opinions on several class-oriented matters on discussion boards contained within the D2L class site. You are expected to treat the opinions of fellow students in a professional manner and respond appropriately. Your instructor will monitor these discussions for grading purposes and postings containing crude, vulgar, or demeaning material will be removed. Students posting such content will be privately warned after the first offense and lose 50% of the discussion credit. Subsequent offenses will result in the suspension of the student from all discussion board activity with a grade of zero being awarded for the remaining discussions.

Questions:

- If you have questions of a personal nature, send me a private email through the D2L email system. If you have class-related or assignment-related questions, post them on the Discussions area of D2L. That way, everyone in the class can benefit from the answer. If someone posts a question and you know the answer, feel free to post it.

Schedule:

<i>Week:</i>	<i>Topic</i>
Week 1	Class Overview, Introduction to Strategic Information Systems Business Processes and information flow (BICARSA, GLAPPR) Technical overview of information systems
Week 2	Strategic issues for competitive advantage – (details in Competitive Strategy, summary in Competitive Advantage) chapters 1, 2 Groups formed and have initial meeting. Assignment: Review website for financial material, Read chapters 1-3 in Competitive Advantage (CA)
Week 3	Understanding Financial statements Ratio Analysis Porter’s Five Forces model of Competition Competitive Strategy) chapter 3
Week 4	Generic Strategies (CA chapter 1) Value Chain concepts (CA chapter 2) and competitive advantage assignment: read chapters 4,5, 7, & 9 (CA) Current Event case Assigned – Information Assurance

Week 5	<i>Current events case due</i> Costs, Value Chains and long-term advantage (CS chapter 3) Vertical integration – benefits and issues Generic strategy, Value chains on the impact in information technology Toyota Production System
Week 6	Horizontal relationships & value chain analysis (CA chapter 7&9) Review for Test 1 Group presentation topics assigned Assignment: read chapter 1 in Does IT Matter? (DITM).
Week 7	TEST 1
Week 8	SPRING BREAK
Week 9	Technology impact on competitive advantage Using IT in generic strategies and for competitor response Business applications for IT Discussion, chapter 1 (DITM) Assignment: Read chapters 2, 3, & 4 (DITM)
Week 10	The nature of technology IT as a commodity
Week 11	Life cycle concepts and Technology Assignment: Read chapters 5, 6, & 7 (DITM)
Week 12	Financial justification of Information Systems
Week 13	Chapters 5 & 6 DITM
Week 14	<i>Team presentations Due</i> The Role of the CIO
Week 15	Managing Information and Operations discussion Final review
Week 16	FINAL EXAM

Please note that this is a tentative schedule and is subject to change.