

Syllabus | IT Management and Strategy | MIS 6110

Utah State University
Jon M. Huntsman School of Business
Management Information Systems Department

INSTRUCTOR:

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Course Times: Asynchronous Online Format

Office Hours: Online by Appointment

Course Website: <http://canvas.usu.edu>

INTRODUCTION:

Welcome to MIS 6110! This 3-credit course introduces students to the uses of information technology (IT) and information systems (IS) as strategic resources that enable business strategies. A major concern of businesses is the search for competitive advantage and how to best leverage IT resources to achieve business goals. For IT and business managers, this raises a number of complex issues that are often poorly understood. These issues include the alignment between IT and strategy, governance of IT resources, IT-enabled competitive advantage, among other topics. In this course, theories and practices related to the value of IT and IS are presented and explored. Students learn about and discuss business and IT strategy processes that lead to successful organizations.

COURSE APPROACH:

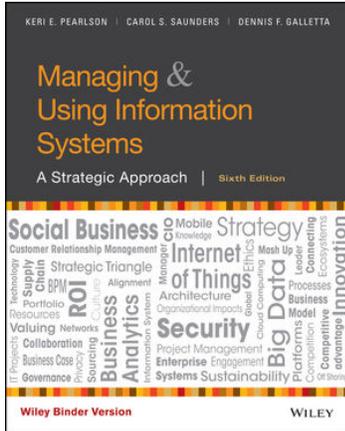
MIS 6110 follows an asynchronous online course format. It takes a combination approach that includes textbook readings, watching videos of faculty presentations, online discussions, and case study projects. The readings and material provided via Canvas (<http://canvas.usu.edu>), USU's learning management system, will help to convey the main body of knowledge for this class. Practice exercises and assignments are used to provide specific business examples illustrating the content analyzed in the course readings.

All course material, including the course schedule, supplemental materials, assignments, grades, etc., will be posted to Canvas. You should have automatic access to the course on Canvas if you have registered for the course. It is very important that you access Canvas early and regularly throughout the semester, since you will be responsible for checking any course updates, changes, or notifications that are posted there. All assignments will be submitted to Canvas. Due dates for each assignment will appear on the Canvas course calendar and assignments page. **Assignments must be submitted on or before the due date**

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to receive credit. Late assignments will not be accepted, unless there is an extenuating circumstance.

REQUIRED TEXTBOOK:



Managing and Using Information Systems: A Strategic Approach, 6th Edition

by Keri E. Pearlson, Carol S. Saunders, and Dennis F. Galletta

This book is available in print or as an e-Book. The e-Book version (usually available at lower retail prices) is available at the publisher's website and popular online book stores.

ISBN: 978-1-119-25521-5 (e-Book)

ISBN: 978-1-119-24428-8 (print)

GRADING:

Final grades will be determined as follows:

Final Exam	45%
Case Study Project	25%
Preparation Quizzes	15%
Topic Assignments	15%

A	A-	B+	B	B-	C+	C	C-	D+	D	F
≥94	≥90	≥87	≥84	≥80	≥77	≥74	≥70	≥67	≥64	<60
%	%	%	%	%	%	%	%	%	%	%

FINAL EXAM:

The purpose of the final exam is to test your understanding of key concepts from the readings, preparation activities, and assignments. Because the exams are orientated toward conceptual understanding of the material, they will consist primarily of questions that are in multiple choice and/or short answer format. **It is essential that you read the required textbook in order to perform well.**

Unless specified by the instructor, no resource may be used during the exam, including books, notes, phones, calculators, or the Internet.

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CASE STUDY PROJECT:

The purpose of this project is to examine a comprehensive case study and analyze several aspects of the case. The case description and preparation materials will be provided via Canvas. A number of deliverables will be associated with this project, including group discussions, decision-making analysis, and essays.

PREPARATION QUIZZES:

Preparation quizzes will be given on a weekly basis. The purpose of these quizzes is to help you test your knowledge related to the course readings and key concepts discussed. These quizzes will help you prepare for the Final exam. Quizzes are to be completed on your own.

