University of Missouri – St. Louis
Professional MBA: IS 5800

Syllabus
Fall 2016

Instructor:

Dr. Joseph W. Rottman
456 Social Sciences and Business Building (SSB)
314.516.6286 (office)
314.368.7370 (mobile)
Rottman@umsl.edu
www.umsl.edu/~rottmanj

Course Description

On average, companies spend 3.5% of revenues on information technology (IT). Thus, a company with $2 billion in sales will, on average, spend $70 million per year on IT. That same company may carry as much as $200 million worth of IT assets on the balance sheet. Do such IT expenditures generate value? This course is designed for general managers to help ensure the answer is "yes" for their organizations. Your role as managers may very well entail the successful implementation and diffusion of information systems. The course focuses on the proven practices in organizing IT departments, core IT capabilities, systems development life cycles, diffusion of innovations, gaining a competitive advantage through IT, managing large IT-based investment projects, and managing stakeholder expectations and perceptions of IT.

Course Instructor

Dr. Joseph Rottman is the Director of the International Business Institute, Department Chair, Global Leadership and Management and Professor of Information Systems at the University of Missouri-St. Louis. He is also a past Research Fellow in the Chinese Academy of Social Sciences and the Center for International Studies. He earned his Doctor of Science in Information Management from Washington University in St. Louis. He has conducted research and spoken internationally on global sourcing, innovation diffusion and public sector IT. He has conducted case studies in over 40 firms and has been engaged by Fortune 500 firms to analyze and improve their offshore strategies. He has published three books and over 25 articles and book chapters. His publications have appeared in *Sloan Management Review*, *MIS Quarterly Executive*, *Information Systems Frontiers, Strategic Outsourcing: An International Journal, IEEE Computer, the Journal of Information Technology, the American Review of Public Administration* and *Information and Management* and leading practitioner outlets such as CIO Insight and the Cutter Consortium.   He was the 2006 recipient of the Anheuser-Busch Excellence in Teaching award, and is on the editorial board of *MIS Quarterly Executive.*

Course Materials

1. Brynjolfsson, E. and McAfee, A. The Second Machine Age, 2014, Norton, New York, ISBN 9780393239355
2. Rogers, Everett, M., *Diffusion of Innovations,* 5th Edition, The Free Press, New York, 2005
3. Kappelman, L., McLean, E., Johnson, V., and Torre, N. (2016), The 2015 SIM IT Key Issues and Trends Study, *MISQ Executive*, Vol. 15, 1, pp. 55-83.
4. Nelson, R, " IT Project Management: Infamous Failures, Classic Mistakes, and Best Practices" *MIS Quarterly Executive* Vol. 6 No. 2 / June 2007.

Course Meeting Days:

- Saturday, November 12
- Saturday, December 10
- Saturday, January 21
- Friday, February 10

Absentee Policy for Professional MBA – Online IS 5800

As our course only meets face-to-face a few times, it is vital that students attend all sessions. Please make attendance your number one priority. Your attendance is vital not only because you will be absorbing information, but because your class participation and insights are very valuable--you each add value to the quality of the contact hours. In the rare circumstance that a student must miss a class, please follow the following absentee procedure:

Please notify me (314-516-6286 or 314-368-7370) and the graduate office (314-516-5885) as soon as possible.

Course Grades:

Assignments	Weight	Due Date
1. Paper: Post Mortem of an IT Failure	200	12/3/16
2. Oral Group Presentation	350	1/21/17
3. Final Paper	450	2/10/17
Total:	**1000**	

Assignments:

Assignment 1: Essay: Post Mortem of an IT Failure (200 points)

Read the following article: Nelson, R., "IT Project Management: Infamous Failures, Classic Mistakes and Best Practices, MIS Quarterly Executive, Vol. 6, 2, September 2007 pp. 67 – 78.

Complete the following Essay:

Nelson describes some infamous and colossal IT failures. Using either personal experience, or by interviewing an IT professional, conduct a *Post Mortem* on an IT failure. Utilize Nelson's framework and best practices, describe the mistakes made, and how; in retrospect, the failure could have been avoided. The bulk of the paper should be a description of the IT failure you are investigating and not a summation of Nelson's article.

The essay should be between 8 and 10 double spaced pages using a 12-point font.

