# BUS 618: Information Technology Management
## Winter 2002
### Co-Op MBA

### Section 69906
#### Distance Learning

<table>
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<tr>
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**Snail Mail**

Dept. of Business Information Systems  
Haworth College of Business  
Western Michigan University  
1903 West Michigan Avenue  
Kalamazoo, MI 49008

**Office Hours**

WMU Office Hours  
MW 1130-1330 hrs.  
T 1400-1600 hrs.

**Virtual Office Hours**

Asynchronous: By Email and WebCT

Synchronous: As needed via ICQ and scheduled meetings in WebCT

Either WMU or Virtual

Also available by appointment

**Course Site:** [http://unix.cc.wmich.edu/rea/618](http://unix.cc.wmich.edu/rea/618)
Course Description

BUS 618 enables the student to understand the use of information technology as part of business strategy. Issues surrounding information technology such as information and communication systems and services, and enterprise-wide systems—traditional, networked, and virtual—in organizations will be explored. The growing convergence of technologies—computer video, and telecommunications—within sophisticated information networks will also be examined. Students should gain knowledge about strategic issues involving information technology management, as well as the development of specific computer skills.

Prerequisite

BIS 102, BIS 110, or equivalent experience and skills.

Haworth College of Business MBA Goal

To provide excellent targeted education, primarily for business professionals and international students.

Career Goal

Chief Information Officer, Information Technology Planner, System Co-Developer, System Committee Member.

Course Theme

How general managers are using IT services to change organizations. The underlying thread woven throughout this course encompasses these areas:

| Knowledge | 50% |
| Skills    | 30% |
| Attitude  | 20% |

Course Texts

Required:


Optional:

Students should also consider *The Wall Street Journal, The New York Times, San Jose*
Mercury News, CNet News, ZDNet, and other publications that have a strong technology and business section.

Other Required Materials:

- Access to Microsoft Office 2000 (Access, Excel, PowerPoint, and Word): We will be solving Case Problems using Excel and Access to build spreadsheet and database applications. Word and PowerPoint will be used for papers and presentations.
- Access to a computer with Internet access.
- WMU Unified Account (for e-mail and WebCT access).
- Supplemental Materials (provided by Instructor and your colleagues).

Course Objectives

After completing this course students should be able to:

- Recognize, analyze, and suggest various types of information-communication systems/services that are encountered in everyday life and in the business world.
- Integrate business and IT strategies and services, and analyze their strategic impact on the business world.
- Identify issues and implications of IT management.

Course Structure

The purpose of this course is to prepare managers with adequate knowledge and skills in the area of information-communication systems/services. Students, therefore, will be actively involved in:

- Discussions, Readings, Presentations: To gain a conceptual understanding of information-communication systems/services and related technologies. Students will lead online discussions and provide online presentations.
- Case Studies/Explorations: To gain knowledge about the applicability of such systems through exposure to real-world applications. Students will find real-world examples of business and technology to integrate into discussions.
- Implementation of Application Software: To gain a hands-on experience of information-communications systems/services through case problems that will involve solving real world problems. Students will solve cases using Microsoft Excel and Access.
- Research Paper: To gain a theoretical knowledge and understanding of information-communication systems/services. Students will demonstrate an in-depth knowledge of a topic. Part of this will entail creating a resource Web page.
Course Meetings

The entire course will be conducted online.

Course Endeavors

**Discussion Leading and Presentation (2 @ 50 points each = 100 points)**

**Discussion Leading**

Throughout the semester each student will be responsible for leading two on-line discussions over chapters from the MIS text. Students will sign up for 2 different chapters and be prepared to be the discussion “leader” (or one of the leaders) for their chapters.

The discussion leader should prepare a typed document of about 500 words and send it to me by the Sunday before his/her discussion week. This document will contain 5 to 6 pertinent questions from the chapter with the leader’s thoughts and observations about the question.

During the course of the discussion week the leader will post these questions to stimulate class discussion. The discussion leader is also responsible that week for bringing in new questions depending on the discussion. The discussion leader is also responsible for finding pertinent Web resources and posting them throughout the discussion as well.