TOPIC ASSIGNMENTS:

The course requires completion of a series of topic assignments that allow you to demonstrate your ability to interpret and discuss important topics covered throughout the course. The assignments vary in size and scope depending on the topic being examined. Some assignments will be completed individually while others will be completed in teams as directed by the instructor. Regardless, all assignments must meet the following:

1. Submitted on time – no late work is accepted;
2. Completed by you and you alone (or your team alone, in the case of a team assignment);
3. Completed professionally (see professionalism section below).

PROFESSIONALISM:

Professionalism implies positive and active engagement in the class, adequate language when conveying arguments, respectful interactions with the instructor and other students, and an appropriate attitude towards learning. In order to demonstrate professionalism in your work, note the following:

1. Submit your work on time;
2. Display integrity by doing your own work. **Never plagiarize the work of others**;
3. Submit college-level work. Your writing should consist of complete sentences and should be free from spelling and grammatical errors;
4. Participate in class discussions and exercises;
5. Do not engage in activities that show disrespect to the instructor or to fellow students.

COMFORTABLE LEARNING ENVIRONMENT:

USU, the MIS Department, and your instructor are all committed to maintaining an inoffensive, non-threatening learning environment for every student. Class members (including the instructor) are thus to treat each other politely both in word and deed.

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Offensive humor and aggressive personal advances are specifically forbidden. If you feel uncomfortable with a personal interaction, see your instructor for help in solving the problem. The MIS Department Head, the Dean of the Huntsman School of Business, and USU's Affirmative Action Office are also willing to help as needed.

CHEATING:

There is no tolerance whatsoever for cheating. Anyone caught cheating in **any way** will at best receive a failing grade for the assignment and/or course and at worst will be kicked out of the University. What is cheating? Cheating may include (but is not limited to) the following: plagiarizing the work of other students or material from textbooks, Web, or other sources; utilizing more resources than allowed while completing exams (including books, the Web, or other materials); and, finally, turning in the work of another student (present or past) as your own work.

OTHER COURSE POLICIES:

Visit <http://www.usu.edu/provost/faculty-life/syllabus.cfm> for these additional policies:

- Academic Freedom and Professional Responsibilities
- Academic Integrity – “The Honor System”
- Course Fees
- Grievance Process
- Plagiarism
- Sexual Harassment
- Students with Disabilities
- Withdrawal Policy and Incomplete Grade Policy

HUNTSMAN SCHOOL VISION:

Huntsman Pillar	Emphasis	Discussion
Ethical Leadership	Low	While there is little discussion of ethical leadership in this course, managerial decisions should always comply with ethics standards.
Global Vision	High	The global vision in this course involves helping students understand the use and benefits of IT and IS in many different markets, business scenarios, and disciplines.
Entrepreneurship	Medium	The use of IT and IS to enable innovative business models and strategies is discussed.
Analytical Rigor	Medium	This course is designed to help students understand the complex and technical aspects of technology and how they enable business goals.

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IDEA CENTER LEARNING OBJECTIVES:

IDEA Center Learning Objectives	MIS 6110 Learning Objectives
<p>Objective 1 (Essential): Gaining factual knowledge (terminology, classifications, methods, trends)</p> <p>Objective 2 (Essential): Learning fundamental principles, generalizations, or theories</p>	<p>Acquiring knowledge regarding the managements and use of IT, including the role of IT managers.</p> <p>Learning principles and theories for managing IT assets and capabilities.</p>
<p>Objective 3 (Important): Learning to apply course material (to improve thinking, problem solving, and decisions)</p> <p>Objective 4 (Important): Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course</p>	<p>Learning how to evaluate different business scenarios when provided with valuable (but sometimes incomplete) information and the role IT plays in different scenarios.</p> <p>Developing the skills necessary to interpret and discuss the appropriateness of IT-related decisions and how those decisions shape and constrain business performance.</p>