ISM 677-01: Information Systems Management  
Spring 2018, Face-to-Face Class  
The University of North Carolina at Greensboro  
Information Systems and Supply Chain Management Department

Professor: Dr. Prashant Palvia  
Office: 426 Bryan Building  
Class time: Tuesdays, 6:30 PM to 9:20 PM  
Class room: Bryan 105

Phone: 336.334.4818  
Email: pcpalvia@uncg.edu  
Website: canvas.uncg.edu

Class Hours: Tuesday: 5:45 PM to 6:30 PM, Wednesday: 10:45 AM to 12 Noon  
Others by appointment. You are encouraged to communicate with me by email.

Prerequisite: Admission to any graduate program at UNCG.

Catalog Description:  
Examine the role of information technology to improve processes and business performance. Analyze the interaction of business strategies, work processes, competitive markets, technology and people for effective IT management.

Detailed Description:  
Information technology (IT) and Information Systems (IS) have become deeply entrenched in many aspects of how we define business, execute strategy and manage the organization. IT is viewed as one of the critical success factors for organizations to function smoothly as well as achieve competitive advantage. There are three recognized roles of IT: a service function, a business enabler, and providing strategic value. This class will address all of these aspects. Topics such as business processes, process enabling technologies, integrated systems and processes, business-IT alignment, IT planning and strategy, IT governance, IT innovations, IT portfolio management and IT outsourcing will be addressed and thoroughly discussed.

Teaching Strategies:  
I plan to teach the course in a highly interactive and facilitative mode. Your active class interaction is essential. Students are expected to be prepared for each meeting and participate fully in class discussion. All readings for a particular day must be completed before the class. Since class participation is part of a student’s final grade, failure to prepare and participate may affect your final grade. All work must be turned in by the due date, before the start of the class.

Note: In order to encourage class participation, please prepare two questions or discussion points from the reading material and post them on Canvas one day before class, i.e., by Monday. I will address some of these points in class.

The course will utilize various pedagogical methods such as lectures, discussions, PP slides, case studies, research paper, student presentations, quizzes and exams.
Course Learning Objectives:
At the end of the course, students should be able to:

1. Discuss key issues facing CIOs.
2. Explain the concept of the business process and business process performance.
3. Define the role of technology/information systems in effective business processes.
4. Examine the various roles of information technology in an organization.
5. Develop an understanding of the factors that facilitate and inhibit IT and business alignment.
6. Analyze the critical role of information technology/systems in organizations and strategic issues IT executives face.
7. Describe methods to approach to develop and manage IT priorities.
8. Comprehend the complexities of planning IT in today’s environment.
9. Be able to propose specific tactics and approaches for effective planning in specific situations.
10. Be conversant with tools, methodologies and approaches that facilitate effective processes for planning and managing of IT.
11. Evaluate various elements of IT infrastructure and architecture.
13. Be able to suggest effective ways to address specific IT management problems considering politics, user support, organizational conflict and extent of business alignment.
14. Assess different structures and processes for IT governance.
15. Examine various options for IT measurement and IS budgeting.
16. Analyze approaches for innovation and strategic applications using information technology.
17. Compare and evaluate various approaches for delivering IT applications.
18. Analyze different forms of outsourcing and offshoring.

Additional Topics and Emphasis:
- Moderate coverage of international issues, ethical issues, and legal and regulatory matters.
- Little or light coverage of political, diversity, and environmental issues.
- Heavy coverage of writing skills and use of internet for research.
- Heavy emphasis upon teamwork and interpersonal skills especially as related to the group project.

Required Texts/Readings:
2. Additional readings provided on Canvas.

Laptop and Canvas Learning Management System

Please bring your laptop to every class. We may refer to materials from the e-book and the Internet during class.

This class will utilize the Canvas system for the distribution of materials, communications, submission of homework, and examinations. Students should get familiar with Canvas (canvas.uncg.edu) as soon as possible. Check Canvas postings and your email at least once a day.
**Attendance:**
You are expected to attend every class (it will count towards your participation grade). Please arrive 5 minutes before the class and stay until the very end. Under extenuating circumstances and with proper documentation, an absence may be excused but please let the professor know at least 3 days in advance.

**Performance Evaluation:**
All individual assignments must be done by only you - individuals should not work on these assignments together. Likewise, group assignments must be done based on collaboration among students assigned to a particular group. Individuals or groups may seek the general advice of others (any student or faculty), but at no time should a student or group seek or accept the answer to an assignment exercise from anyone else. A single failure to follow this policy will result in a grade of 0 on that assignment; subsequent violations of this policy will result in a grade of F for the course.

