BEMIDJI STATE UNIVERSITY

COLLEGE OF BUSINESS, TECHNOLOGY AND COMMUNICATION
Course Syllabus
Summer-2011

COURSE:	**Corporate Information Management - (BUAD 4387-90)**
COURSE CREDIT:	3.0 Credit Hours
INSTRUCTOR:	Mehdi S. Tehrani (PhD)
OFFICE LOCATION:	Decker Hall- Room 25
OFFICE HOURS:	NA
PHONE NUMBER:	218-755-2751 (Office)-1800-475-2001-ext-2751
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E-mail:	mtehrani@bemidjistate.edu
ADDRESS:	1500 Birchmount Drive, NE, Bemidji, MN 56601.
CLASS LOCATION:	NA
CLASS SCHEDULE:	NA
FIRST DAY OF CLASS:	**Monday 6th, 2011**
LAST DAY OF CLASS:	**July 29th 2011**
PREREQUISITE:	BUAD3351, BUAD3361, BUAD3381, BUAD3771

REQUIRED TEXTBOOK: Title   -**Corporate Information Strategy and Management**

Author	-	Lynda M. Applegate et al.
Year	-	2009, 8th edition
Publisher	-	McGraw-Hill
ISBN	-	00734029-1

http://ww.mhhe.com/applegate8e

EXTERA READING:
1- Electronic Commerce: A Managerial Perspective, By Turban et al., Prentice Hall, 2010.
2- MIS by Laudon et al.

COURSE DESCRIPTION:

A study of the application of computers to management information systems, computer based or otherwise, in areas where the decision making process is structured of semi-structured. Course covers the following topics: the system approach; behavioral aspects of modern organization; planning, designing, and implementing information systems; the use of information systems for decision making .

LEARNING OOUTCOMES:

Any student who completes BUAD 4387 should obtain the following knowledge:

-IT in creating business advantages (DSLO#1,2).
-Assuming a leadership role in IT-enabled business transformation(DSLO#1,2)..
-Defining and executing technology strategy and managing IT function (DSLO#3, 4,5).

DSLO = Department Student Learning Outcomes

Learning outcomes	Measures
It and business Advantages	Reading chapters, research papers, Discussion, Case presentation as a group, writing a research paper
The Business of IT	Reading chapters, research papers, Discussion, Case presentation as a group, writing a research paper
I T leadership	Reading chapters, research papers, Discussion, Case presentation as a group, writing a research paper

COURSE DESCRIPTION:

Introduction Corporate Information Strategy and Management

Case I-1 IBM's Decade of Transformation: Turnaround to Growth

Module 1 IT and Business Advantage

- Chapter 1 Understanding Business Models
- Chapter 2 IT Impact on Business Models
- Chapter 3 IT Impact on Organizations
- Chapter 4 Making the Case for IT
    - o Case 1-1 The Five Competitive Forces that Shape Strategy
    - o Case 1-2 Amazon.com: The Brink of Bankruptcy
    - o Case 1-3 Canyon Ranch
    - o Case 1-4 Boeing's e-Enabled Advantage
    - o Case 1-5 Royal DSM N.V.: Information Technology Enabling Business Transformation

Module 2 The Business of IT

- Chapter 5 Understanding IT Infrastructure
- Chapter 6 Assuring Reliable and Secure IT Services
- Chapter 7 Managing Service Delivery
- Chapter 8 Managing IT Project Delivery
    - o Case 2-1 CareGroup
    - o Case 2-2 The iPremier Company (A): Denial of Service Attack
    - o Case 2-3 Ford Motor Company: Supply Chain Strategy
    - o Case 2-4 The Power of Virtual Integration: An Interview with Dell Computer's Michael Dell
    - o Case 2-5 Strategic Outsourcing at Bharti Airtel Limited
    - o Case 2-6 Cisco Systems, Inc.: Implementing ERP

Module 3 IT Leadership

- Chapter 9 Governance of the IT Function
- Chapter 10 Leadership of the IT Function
    - o Case 3-1 Information Technology and the Board of Directors
    - o Case 3-2 Volkswagen of America : Managing IT Priorities
    - o Case 3-3 The AtekPC Project Management Office

Concluding Thoughts

- Case C-1 The ITC e-Choupal Initiative

LECTURE SCHEDULE:

Date	Project, Quiz, Discussion	Due Date
Jun 6th Weeks 1-2	• Read Chapters 1-3 • Group-Case-1 • Go to D2L for taking group Cases (under Drop box) • Discussion on D2L	Jun 20th
Jun 20th Weeks3-	• Read Chapter-4 + Case-2 • Go to D2L for taking Group Cases (under Drop box) • Discussion on D2L	Jun 27th
Jun 27th Week 4	• Read Chapter-5 + Case-3 • Go to D2L for taking Group Cases (under Drop box) • Discussion on D2L • Define your group research project title and email it to me	July 4th
Jul 4th Week 5	• Read Chapter-8 + Case-4 • Go to D2L for taking Group Cases (under Drop box • Discussion on D2L	July 11th
Jul 11th Week6	• Read Chapter-9+ Case-5 • Go to D2L for taking Group Cases (under Drop box) • Discussion on D2L	Jul 17th
Jul 17th Week 7	• Read Chapter-10 + Case-6 • Go to D2L for taking Group Cases (under Drop box) • Discussion on D2L	Jul 24th
Jul 24st Week 8 **Final Week**	• Submission of your research paper via D2L, see the course syllabus for instruction **End**	Jul29th