During your discussion week, you should check the discussion board quite frequently (at least twice a day) to answer questions and pose follow-up questions.

**Presentation**

During your discussion week, you are also responsible for preparing a brief presentation (PowerPoint with optional voice annotation is fine) that covers the main parts of the chapter. This will help you understand your chapter and also help your colleagues clarify any questions they have.

This presentation must be posted the Sunday before your discussion week.

**Research Project (325 points)**

**Research Update (25 points)**

The Research Update is a 500-word discussion and a brief bibliography on your proposed research project. The first draft of this will be due during the first part of the class.

**Research Draft (50 points)**

After turning in the Research Update for feedback and approval, you will be asked to turn in a first draft of the research paper for input. Check the course calendar for due dates.
Research Paper (225 points)

This is due at the end of the course.

It should be about 3750 to 5000 words (15-20 pages; not including bibliography).

You must demonstrate your ability to research, develop, and communicate effectively on an issue in Information Technology as a component of this course. As a graduate student one of your general objectives is to develop skills in researching and reporting on problems. For this project you must conduct one (or a combination) of the following:

- **Library Research**: Collection of literature related to the issue
- **Data Collection**: On-line analysis of data (such as CRSP or other resource)
- **Modeling**: Solving problems using software or mathematics
- **Field Study**: Utilization of on-site analysis to prepare a case

You should report your findings in the form of a written document that follows the format:

- **Executive Summary**: Brief synopsis of the study and its findings
- **Problem Statement**: A summary of what you are studying
- **Methodology**: The techniques used (if any) in the analysis
- **Findings**: The results of the study
- **Managerial Implications**: How do the findings affect real world managers
- **References**: APA style of documentation

This outline may be modified to suit particular projects. The project will be graded on thoroughness, intellect, insight, and professionalism. It is expected that graduate level work will be conducted in this project.

Resource Web (25 points)

Due with the final research paper, this Web page(s) will contain commentary and links to your topic. Think of this as an introduction to your research topic for those who don’t have access to your paper.

Case Problems (300 points)

Part of this course involves solving Case Problems with application software (Access and Excel). There will be 3 to 4 cases assigned that will require you to use managerial and computer skills to solve problems faced in the business world.

Mid-term (125 points) and Final Exam (150 points)

Please check the calendar for the dates of the mid-term and final exams.
General Information

Assignments

Unless otherwise noted, all work needs to be your own. This is not to say you cannot ask questions, discuss concepts, etc. with one another and over the discussion board (in fact it’s encouraged), but the final product must be your own work.

Due Dates

Due dates are firm. All assignments are due on the due date. Late work will not be eligible for any credit unless there are extenuating circumstances.

If, for emergency reasons, you are unable to turn in your assignment on time, inform me immediately. (Contact me at least 24 hours prior to when the assignment is due. Ten minutes prior is not acceptable.)

Please note that late assignments without prior approval will not be accepted and therefore not evaluated. Finally, if I do approve a late assignment, it will not receive full credit.

Exams

You are required to take the exams in order to pass the course.

Scheduled Work

This class requires you to work on numerous assignments throughout the semester. To be successful, it is important for you to keep up with the schedule and check it frequently. While the instructor reserves the right to make changes as the semester progresses, we will always discuss and agree to major changes in the schedule.

Turning in Work

All work that you submit should be as clean and correct as possible.

Do your own work. Do not work on an entire assignment step-by-step with other students (unless directed by the instructor). Identical errors or copying in any work will result in a grade of zero for all involved parties for that assignment. Continued copying will result in harsher penalties. (See Academic Integrity below.)

Finally, all students are treated equally and fairly. There will be no make-up work or extra projects for any individual student.

Attendance

Since this is an online course, there is no attendance policy per se. However, you are expected to frequent the WebCT discussion board and actively participate.
Participation

To participate, you must be actively engaged in the WebCT discussion board. Class comments are assessed on quality, not quantity--to a point.

Respect and Intellectual Freedom

Many opportunities for debate and discussion abound in this course. You also will have many opportunities to work with classmates who espouse different views and opinions. While we can always discuss ideas and issues openly, we must also respect one another as human beings.

