ACU College of Business Administration
Sample Course Syllabus
Managing Information & Technology Resources (IS 430)
Section 01, TR 3:00-4:20 PM
Spring 2012

Competence
Character
Community

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Course Section/Location: CRN: 15434 Mabee Business Building (COBA) - MBB 301 and the
Virtual Learning Environment - http://www.vlcglobal.com/acu

> *"To create a distinctively Christian environment in which*
> *excellent teaching, combined with scholarship,*
> ***promotes the intellectual, personal, and spiritual growth of business students,***
> *and educates them for Christian service and leadership*
> *throughout the world."*
>
>   The COBA Mission Statement

Course Description and overview: Management of Information and Technology Resources is a studio course created in a virtual learning environment to prepare students to successfully transition into a diverse business environment. In this course, both information and technology are studied as key organizational resources with a focus on the strategic role of information in the modern firm and the design and implementation of IT-dependent strategic initiatives. The course provides an introduction to the integrated management information system and focuses on the development of general and functional managers who support organizational needs for information. With this goal in mind, the creation and distribution of information and the management of the information resource are stressed. Operational, tactical, and strategic information systems will be analyzed to help students identify and use technology to generate value for an organization and to become effective partners in the information systems function. (3 credits)

Contribution of Course to Overall Business Perspective: The information system and information technology resource are valuable assets in today's societies and organizations. The ubiquitous nature of information resources requires managers and executives to possess a clear understanding of the role of technology in shaping communications and in advancing business processes and strategies. This course provides an understanding of the role of information systems and technologies in the context of organizational strategy and provides students with the opportunity to participate in how information resources are managed, integrated and used to achieve business goals to compete in the global economy. Concepts are presented within the context of a virtual business environment to develop students as effective functional and corporate managers of information resources and allow them to participate in real-life decision making activities to ensure that efforts involving information systems and technology are directed towards the needs of the firm.

Contribution of Course to the Development of Communication Skills: This course is structured to develop both written and oral communication skills, particularly in collaborative settings. Weekly meetings with managers and team members in a virtual environment and participation in guided projects are designed to provide real-life experiences in IT-enabled group interactions using

effective communications to produce professional business outcomes. Assignments of written and oral reports and discussions with team members will lead to proficiency in common business communication skills and emphasize the importance of faithful commitment and participation in group activities.

Contribution of Course to Christian Service and Leadership:

"Now it is required that those who have been given a trust must prove faithful." 1 Corinthians 4:2

An education in Christian service and leadership means learning to deal successfully with people and to use the skills, technology and opportunities provided by God to help promote full lives for ourselves and others. In this course, we study the value of information in organizational settings and uncover some of the major issues of using information systems and technologies in business strategies. Concurrently, we will be concerned about making responsible choices in the planning, selection, deployment and management of information resources as they impact business goals. In doing so, we will learn how individuals leading Christ-centered lives can effectively use their knowledge and skills to foster the well-being of an organization as inspired by our faith.

Goals for Student Competencies and Measures

	Competency	Measurement Instrument	Performance Indicators
1	Knowledge/Comprehension - Students will study key theories, methods, and applications of information technology and, as a result, understand the implications of evolving technologies on business, society, and the global economy. .	Exams over content presented in the VLE, team discussions, and reading materials.	Exam and attendance grades.
2	Knowledge/Comprehension – Students will understand major issues facing the management of organizations in a networked enterprise and learn essential skills and expertise to function in a competitive, professional information technology environment.	Exams over content presented in the VLE, team discussions, and reading materials.	Exam and attendance grades.
3	Knowledge/Comprehension - Students will understand what information technologies make up the infrastructure for information systems and provide a foundation for strategies to support business intelligence and telecommunications.	Exams over content presented in the VLE, team discussions, and reading materials.	Exam grades.
4	Analysis and Evaluation– Students will understand the strategic value of information and technology to the enterprise and how value is created through the strategic use of information and information systems.	Written evaluations of virtual scenarios and case studies.	Grades based on compliance with specific instructions given for each assignment.
5	Analysis and Evaluation – Students will understand and appreciate both the heterogeneous nature of information technology and the significance to the enterprise of an integrated approach to systems development and implementation.	Written evaluations of virtual scenarios and case studies.	Grades based on compliance with specific instructions given for each assignment.

