

INFSYS5800 Syllabus
University of Missouri St. Louis
Master of Business Administration
Spring 2018

Course No.: INFSYS5800. Management of Information Technology (MIT)
Course Hours: Saturday's 1/27, 2/10, 2/24, 4/14, 5/12 and on-line other weeks.
Classroom: Express Scripts 0005
Web meetings: www.gotomeeting.com

Course Description: Information systems principles applied to business. Analysis of how information systems support operational, tactical, and planning decisions.

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Course Objectives:

This course is about information systems as a business issue. Information systems are a combination of technology, business processes and people. Effectively managed, information systems can be instrumental in creating business value. The key is developing an understanding of what it takes to identify, create, implement and use information systems balancing the demands of technology, process and people to support specific strategic objectives and operational performance demands.

This course is structured as a combination lecture, interaction, team projects, and web meetings (using www.gotomeeting.com), and presentations. It will combine theoretical information with a variety of activities to expose students to a wide variety of managerial challenges for using IS effectively.

The course objectives are:

1. Understand how information systems support operational, tactical, and strategic decisions.
2. Understand how information technology supports competitive strategy.
3. Understand IT infrastructure as the foundation for building and re-engineering business processes.
4. Understand the business justification for adopting enterprise systems (ERP) as a basis for adopting integrated information systems and data.
5. Understand the role of management of information systems development, including project management.
6. Participate in a systems evaluation and acquisition exercise in response to an RFP.
7. Understand enterprise architecture and IT infrastructure.

8. Understand project management best practices for time, scope, risk, and cost management.
9. Identify ethical and security issues related to the use of information systems.
10. Use hands-on exercises for decision support applications.

Outline

Date	Topic	Reading - -text
1/27 900-1200 In-class Express Scripts 0005	Course Introduction Course logistics— week-by-week walkthrough and assignments Assign teams for projects Decision Support Exercises What Skills are Needed to Participate Effectively in Information Technology Decisions? Assessment— Importance and Performance of SKA's Using Information Technology for a Competitive Advantage Assign: Decision support tutorial--Timeka	Ch. 1, 2
2/3 900-1000 Web meeting	Using Information Technology for a Competitive Advantage. <ul style="list-style-type: none"> • Using information resources for competitive advantage. • Aligning the information technology plan with the firm's strategic plan. • In-class competitive strategy Case Studies: Groupon/Zipcar • Assign Decision Support Clinic: Case 1--Milligan 	Ch. 2
2/10 900-1200 In-class ESH0005	<ul style="list-style-type: none"> • Guest Speaker: Joe Caro, Chief Information Officer, Post Holdings. Topic: <i>The Business Payoff to the Cloud</i> • In-class decision support clinic— Case 2 --Piedmont 	Ch. 6
2/17 900-1030 Web meeting	<ul style="list-style-type: none"> • Review Decision Support Application Exercises: <ul style="list-style-type: none"> ○ Milligan ○ Piedmont ○ Max's • Assign decision support clinic: Case 3— Max's Grocery 	Ch. 10
2/24 900-1200 In-class meeting ESH0005	<ul style="list-style-type: none"> • Speaker: Dylan Brandt, Brandt Safari's <ul style="list-style-type: none"> ○ Presentation ○ Question and Answer ○ Team Break-out's/Planning Session • Project Management – PART 1 <ul style="list-style-type: none"> ○ Project Scope ○ Project Work Breakdown Structure 	Ch. 5

	<ul style="list-style-type: none"> Assign decision support clinic: Case 4—Mark’s Collectibles 	
3/3 900-1030 Web meeting	<ul style="list-style-type: none"> Project Procurement Management <ul style="list-style-type: none"> Procurement Documents Statement of Work—Procurement/Sourcing RFP/Systems Selection Decision-Making Case Study and Roles. 	Ch. 6
3/10	RFP Simulation: Wingate Electric <ul style="list-style-type: none"> Preview Supplier Team Presentations; Preview scorecard. <ul style="list-style-type: none"> Oracle Microsoft SAP 	Ch. 7, 8
3/17 900-1030 Web meeting	Enterprise Architecture: an Introduction to the Concepts <ul style="list-style-type: none"> IT Infrastructure as the Foundation Enterprise Architecture Enterprise Information Systems (Business Process Re-engineering vs. Customization) 	
3/24 900-1030 Web meeting	<ul style="list-style-type: none"> RFP Simulation Actual Presentations <ul style="list-style-type: none"> Oracle Microsoft SAP 	
3/31 900-1030 Web meeting	Architecture and Infrastructure <ul style="list-style-type: none"> IT Infrastructure; technology drivers Network infrastructure. Database infrastructure. Network management. 	
4/7 900-1030 Web meeting	Cybersecurity <ul style="list-style-type: none"> Cybersecurity Risk Assessment Cybersecurity Risk Mitigation 	
4/14 900-1200 In-person ESH 0005	SAP ERP LAB This is a hands-on workshop using SAP R/3 to support the business processes for a simulation company.	
4/21	Table topic discussion: Digital Leadership, Mobility	

4/28	Table Topic discussion: Big Data, Social Media	
5/5	IT Competency Assessment Team presentations	
5/12	Team presentations	

Required Readings:

Pearson and Saunders. Managing and Using Information Systems, 5th edition.