GRADING P0LICY:

Total Points	**100%**
Research Paper	45%
Group Cases	40
Discussion + Questions +participation	15%
Range	**Grade**

90+ %	A
80+ %	B
70+ %	C
60+ %	D
<60 %	F

Sample grading system:

Sample -

		40%					45%	15%	100%
Name	Case-1	C-2	C-3	C-4	C-5	Ave	RP	Dis + Pres	T-G
	40	40	40	40	40	40	45	6	91
	40	30	35	35	40	35	45	5	85

Rubric for Research paper (grading):

Factors	Grade	Grade-for content	Obtain Grade
Cover page	2	3	5
Introduction	5	5	10
State problem	5	5	10
Questions + answers	5	5	10
Conclusions	5	5	10
Total			45

Rubric for cases (grading):

Factors	Grade	Grade-for content	Obtain Grade
Cover page	2	2	4
Introduction	4	5	9
State problem	4	5	9
Questions + answers	4	5	9
Conclusions	4	5	9
Total			40

Research Paper:

Your task is to write a research paper about Information Strategy and Management focusing on any of the following topics. You need to define a specific research topic within the following topics or other related topics.

> -What is the role of information strategy in implementing an IT project
> -Describe the difference between virtual Business and traditional organizations
> -Role of Software Development
> -Business models
> -The business of IT
> - IT leadership
> - Management of IT resources
> -IT securities
> - Role of IT in education
> -E-business
> -and so on…

Format of the research Paper to receive full marks

You research paper may be focused on any of the above mentioned topic. Your paper must be about 12 pages long single space, font 12. Having the following sections:
>   -Title of your research paper + your name/names
>   -Abstract
>   -Introduction
>   -Concept development
>   -Conclusion
>   -References (at least 10 cited journal references), APA style

Submit it as Word Document to D2L via Digital Drop box before deadline. The research paper is done as group or individually. Please make sure you coordinate with me regarding the topic of your research paper. The topic of your research paper must be defined by the end of week four of the class..

Format of cases for submission:

- Cover page: Name , Case #,
- chapter #, Case title
- Introduction (Summary of case)
- State Problems (according to your understanding, create questions)
- Answers to questions/problems (according to your understanding from the case)

- Conclusions
- Max 4 pages, including cover page

-Not respecting the above formats will cause losing points.

Defining group members:

I shall define the group members and let you know via D2L.

LATE PENALTIES:
1. Late written or projects will not be accepted. Zero grade.

ATTENDANCE:

1. Students will attend class regularly. If attendance is impossible, obtain class notes from a fellow student, and then study them for understanding.
2. To get an excuse from class students must inform **at least three working days in advance**, unless it is impossible to do so.
3. Only **15%** absences are allowed which include both excused and unexcused.

The Department of Business Administration Mission:
Educate students through a learning-centered environment.

To achieve its mission, the Department of Business Administration has adopted the following broad-based, student learning goal (*DSLO = Department Student Learning Outcomes*):
Graduates will be prepared for entry into careers in business and for contributions to their global and local communities.
In addition, the Department of Business Administration has adopted the following program-level student learning outcomes *(starred outcomes are a focus of this course)*:
1. Graduates will attain higher learning in the field of business.
2. **Graduates will demonstrate information literacy.
3. **Graduates will demonstrate ability to use practical business tools.
4. Graduates will demonstrate good communication skills and ability to work effectively as part of a team.
5. Graduates will demonstrate the ability to analyze complex business situations in a realistic business environment.

ACADEMIC HONESTY:

Cheating on the work for this class will not be tolerated and will result in a failing final grade. The college experience is founded on the concepts of honesty and integrity. Dishonesty, cheating, plagiarism, or knowingly furnishing false information to the college is regarded as

particularly serious offenses. Cases of dishonesty will be handled by levying certain penalties. Cheating on the work for this class will not be tolerated and will result in a failing final grade. However, in flagrant cases, the penalty may be dismissal from the college after proper due process proceedings.

DISCRIMINATION:

 Bemidji State University does not discriminate on the basis of sex, religion, creed, national origin, race, age, disability, or any other basis prohibited by law. If you believe you have been discriminated against unlawfully, please bring this matter to the attention of your instructor or the BSU's Human Resource Office.

SPECIAL ACCOMMODATIONS:

In coordination with the Disability Support Service, reasonable accommodations will be provided for qualified students with disabilities (LD, Orthopedic, Hearing, Visual, Speech, Psychological, ADD / ADHD, Health Related & Other). Please meet with the instructor during the first week of class to make arrangements. Accommodations and alternative format print materials (large print, audio, disk or Braille) are available through the Disability Support Service, located in Office for Students with Disabilities Sanford Hall (218-755-3883).

GOOD LUCK!