Note that graded exams and assignments will be available for review, but will be kept by the instructor.

The course grade will be based on the following distribution:

1. Class participation and attendance 20 points
2. Weekly questions/discussion points 20 points
3. Group Case Assignment 40 points
4. Group Term Paper 40 points
5. Peer Assessment (of group member contributions) 20 points
6. Two Quizzes 60 points
7. Mid-term Exam 100 points
8. Final Exam 100 points

**TOTAL** 400 points

The grade scale is based on the total points earned, and is as follows:

- 372-400 (> 93%) = A
- 360-371 (90%-93%) = A-
- 348-359 (87%-90%) = B+
- 332-347 (83%-87%) = B
- 320-331 (80%-83%) = B-
- 308-319 (77%-80%) = C+
- 292-307 (73%-77%) = C
- 280-291 (70%-73%) = C-
- Below 280 (< 70%) = F

Please keep a record of the maximum points possible and earned on each item. You can total them and then compute a percentage yourself to determine your running grade.

All students are required to follow the provisions of the UNCG Academic Integrity Policy in completing course work (http://academicintegrity.uncg.edu). If you do not know the provisions of the Integrity Policy, make time to study it. Plagiarism is not allowed and will have severe consequences.
Assignments:
Details of all assignments will be posted on Canvas.

Assignments must be turned in on or before the due date. Assignments submitted after the due date will not be accepted except for medical emergencies and there will be a penalty of 20% reduction in grade for each day late. Also, any assignment that requires rework will be assessed at least 20% penalty.

Use software features to check spelling and grammar. However, do not assume that the software will catch all errors. Please proofread your work carefully. Poor organization of written document, spelling, sentence structure and grammar errors will reduce your grade. Be sure to cover all assignment parts and use appropriate sub-headings for each part.

General Evaluation and Grading Criteria:
The following criteria will apply to the grading of assignments.

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student’s work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that minimally demonstrates a basic or technical understanding of the material under study, and uses some relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

Academic Integrity Policy:
Students are responsible for becoming familiar with the Academic Integrity Policy in all its aspects and for indicating their knowledge and acceptance of the Policy by signing the Academic Integrity pledge on all major work submitted for the course. Specific information on the Academic Integrity Policy may be found on the UNCG web site at http://academicintegrity.uncg.edu.

Electronic Mail and Canvas Accounts:
You should check your UNCG email and Canvas regularly (at least once a day) as I will send email updates and add new information on Canvas on a regular basis. You will be responsible for any information or announcements in the email messages or updates on Canvas. Do not use Canvas to send emails to me (I do not always get them); instead use your own UNCG email system to send me messages at pcpalvia@uncg.edu. Start the subject line with ISM 677-01 and include your full name in the email.
Tentative Class Schedule:
The following schedule provides general guidelines and is subject to change. A detailed schedule prior to the beginning of each week will be posted on Canvas. It will include the week’s readings, assignments, instructions, etc. You should complete all reading assignments before coming to class.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments for grading</th>
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<tbody>
<tr>
<td>1.</td>
<td>Jan. 9</td>
<td>Overview of course, Key IT issues, Information systems and managers</td>
<td>Chapter 1</td>
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<td>Article: 2016 SIM IT Issues</td>
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<td>2.</td>
<td>Jan. 16</td>
<td>Information systems and organizational context</td>
<td>Chapter 2</td>
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<td>Article: IT Doesn’t Matter</td>
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<td>3.</td>
<td>Jan. 23</td>
<td>Organization information systems and their impact</td>
<td>Chapter 3</td>
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<td>Team Paper Proposal</td>
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<td>4.</td>
<td>Jan. 30</td>
<td>Competitive environment</td>
<td>Chapters 4 and 7</td>
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<td>Value creation and strategic information systems</td>
<td>Quiz 1</td>
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<td><strong>Quiz 1</strong> – material covered through 3rd week.</td>
<td>Case 1 analysis</td>
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<td>5.</td>
<td>Feb. 6</td>
<td>Value creation with information systems</td>
<td>Chapter 8</td>
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<td>6.</td>
<td>Feb. 13</td>
<td>Sustaining IT value</td>
<td>Chapter 9</td>
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<td>Review for midterm exam</td>
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<td>7.</td>
<td>Feb. 20</td>
<td><strong>Midterm Exam</strong> – material through 6th week.</td>
<td>Case 2 analysis</td>
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<td>8.</td>
<td>Feb. 27</td>
<td>Strategic IS planning</td>
<td>Chapter 6</td>
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<td>9.</td>
<td>March 6</td>
<td><strong>Spring Break</strong> – no class</td>
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<td>10.</td>
<td>March 13</td>
<td>IS governance, Funding and budgeting for information systems</td>
<td>Chapter 10</td>
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<td>Team Paper Status Report</td>
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<td>11.</td>
<td>March 20</td>
<td>eBusiness and eCommerce</td>
<td>Chapter 5</td>
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<td>Case 3 analysis</td>
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<td>12.</td>
<td>March 27</td>
<td>Developing information systems, outsourcing, offshoring</td>
<td>Chapter 11</td>
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<td><strong>Quiz 2</strong> – material from midterm exam to 11th week.</td>
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<td>13.</td>
<td>April 3</td>
<td>Information system trends and organizations</td>
<td>Chapter 12</td>
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<td>14.</td>
<td>April 10</td>
<td>Special topics: social media, innovation with IT, project management,</td>
<td>Case 4 analysis</td>
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<td>blockchains, AI</td>
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<td>15.</td>
<td>April 17</td>
<td>Class presentations</td>
<td>Final Team Paper due by April 16. Class</td>
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<td>Review</td>
<td>presentations.</td>
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<td>April 24</td>
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<td><strong>Final Exam</strong></td>
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**Important:**
We will cover some technical terms throughout the class and you will encounter many terms in your readings. If you come across information technology terms you do not understand I suggest you explore the web site: www.whatis.com. If the term is not explained there, please be sure to ask for clarification in class.

