## ITM 5000 (Section 500)
# APPLICATION OF TECHNOLOGY IN A BUSINESS SETTING

INSTRUCTOR: Matthew W. Burr, Assistant Professor

https://burrconsultingllc.com/

| | |
|---|---|
| **CLASS LOCATION:** | Online- Canvas |
| **CELL PHONE:** | (607) 227-4386 |
| **E-MAIL ADDRESS:** | Mburr@elmira.edu |
| **COURSE WEB PAGE:** | Canvas Learning Management System |
| **CLASS CODE:** | ITM 5000 |
| **PREREQUISITE(S)** | Graduate Standing in the M.S. Management Program |

## A. COURSE DESCRIPTION

This course will provide the student with the fundamental knowledge and associated skills related to information technology (IT) linkage with business strategies and how to make technology decisions that can increase the probability of business success.

## B. METHOD OF INSTRUCTION

- Readings from textbook(s), Harvard Cases and supplemental materials
- Assignments as outlined in the syllabus
- Weekly discussion topics posted on the Canvas LMS
- Term project

## C. COURSE OBJECTIVES

- ☞ The student will learn how IT supports a business strategy.
- ☞ The student will learn how strategy/people/process/technology must be considered in combination with any IT implementation decision.
- ☞ The student will learn how to blend innovative technologies with the existing infrastructure.
- ☞ The student will learn how to evaluate technology options and how they can be used to transform business and then demonstrate application of this knowledge in the practical context.
- ☞ The student will be able to identify both the quantitative and qualitative benefits of technology and demonstrate the ability to formulate decisions based on their understanding.
- ☞ The student will examine the life cycle of technology, and exhibit sound management principles to manage that life cycle.
- ☞ The student will identify the key components of business processes that are dependent on IT and demonstrate the ability to design business continuity plans and strategies in the event the underlying technology ceases to be available.
- ☞ Use key objectives to complete assignment
- ☞ Term project as described below

## D. ACADEMIC AND CLASSROOM POLICIES

1. Honesty, Integrity, and Respect for Others are fundamental student expectations in this course.
2. Students are expected to complete the assigned reading each week.
3. Students are expected to actively and constructively participate in online class discussions, case studies, book reviews.
4. Presentation will be due as specified (Skype or in person), minimum 20 minutes. Late assignments will not be accepted. Business plan papers should be 10-15 pages in length (not including appendix). Remember citations and academic integrity.
5. Individual writing assignments must be typed and will be due as specified. Late assignments will not be accepted. Reaction papers should be 1-2 pages in length double spaced. Reaction papers will not be accepted late.

6.  **Class participation is vital to successful performance in this course.**
    *__Enrolling in this class is an indication that you are committed to making it an important priority in your life.__*
7.  Exams will be take home and should be submitted through the Canvas LMS.
8.  The Elmira College Office of Disability Services is committed to providing appropriate services to students who identify themselves with a disability.  When the proper disability documentation is shared with the office, students are then provided access to appropriate accommodations.  Students who feel they may be entitled to academic accommodations due to a diagnosed disability should contact Carolyn, Draht, Associate Registrar, Office location McGraw Hall 113, email address accommodations@elmira.edu, or contact number 607-735-1857.  All students with proper documentation should work with the college to notify their professors of approved accommodations needed to access their education here at Elmira College.

E. COURSE TOPICS/UNITS AND DATES

| Date – week of | Text Chapter | Topics | Readings & Other Assignments |
|---|---|---|---|
| 6/25/18 | 1 2 3 | Introduction to Information Systems Organizational Strategy, Competitive Advantage and Information Systems Ethics and Privacy | Reading: Chapter 1-3 & Chapters 1-5 Adventures of an IT Leader  Group Discussion #1 Due **Reaction Paper (1) "Air Canada: Flying High with Information Technology"** |
| 7/2/18 | 4 5 6 | Information Security Data Management and Knowledge Telecommunications and Networking | Reading: Chapter 4-6 & Chapters 6-9 Adventures of an IT Leader Group Discussion #2 Due **Reaction Paper (2) "Big Data: The Management Revolution"** |
| 7/9/18 | 7 8 | E-Business & E-Commerce Wireless, Mobile Computing and Mobile Commerce | Reading: Chapter 7-8 & Chapters 10-12 Adventures of an IT Leader Group Discussion #3 Due **Reaction Paper (3) "Legal and Profitable? Spotify: The Challenges of an Online Music Service"** **Reaction Paper (4) "The Digitization of Everything"** |

| | | | |
|---|---|---|---|
| 7/16/18 | 9<br>10 | Social Computing<br>Information Systems Within Organizations | Reading:<br>Chapter 9-10 & Chapters 13-15 Adventures of an IT Leader<br>Group Discussion #4 Due<br>**Reaction Paper (5) "Lumiere: Supporting a Virtual Workspace on the Cloud"** |
| 7/23/18 | 11<br>12 | Customer Relationship Management and Supply Chain Management<br>Business Intelligence | Read Chapter 11-12 & Chapters 16-17 Adventures of an IT Leader<br>**Reaction Paper (6) "IBM Watson Oncology Diagnosis and Treatment"**<br>**Reaction Paper (7) "Mobileye: The Future of Driverless Cars"** |
| 7/30/18 | 13 | Acquiring Information Systems and Applications | Reading:<br>Chapter 13 and Chapters 18-19 Adventures of an IT Leader<br>Group Discussion #5 Due<br>**Reaction Paper (8) "Social Media? Get Serious! Understanding the Functional Building Blocks on Social Media"**<br>**Reaction Paper (9) "Self-Reflection Paper"** |
| 8/6/2018 | 8 | Group Projects/ Papers Due | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