6	Application and Analysis - Students will analyze business needs to determine how technology is used to achieve operational excellence and integrate appropriate terminology to clearly communicate technical information and requirements to individuals with disparate levels of understanding.	Lab assignments, individual projects, and written reports.	Grades based on requirements for lab assignments, projects and written reports. Terminology usage will be assessed based on all terms used in a professional context that is appropriate for the intended audience.
7	Analysis, Synthesis and Evaluation - Students will investigate new and emerging technologies and apply these concepts to manage a project to propose a local or global information system that will add value to an existing organization.	Final project and written report.	Grades based on requirements for the final project and written report.

Format:
> Class time will be spent in a virtual learning environment and in weekly sessions to discuss concepts and interact with others representing managers and project team members in a business environment. Class time will also be used to investigate emerging technologies and participate in supporting lab activities.
>
> In addition to the content described above, students will also improve their written and oral communication skills as they participate in technology-enabled collaborative environments and learn how to prepare, write, and present the necessary documentation to support assigned projects.
>
> The class schedule and assignments will be posted on Blackboard. The instructor may deviate from the schedule if necessary; however, any such changes will be announced in-class and posted on the Blackboard site.

Prerequisites: MGMT 120, ACCT 210, both with a grade of 'C' or better. Students should be familiar with web browsers and business productivity applications.

Course Materials:
> **STUDENTS WILL PAY A $75 SIMULATION ACCESS FEE IN LIEU OF A TEXTBOOK PURCHASE.** A link to the simulated/virtual learning environment will be provided the first week of classes when proof of access purchase is received. Articles, notes, and assigned cases can be found on Blackboard or in the **optional** textbook selected for the course.

Hardware/Software Requirements:
> All software as needed is available in the MBB labs. Although laptops are not required, access to a laptop will add convenience, promote the use of related technologies, and increase your overall productivity in this course. Note: The simulation host site suggests using a wired Internet connection when accessing the VLE, to ensure uninterrupted connectivity.

Course Policies:
> **Class Participation and Attendance:** Class attendance is necessary to achieve the maximum benefit from this course. Attendance requires that students participate in the virtual environment and attend weekly discussions/project meetings as designated. Delays in completing modules

and/or excessive absences will <u>without a doubt</u> affect a student's course grade. Due to the technological nature of this course, some class meetings will occur in virtual environments and/or involve synchronous communication. As a result, the instructor reserves the right to alter the attendance policy as necessary to reflect participation.

Students are expected to be prepared by completing assignments prior to the scheduled discussion date. The topics covered in this course may be difficult to grasp without a reasonable amount of effort put forth by the student. Students will therefore need to dedicate time as appropriate to complete exercises, assessments, reading, and written assignments.

Excessive absences could result in dismissal from the company in the virtual environment and, consequently, a lower overall course grade. If a student is unable to complete assignments or attend class and team meetings for any reason, they should notify the instructor as soon as possible by email. University policy requires that a student provide seven (7) days advanced written notice of all University approved absences. The activity sponsor is responsible for providing the appropriate signed form in a timely manner. For an unanticipated absence to be excused, the student must contact the instructor preferably before the missed class or before the next class period. Students should also contact their associates to review what was discussed in project meetings. **Students with more than six unexcused absences can be dropped from the class!**

Tardiness: 3 tardies are treated as 1 absence

Reading and Written assignments: You are expected to be prepared for each class by reading the assigned materials. It is the student's responsibility to read these assignments **before** each class. This course covers information that could be new to the student and requires a substantial amount of time devoted to reading, analyzing, and writing.