The Computer Technology Documentation Project - [http://www.comptechdoc.org/index.html](http://www.comptechdoc.org/index.html) site provides a variety of tutorials on computer technology. If you know very little about computer technology, start with the “Basics for Beginners” materials. Then, navigate through the rest of the site as your need dictates. You may find the materials to be very basic but it will minimally provide a starting point for you as well as a place to find answers that you might have.

Other resources include [http://www.webopedia.com](http://www.webopedia.com), [http://www.informationweek.com](http://www.informationweek.com), and [http://www.techrepublic.com](http://www.techrepublic.com). They provide definitions, reading materials, cases, and emerging trends in information technology. As you go through the course and there is something you don’t understand, chances are good that these web sites will be able to help you.

Another source is [http://www.wikipedia.org](http://www.wikipedia.org), which is a crowd-source based encyclopedia on just about everything. Please realize that all information in wikipedia may not be accurate.

**Statement of Students’ Rights and Responsibilities:**
As a student in my class, you have explicit rights and responsibilities. Your full understanding and acceptance of the following rights and responsibilities can lead to more effective learning and more productive use of our time together.

**You have the right to expect:**
1. Your professor to be prepared for each class, to start class promptly at the designated time and to end class at the designated time.
2. Your professor to teach all scheduled classes or arrange for a qualified substitute if it is necessary to miss class because of illness or University approved commitments.
3. Clear statements of course expectations, policies, testing and grading practices and student performance.
4. Your professor to hold a reasonable number of office hours to discuss assignments or to assist you with course matters.
5. Knowledgeable assistance from your professor regarding class assignments and course content.
6. Professional behaviors reflecting equitable treatment, ethical practices and respect for your rights.
7. Opportunities to challenge ideas and defend your beliefs in a professional manner.
8. To be challenged to grow both academically and professionally.
9. Information regarding career opportunities related to ISM programs.
10. Your professor to abide by University policies.
11. Fairness and clarity in evaluation of your performance.
12. Adequate opportunity to appeal any perceived violations of the above rights.
You have specific responsibilities to:
1. Plan your study and work schedule appropriately to allow sufficient time to do quality class work. I suggest you devote at least 6 to 8 hours per class period to this class.
2. Arrive at each class on time and prepared to discuss assigned readings and participate in discussions.
3. Complete assignments by due date and submit quality work.
4. Understand and follow course policies as explained in class and in the syllabus.
5. Commit yourself to grow both academically and professionally.
6. Work effectively and cooperatively as a team member on group projects if so assigned.
7. Practice ethical behaviors and display respect for rights of others.
8. Contact your instructor and discuss circumstances which may prevent acceptable performance and to make such contact on a timely basis.
9. Fully understand and abide by the UNCG Academic Integrity Policy and other University policies relating to student conduct.
10. Report observed violations of the UNCG Academic Integrity Policy.

Note: See the Student Section of the Bryan School website for additional information about “Faculty and Student Guidelines”.