**BEMIDJI STATE UNIVERSITY**

**COLLEGE OF BUSINESS, TECHNOLOGY AND COMMUNICATION**

Course Outline

*Spring-2010*

<table>
<thead>
<tr>
<th>COURSE:</th>
<th>Corporate Information Management - (BUAD 4387-01)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CREDIT:</td>
<td>3.0 Credit Hours</td>
</tr>
<tr>
<td>INSTRUCTOR:</td>
<td>Mehdi S. Tehrani (PhD)</td>
</tr>
<tr>
<td>OFFICE LOCATION:</td>
<td>Decker Hall- Room 25</td>
</tr>
<tr>
<td>OFFICE HOURS:</td>
<td>M,W,F, 10-12:00 noon, 1:00PM-2:00PM, T, TH, 13:00-4:00pm</td>
</tr>
<tr>
<td>PHONE NUMBER:</td>
<td>218-755-2751 (Office)-1800-475-2001-ext-2751</td>
</tr>
<tr>
<td>FAX:</td>
<td>701-755-4100</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:mtehrani@bemidjistate.edu">mtehrani@bemidjistate.edu</a></td>
</tr>
<tr>
<td>ADDRESS:</td>
<td>1500 Birchmount Drive, NE, Bemidji, MN 56601.</td>
</tr>
<tr>
<td>CLASS LOCATION:</td>
<td>DH1117</td>
</tr>
<tr>
<td>CLASS SCHEDULE:</td>
<td>Tuesdays, 5:30pm-8:00pm</td>
</tr>
<tr>
<td>FIRST DAY OF CLASS:</td>
<td>Tuesday January 12th, 2010</td>
</tr>
<tr>
<td>LAST DAY OF CLASS:</td>
<td>Tuesday Apr 27th 2010</td>
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<tr>
<td>PREREQUISITE:</td>
<td>BUAD3351, BUAD3361, BUAD3381, BUAD3771</td>
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| 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](http://ww.mhhe.com/applegate8e)
EXTERA READING:
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 or 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 OUTCOMES:
Any student who completes BUAD 4387 should obtain the following knowledge:

- IT in creating business advantages.
- Assuming a leadership role in IT-enabled business transformation.
- Defining and executing technology strategy and managing IT function.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Measures</th>
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<tbody>
<tr>
<td>It and business Advantages</td>
<td>Reading chapters, research papers, Discussion, Case presentation as a group, writing a research paper</td>
</tr>
<tr>
<td>The Business of IT</td>
<td>Reading chapters, research papers, Discussion, Case presentation as a group, writing a research paper</td>
</tr>
<tr>
<td>IT leadership</td>
<td>Reading chapters, research papers, Discussion, Case presentation as a group, writing a research paper</td>
</tr>
</tbody>
</table>

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
  - Case 1-1 The Five Competitive Forces that Shape Strategy
  - Case 1-2 Amazon.com: The Brink of Bankruptcy
  - Case 1-3 Canyon Ranch
  - Case 1-4 Boeing's e-Enabled Advantage
  - 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
    - Case 2-1 CareGroup
    - Case 2-2 The iPremier Company (A): Denial of Service Attack
    - Case 2-3 Ford Motor Company: Supply Chain Strategy
    - Case 2-4 The Power of Virtual Integration: An Interview with Dell Computer's Michael Dell
    - Case 2-5 Strategic Outsourcing at Bharti Airtel Limited
    - 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
    - Case 3-1 Information Technology and the Board of Directors
    - Case 3-2 Volkswagen of America: Managing IT Priorities
    - Case 3-3 The AtekPC Project Management Office

Concluding Thoughts

  - Case C-1 The ITC e-Choupal Initiative
LECTURE SCHEDULE:

Chapter 1
Cases + presentation
Weeks 1, 2,
Cases + presentation will be announced after completing chapter 1.

Chapter 2
Cases + presentation
Week 3.
Cases + presentation will be announced after completing chapter 2.

Chapter 3
Cases + presentation
Week 4.
Cases + presentation will be announced after completing chapter 3.

Chapter 4
Cases + presentation
Week 5.
Cases + presentation will be announced after completing chapter 4.

Chapter 5
Cases + presentation
Week 6.
Cases + presentation will be announced after completing chapter 5.

Chapter 6
Cases + presentation
Week 7.
Cases + presentation will be announced after completing chapter 6.

Chapter 7
Cases + presentation
Week 8.
Cases + presentation will be announced after completing chapter 7.

Chapter 8
Cases + presentation
Week 9.
Cases + presentation will be announced after completing chapter 8.

Chapter 9
Cases + presentation
Week 10.
Cases + presentation will be announced after completing chapter 9.

Chapter 10
Cases + presentation
Week 11.
Cases + presentation will be announced after completing chapter 10.

Chapter 11
Cases + presentation
Week 12.
Cases + presentation will be announced after completing chapter 11.

Research presentation
Weeks, 13, 14, 15
by all groups.

Research Topic must be chosen by groups/individuals.

GRADING POLICY:

<table>
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<tr>
<th>Total Points</th>
<th>100%</th>
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<tbody>
<tr>
<td>Research Paper + presentation</td>
<td>50%</td>
</tr>
<tr>
<td>Group Cases</td>
<td>40</td>
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<tr>
<td>Discussion + participation</td>
<td>10%</td>
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### Range and Grade

<table>
<thead>
<tr>
<th>Grade</th>
<th>%</th>
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<tbody>
<tr>
<td>A</td>
<td>90+</td>
</tr>
<tr>
<td>B</td>
<td>80+</td>
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<tr>
<td>C</td>
<td>70+</td>
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<tr>
<td>D</td>
<td>60+</td>
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<tr>
<td>F</td>
<td>&lt;60</td>
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### Sample grading system:

#### Sample -

<table>
<thead>
<tr>
<th>Name</th>
<th>Case-1</th>
<th>C-2</th>
<th>C-3</th>
<th>C-4</th>
<th>C-5</th>
<th>Ave</th>
<th>RP</th>
<th>Dis + Pres</th>
<th>T-G</th>
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<tr>
<td></td>
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<td>40</td>
<td>35</td>
<td>45</td>
<td>5</td>
<td>85</td>
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### Research Paper:

Your task is to write a research paper about Information Strategy and Management focusing on any of the following topics:

- What is a Information Strategy
- Describe the difference between virtual Business and traditional organizations
- IT and business advantages and disadvantages
- Business models
- The business of IT
- IT leadership
- and so on............

### Format of the research Paper to receive full marks

Your research paper may be focused on any of the above mentioned topic. Your paper must be about 11 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 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 format will cause losing points.*

**Defining group members:**

In case of doing some projects as a group, then I shall define the group members and let you know.

**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.

**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
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!