BIS 8613 (Online)
MIS Administration
Fall 2010

Instructor: Dr. Kent Marett
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Class Website: http://mycourses.msstate.edu

Course Description: Prerequisite: Three hours of programming and prerequisite or co-
requisite: BIS 8112. Three hours lecture. Administration of the MIS function in the business
enterprise. Emphasis on activity of managing the IS function at all levels of the firm.

Learning Outcomes:
- Understanding the influence twenty-first century technology has on business
decisions
- Understanding the managerial challenges associated with operational technology
- Understanding the opportunities to leverage information technology into a
competitive advantage

Course Materials: You will need to purchase the following cases from either the MSU
Bookstore (or off-campus stores if available) or from the Harvard Business Publishing website.
http://harvardbusiness.org/

- Apple's iPhone: Calling Europe or Europe Calling IES192-PDF-ENG
- Hilton Hotels: Brand Differentiation through Customer Relationship Management
  809029-PDF-ENG
- Turning Around Runaway Information Technology Projects CMR291-PDF-ENG
- Too Far Ahead of the IT Curve? R0707A-PDF-ENG

There are additional readings that will be linked to the course website (see the bottom of the
class schedule). You will also be responsible for reading them in the respective weeks assigned.
Grading: The following table shows the allocation of the weights that will be assigned when calculating your final grade.

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<thead>
<tr>
<th></th>
<th>Weight %</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Midterm Exam #1</td>
<td>20%</td>
<td>A</td>
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<tr>
<td>Midterm Exam #2</td>
<td>20%</td>
<td>B</td>
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<td>Final Exam</td>
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<td>C</td>
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<tr>
<td>IT Impact Report</td>
<td>20%</td>
<td>D</td>
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<tr>
<td>Discussion Board (Participation)</td>
<td>10%</td>
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<tr>
<td>Case Responses</td>
<td>10%</td>
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<td>IT Impact Reports:</td>
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| On the second week of class, we will draw for a class date in which you will present a research report on information technology’s impact on a particular organizational function. The due date for the topic you choose can be found on the course schedule. The report will consist of a 5-6 page referenced white paper, and a corresponding powerpoint presentation posted to the discussion board.

Discussion Board: Each student will be responsible for providing a discussion question or response for each week’s reading, posting it to the course discussion board for the class’s perusal. Points will be awarded for the quality of your insight. Your input will be due on Fridays at 11:59 PM CST (before class)... see schedule below.

Case Responses: Each student will also be responsible for written responses to questions related to cases we will be reading at various points in the semester (see schedule below). Questions will be assigned a week before. Your score will depend on the quality and accuracy of your response. The responses will be submitted to the course website by Friday at 11:59 PM CST.

Grade Appeals: I am willing to review grades. If you wish to appeal a grade, you should submit a written explanation to the instructor summarizing why you believe your grade should be modified. Appeals must be made within one week of the score being made available to you.

Exam and Assignment Policy: If, for some reason*, you must miss one of the exams or assignments, you are obligated to contact me beforehand so we can arrange an alternative. The same goes for dates assignments are due. There will be no makeup exams after the fact, and late assignments will likely not be accepted.

* - a university-approved reason, such as severe illness, death, job interview, participating in an athletic event, etc. See student handbook.

Extra Credit: There may be an opportunity to earn extra points through your participation in various research projects throughout the semester. These projects may or may not come about, so I cannot guarantee this will happen.
**Attendance Policy:** You are expected to participate with the class on at least a weekly basis. I will take roll during the first week via an “Introduce Yourself” section on the course discussion board.

**Academic Dishonesty:** I will enforce university regulations regarding the student honor code to their fullest. The code states “As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.” Information is also available at this link: [http://students.msstate.edu/honorcode](http://students.msstate.edu/honorcode)

If you do your own work, don’t plagiarize, modify things without my approval, etc., you will be fine. Test banks and other unauthorized material are not acceptable during exams. If you have a question about what materials may or may not be appropriate for course requirements, please feel free to contact me.

**Students with Disabilities:** I am committed to providing assistance to help you be successful in this course. Reasonable accommodations are available for students with a documented disability. Please visit the Disability Support Services (DSS) during the first two weeks of every semester to seek information or to qualify for accommodations. All accommodations **MUST** be approved through the DSS (01 Montgomery Hall). Call (662) 325-3335 to make an appointment with a disability counselor.