Course Requirements:

Linked-in Profile: Each student will create a Linked-In Profile and participate in the class Linked-In Group.

Decision Support Projects: 50

The decision support projects will include:

Tutorial: Timeka

Case 1: Milligan

Case 2: Piedmont

Deliverables: Piedmont spreadsheets, including worksheets: Economic Feasibility Summary Worksheet, Recurring Benefits, One-time Costs, Yearly Recurring Costs, and Breakeven Chart.

Case 3: Max's Grocery

Deliverables: See Max's Grocery Mart Instruction Sheet for instructions on the Pro Forma Income Statement.

Case 4: Mark's Collectibles

Deliverables:

See Mark's Collectibles Start-up File for all Summary Tables to be included in the final worksheet;

Under INFORMATION SPECIFICATIONS, page 45 in text. Do #6, Pivot tables for (1) average stay by operating system; (2) average stay by connection; and (3) average stay by browser.

Under TEST YOUR DESIGN, page 46: Do #1: Add the following data for January 2008.

Please turn in the file for each case study.

File name should follow this format: Case1yourlastname.xlsx

Information technology for competitive advantage Case: 50

The objective of this assignment is to give you a chance to describe how organizations use information technology to gain a competitive advantage. Your topics are:

1. What is the competitive strategy of UBER and www.Homeaway.com

2. How can UBER and www.homeaway.com use information technology to support its competitive strategy? What categories does this use of information technology fall into:
 - a. Low-cost leadership
 - b. Product differentiation
 - c. Market specialization

3. How can information technology enable UBER and www.homeaway.com to control the competitive forces in the global airline industry?
 - a. Buyers
 - b. Suppliers
 - c. Substitutes
 - d. New Entrants
 - e. Rivals

Systems acquisition RFP exercise and evaluation, 50 points.

You will participate in an in-class case to evaluate an ERP system for a company. You will evaluate the three different vendors and write a memo to the CEO of the company with the following information:

1. What are the strengths and weaknesses of each vendor proposal for an ERP system?
2. Which vendor do you recommend?
3. What are your reasons for the selection?

Project –Technology Strategy for a Start-up Business Venture: Brandt Safari’s

They would do an assessment of how technology can support the growth, business development, marketing, and ongoing business of the safari company.

The project would/could include:

A. Solutions Analysis

1. Solution 1: Content Creation (beyond Facebook, Instagram).
2. Solution 2: Launching Digital Advertising (pinpointing target markets)
3. Solution 3: Payment Innovation (beyond Paypal; eCheck/ACH; designing a payment portal from the web site). <https://due.com/blog/top-101-payments-companies-business-sizes/>
4. Solution 4: Specialist Guiding Business Model – finding talented “career guides” on a contract basis –matched by destination and area of interest (e.g. Zambia safari or Photographic safari)

B. Management Plan

1. Recommendations for management.
2. Planning/design/implementation Playbook.

Part 1: Project Scope and Work Breakdown Structure: 25

- Project Scope

- Project Work Breakdown Structure

Part 2: Written Consulting Report/Presentation to Management: 75

- Powerpoint summarizing the Analysis, Design, Recommendations.

Readings in Information Technology: 25 points

See the CD for the MISQE articles.

Select an article and write up an executive review of the article to include:

1. Management Summary
2. Summary of Major Take-aways (without repeating the articles)
3. Prepare for Table Topic Discussions: 4/7 and 4/21.

Things to Do.

Assignments	Points	Assign	Due
Decision support tutorial--Timeka	10	1/27	2/10
Milligan	10	2/3	2/17
Piedmont	10	2/10	2/24
Max's	10	2/17	3/3
Mark's Collectibles	10	2/24	3/10
Information technology competitive advantage case	50	2/10	2/24
Systems acquisition RFP exercise and evaluation memo	50	3/24	3/31
Technology Strategy for an Start-up Company: Part 1: Project Scope/WBS	25	2/24	3/17
Part 2: Project	75	3/24	5/5
IT competency assessment	50	5/5	5/5
Article review from MISQE	25	3/10	3/31

Grading Scale: 90-100 (A); 80-89 (B); 70-79 (C); 60-69 (D).