Academic Integrity

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate (pp. 268-270) [Graduate (pp. 24-26)] Catalog that pertain to Academic Integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Judicial Affairs. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.

Communication

WebCT, Course Website and Class E-mail Account

You are responsible for reading the postings and announcements on the Course Website, and WebCT. You should also check the Course Website for resources, schedule updates, special instructions on assignments, etc. You will be informed of any work we do via WebCT. Keeping up to date with that material is almost as important as attending class.

WebCT Discussion Board

The preferred means of electronic communication for this course. Use the board to ask questions concerning the course work, pose ideas about technology, share useful Web sites, discuss class challenges, etc. I will also post all announcements in WebCT.

E-Mail

If you leave e-mail, in most cases you will have a response within 24 hours after I receive the e-mail. You are encouraged to also use WebCT e-mail as well.

Use your UNIX/Unified e-mail for course correspondence. If unable to use your UNIX/Unified account for some reason, please sign e-mail with your name and UNIX/Unified ID.

Use the subject line to help me identify an e-mail is coming from this course. Putting
BUS 618 at the beginning will help me sort my numerous daily e-mails and address yours. For example, you might use the following Subject line:

Subject: BUS 618 – What’s a Widget?

ICQ

I am on ICQ at various points throughout the day. Please feel free to contact me if I am available for chat. If I have marked that I’m not available, want privacy, or away, please respect that status.

Voice Mail

If you leave a voice mail message, begin by stating the day and time you are placing the call, and enunciate clearly. Provide enough information so that it is easy to understand the purpose of your call. If you wish your call returned, leave your number and the times you can be reached. Voice mail “turn-around” time is not guaranteed.

Problems

If you find yourself having trouble in this class, you are responsible for talking about the nature of your difficulty while there is still time left to do something about it.

Questions

If you have any questions about this syllabus or other class matters, please feel free to discuss these issues during office hours or at some mutually agreeable time, or e-mail or call.

Additional Information

You are responsible for keeping track of your assignments and progress in this course. **Save all your graded assignments (including e-mail) so that you will have a complete record of your scores.**

Your grades will be periodically posted. You are responsible for checking your grades and reporting (and proving) any errors in your record **within one week of the posting.**

You are responsible for knowing what happened in class, including changes in assignments or due dates, regardless of whether you attend. You are responsible for reading the textbooks and for asking questions about material that you don't understand.
Grading

You will be evaluated based on your performance in the various exercises, team deliverables, knowledge forays, labs, and exams throughout the semester to demonstrate your understanding of various concepts and applications.

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<tr>
<th>Evaluation</th>
<th>Points</th>
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<tbody>
<tr>
<td>Discussion Leading and Presentation</td>
<td>100 Points</td>
</tr>
<tr>
<td>Research Project</td>
<td>325 Points</td>
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<tr>
<td>Case Problems</td>
<td>300 Points</td>
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<tr>
<td>Exams</td>
<td>275 Points</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000 Points</strong></td>
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Final Grade

Final grades will be based on accumulated points:

<table>
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<tr>
<th>Final Point Scale</th>
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<tbody>
<tr>
<td>A = 940-1000</td>
<td>C = 700-759</td>
</tr>
<tr>
<td>BA = 880-939</td>
<td>DC = 650-699</td>
</tr>
<tr>
<td>B = 820-879</td>
<td>D = 600-649</td>
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<td>CB = 760-819</td>
<td>E = Below 600</td>
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Incomplete Policy

This is a temporary grade which the instructor may give to a student when illness, necessary absence, or other reasons beyond the control of the student prevent completion of course requirements by the end of the semester or session. This situation must be supported with documentation.

**This grade may not be given as a substitute for a failing grade.**

A grade of "I" must be removed by the instructor who gave it or, in exceptional circumstances, by the department chairperson. If the unfinished work is not completed and the "I" grade removed within one calendar year of the assignment of the "I," the grade shall be converted to an "E" (failure). Students who receive an incomplete grade in a course must not reregister for the course in order to remove the "I."

http://unix.cc.wmich.edu/rea/618/syllabus.pdf