**Changes to the Syllabus:** Any changes will be announced during class and posted on the course website. Please contact me for any clarifications.

**Course Schedule (see table below)**

How to interpret the schedule: Simply put, the readings/cases for the following week are listed in the left hand column, and the due dates to submit responses/discussion points are in the right column.

For instance, take week 1. The course begins on Monday, August 23. The Carr article is listed for the week in the left column. Sometime over the course of the next week, you will read the article. By the following Friday night, you will need to have posted your responses to the assigned questions to the course discussion board. (If you wish to discuss others’ responses, feel free to do so.) By Sunday evening, I will post a summary of the week’s responses and post an introduction for Week 2, when we will do it all over again.

The full references for the readings are below the schedule.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic / Reading</th>
<th>IT Impact Report</th>
<th>Due Dates 11:59 PM Central</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Course Intro</strong></td>
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<td>Friday 8/27</td>
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<td></td>
<td>Discussion: Introduce Yourself</td>
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<td></td>
<td>Discussion: (Carr 2003)</td>
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<td>2</td>
<td><strong>IT and Business Models</strong></td>
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<td>Friday 9/3</td>
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<td></td>
<td>Discussion: (Mata et al. 1995)</td>
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<td>3</td>
<td><strong>IT Impact on Organizations</strong></td>
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<td>Friday 9/10</td>
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<td>Discussion: Case Response：“Apple's iPhone”</td>
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<td>4</td>
<td><strong>IT and Business Opportunities</strong></td>
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<td>Friday 9/17</td>
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<td></td>
<td>Case Response：“Hilton Hotels CRM”</td>
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<td>5</td>
<td><strong>IT Infrastructure</strong></td>
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<td>Friday 9/24</td>
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<td>Discussion:</td>
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<td></td>
<td>(1) Information Security</td>
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<td>(2) Business Intelligence</td>
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<td>6</td>
<td>*** Midterm Exam #1 ***</td>
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<td>Friday 10/1</td>
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<td>*** Fall Break – No Class ***</td>
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<td>7</td>
<td><strong>IT Services</strong></td>
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<td>Friday 10/15</td>
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<td>Discussion:</td>
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<td>(Hirschheim et al. 2009)</td>
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<td>8</td>
<td><strong>IT Project Delivery</strong></td>
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<td>Friday 10/22</td>
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<td></td>
<td>Case Response：“Too Far Ahead of the IT Curve?”</td>
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<td>(1) Virtual Collaboration</td>
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<td></td>
<td>(2) Corporate Governance</td>
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<td>9</td>
<td><strong>IT Project Delivery (continued)</strong></td>
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<td>Friday 10/29</td>
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<td>Discussion: (Hardgrave et al. 2008)</td>
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<td>and (Nelson 2007)</td>
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<td>(1) Supply Chain Mgt</td>
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<td>(2) Innovation</td>
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<td>10</td>
<td><strong>IT Governance</strong></td>
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<td>Discussion:</td>
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<td>(Poston et al. 2009)</td>
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<td>and (Ranganathan and Outlay 2009)</td>
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<td>(1) Risk Management</td>
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<td>(2) Customer Relationship Mgt</td>
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<td>11</td>
<td><strong>IT Leadership</strong></td>
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<td>Friday 11/12</td>
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<td>Case Response：“Turning Around Runaway IT Projects”</td>
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<td>(1) Business Agility</td>
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<td>(2) Human Resource Mgt</td>
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<td>12</td>
<td>*** Midterm Exam #2 ***</td>
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<td>Friday 11/19</td>
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<td>13</td>
<td><strong>Catch-All Week</strong></td>
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<td>Friday 11/26</td>
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<td>Discussion: (Junglas and Ives 2007), (Agarwal et al. 2006), and (Majchrzak et al. 2009)</td>
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<td>Data Processing &amp; Storage</td>
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<td>*** Final Exam ***</td>
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<td>Thursday 12/9</td>
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Ranganathan, C., and Outlay, C. "Life after IT outsourcing: Lessons learned from resizing the IT workforce," *MIS Quarterly Executive* (8:4) 2009.