Name your assignment lastnameessay1.doc and turn it into MyGateway by the Due Date above.

Assignment 2: Oral Group Presentation (250 Points)

Each of the groups will present a 45-minute presentation to the class. These presentations will substantially explore a topic. Possible topics include, but are not limited to:

o The role of the CIO
o Business to Business Exchanges
o IT Entrepreneurship
o Business Intelligence
o Open Systems
o Green IT
o A DOI Analysis of an emerging technology
o A firm-level SDLC analysis and implementation
o Using IT as a Competitive Weapon
o Customer Relationship Management
o Social networking sites and their role (or potential role) in customer service, order fulfillment, etc.

RESEARCH BASE:

Primary Resources. Students should conduct original interviews. Case studies comprise original interviews and internal and external company documents, but refer to guidelines for your specific topic. Most students choose one to three organizations from among the group members' current or prior workplaces.

Another potential source of primary data is an original survey. For example, past groups have surveyed over 140 UMSL students about their open source software usage. Another group surveyed 35 lawyers to see if they would outsource any legal work.

Secondary Resources. Each group should research at least **20 external references** such as journal articles, newspapers, short videos, or relevant websites. Be sure to

check high-quality but non-refereed publications such as the *Harvard Business Review, Wall Street Journal, Economist*, etc for relevant articles.

At least 10 of these references must be from **refereed journals,** such as *Sloan Management Review, MIS Quarterly,* and *MIS Quarterly Executive*. Refereed journals assure some level of validation. The best source to find refereed journal articles is ABI-INFORM, available online to UMSL students. To find refereed articles, simply tick the box for "Scholarly journals, including peer-reviewed " while in ABI inform.

Students may use relevant teaching cases from reputable teaching case outlets such as the Harvard Business School (See http://www.hbsp.harvard.edu/), Idea Group Publishing IT Cases (see http://www.igi-global.com/Cases.aspx) or Case Clearing House (see http://www.ecch.cranfield.ac.uk/ or http://www.ecchatbabson.org/)

Many students liven up their presentations by including short video clips about their topic (such as a YouTube video) or demos of software applications (such as RFID tools). These can be very effective at showing the audience certain technologies, such as RFID or Cloud Computing.

Presentation Content

10 Minutes: Overview of topic including: general statistics, importance to general managers, and economic impact of topic.

25 Minutes: Detailed, concrete illustration of topic using case data.

5 Minutes: Extrapolation and generalization of topic including best practices for general managers. Goal here is to engage the audience.

5 Minutes: Detailed and interactive questions and answers. The team should budget this time throughout the presentation (not only at the end). Learn and incorporate lessons from your audience into the presentation.

Each group will create PowerPoint slides and provide a copy of the slides for the instructor and classmates. *Print two slides per page.*

Each group will also provide an electronic copy of the presentation for distribution in the MyGateway site. Label your presentation Assignment3Group*X*.ppt and turn it into MyGateway by the deadline.

General Notes:

DO NOT PLAGIARIZE!!! YOU CANNOT USE ANYONE ELSE'S WORDS OR IDEAS UNLESS YOU CITE THEM.

The sources you find are the beginning of the content, not the end!

Submit your slides (a draft of the presentation) to me via e-mail at least a week prior to the presentation for review and feedback.

Assignment 3: Final Group Paper (350 Points)
In addition to the presentation on your topic, your group will develop a research paper on
      your topic. Groups should use your presentation as an outline of a much more
      detailed report. Be sure to cite all inputs into your paper. Feel free to submit a
      draft of the paper and I will give you high-level feedback.
The papers are typically 40 – 50 pages double-spaced. However, quality is more
      important that quantity. You are encouraged to submit drafts for a quick read and
      directional feedback.
Turn in one paper copy and turn in an electronic copy in MyGateway.

Detailed Class Schedule

Saturday, November 12th
Topics: 1. Course overview, introductions, individuals assigned to groups, group
              interaction/acclimation and group topics discussed.
              2. Why General Managers need to understand IT
              3: Management of IT Projects

Saturday, December 10th
Topics: 1. Guide to Effective Presentations
              2. Acceptance of Innovation
              3. Organizational Competitiveness

Saturday, January 21st
Group Presentations

Friday, February 10th
      Nature of IT across industries: Guest Speakers: Prominent area CIOs
      Final Papers Due