<u>F. TEXTBOOK(S) (2 Books) AND REQUIRED TOOLS OR SUPPLIES</u>

1. **Information Systems; Supporting and Transforming Business**, 6th Edition, Rainer & Cegielski, Wiley, 2015, Print ISBN-13: 978-1-119-10789-9
   https://www.chegg.com/etextbooks/introduction-to-information-systems-6th-edition-9781119107996-1119107997
   https://www.amazon.com/Introduction-Information-Systems-Kelly-Rainer-ebook/dp/B01AKSZ8PI
   https://www.wiley.com/en-us/Introduction+to+Information+Systems%2C+6th+Edition-p-9781119108009

2. **The Adventures of an IT Leader – Austin, Nolan and O'Donnell, Harvard Business Review**

   https://hbr.org/product/the-adventures-of-an-it-leader-updated-edition-with-a-new-preface-by-the-authors/10018-HBK-ENG

3. *Readings and Case Studies in ITM – Note that this material will be made available through the Canvas Learning Management System.*
   *http://canvas.elmira.edu/*

**G. <u>Method of Evaluation</u>:**
   1. Final Project: Oral Presentation and Teammate Evaluation as (10%) of the final grade.
   2. Final Project Paper (20%) of the final grade.
   3. Weekly Discussion Questions & Responses (30%) of the final grade. *Weekly questions, videos, etc. will be posted. You will be responsible for posting answers to questions and responding to student peers in the class.*
   4. Writing Assignments/Reaction Papers as (40%) of the final grade (10).

<span style="color:red">**Total: 100 points.**</span>

**GRADING SCALE:**

| | |
|---|---|
| A | = (94.5) 95-100 |
| A- | = (89.5) 90-94.4 |
| B+ | = (85.5) 86-89.4 |
| B | = (82.5) 83- 85.4 |
| B- | = (79.5) 80-82.4 |
| C+ | = (75.5) 76-79.4 |
| C | = (72.5) 73-75.4 |
| C- | = (69.5) 70-72.4 |
| D+ | = (64.5) 65-69.4 |
| D- | = (59.5) 60-64.4 |
| F | =below 60 |

*Rounding of grades will be .5 and above or below. Example, a student with a 94.4 will receive an A-, a 94.5 will be rounded to a 95.*
*Academic Policies – Please refer to your copy of the Elmira College Bulletin and Student Handbook*
https://www.elmira.edu/academics/academic_resources/Registrar/Policies_and_Information/Grading_information.html

**Grading System**

The following grades are included in computation of the grade point average (GPA).

| | |
|---|---|
| A, A- | (90%-100%) indicates a mastery of the knowledge and skills of the course. The student receiving this grade has demonstrated the ability to recognize, analyze, and solve new problems independently. |
| B+, B, B- | (80%-89%) indicates achievement of a high order, involving high proficiency in the attainment and application of knowledge and skills. |
| C+, C, C- | (70%-79%) represents an adequate performance, indicating familiarity with the content of the course and active participation in the work of the class. |
| D+, D, D- | (60%-69%) indicates work which is in one or more respects below the acceptable standard for graduation, but which is sufficient in quantity and quality to be given credit toward the degree if offset by a sufficient amount of superior work in other courses. |
| F | (Below 60%) indicates failure. No credit is awarded. It is calculated into the GPA. |
| WF | Withdrawal Failing: indicates withdrawal while failing the course, or withdrawal from the course after the second week of a long term or after the fourth day of a six-week term. No credit is awarded and an F is calculated into the GPA. |

**H. TERM PROJECT**

You will choose to work in groups of 3-4, or I can choose the groups for you. Identify a specific business process or procedure within a selected organization the student has direct knowledge of and re-engineer that process, leveraging technology, increasing efficiency, effectiveness, and reliability and/or decreasing costs. This project should include the following components:

- Description of the business
- Description of the current process – what, when, why etc.
- Flow chart of current process
- Data flow in current process – identifying key systems, individuals or components involved
- Current bottlenecks, challenges and pain points
- Redesign of the process, including flow charts
- Selection/discussion of appropriate technology or technologies with rationale, costs
- Security plan where appropriate
- Implementation timeline
- Risk analysis

This project will culminate in a final paper and an executive presentation to the instructor.