Individual Essays
Individual essays will require students to write about topics discussed in the modules. Assignments are due as specified on the published class schedule and/or as announced in class (see blackboard site)**.** For each day in which an essay is late, the assignment will be graded down by 5 % up to a maximum of one week (seven days). **Essays will not be accepted after seven days beyond the original due date.**

Final Written Project
There will be one final project due at the end of the semester. Project deliverables will be assigned as needed and clearly specified both in class and on our Blackboard site. Students are strongly encouraged to begin work on this project as soon as it is assigned.

Project deliverables will be assigned and will include the following components:
- Overview of an existing or proposed need for an IS/IT application in a business process or organizational environment
- Assessment/Proof of the Need
- Analysis of Business, Information, Application, and Technology for as-is and future requirements
- Design considerations
- Summary (all of above written and neatly bound)
- Presentation (PowerPoint and oral. Include slides in submitted report)

The final project will include a written submission as well as an oral presentation. All project assignments will be weighted as outlined by the instructor. The final written submission is due at

the beginning of class on the specified due date.

Note: This is a writing intensive course! All essays and projects will be graded as follows:
1. **Completeness:** Degree of completion of all assigned work.
2. **Correctness:** Accuracy of the submission based on the requirements of the assignment.
3. **Documentation:** Proper documentation and formatting as outlined in-class.
4. **Grammar/Punctuation:** Sentence structure, grammar, spelling
5. **Academic Integrity:** Proper citations, demonstrated understanding of compliance to software licensing, copyright/intellectual property rights, original contribution - no form of copying or plagiarism.

Grading and Late Policy:

Grades for this course will be based on class assignments as outlined above. The overall grade is assigned based on a demonstrated understanding of MIS concepts (50%), successful completion of assigned projects (40%), and attendance/participation (10%). Students must complete all course assignments or the instructor may assign a grade of F. Grades will be assigned based upon 90+ is an A, 80 - 89.9 is a B, 70 - 79.9 is a C and 60 - 69.9 is a D, below 60 is an F.

Component	Value	Completion or Due Date
Module Questions and Exams	40%	As assigned
Participation & Professionalism	15%	Assessed throughout the semester
Individual Essays	15%	As assigned
Final Project (Written Report & Presentation)	15%	Last week of class
Final Exam	15%	Wednesday, May 9th, 10:30 AM-12:30 PM

Important Note:

Grades are posted on blackboard for communication purposes to confirm that you have submitted each assignment on time, and in compliance with required guidelines. Note that point totals as displayed on blackboard have no meaning and do not govern grade outcomes in this course.

Final grades will also be adjusted for attendance as follows:

0 – 2 absences: No adjustment

Greater than 2 absences: 10 points (1 percentage point) for **each** class missed

To be fair to everyone, a student must submit all assignments at the beginning of class when the assignment is due, in order for it to be considered on time.

Academic Integrity: The university catalogue states that "ACU expects its students to practice absolute academic integrity. Plagiarism, cheating, and other forms of academic dishonesty are not acceptable at ACU." The main point of this policy is that all individual work assignments (non group work) should represent the student's individual work. Turning in another student's work is considered academic dishonesty and will result in no credit being given for the assignment. Penalties can also include receiving a grade of F for the course and recommendation for immediate suspension from the university.

The following actions are also considered inappropriate conduct:

- Providing or accepting assistance on quizzes and examinations (cheating by any method or means, including sharing information between class sections).

- Behaviors which are disruptive, which are insensitive, or which directly or indirectly inhibit others from working toward their academic goals.

- Behaviors which are disrespectful to classmates or to the instructor.
- Submitting work derived by another student or preparing work for another that is to be used as that person's own work. Using work of another constitutes plagiarism. Evidence of shared work will result in a grade of zero for all parties involved.
- Lying to your instructor to receive a better grade, or allowance for a late assignment is considered an ethical breach of conduct.

Violations of academic integrity involve the intention to deceive or misrepresent and are therefore a form of lying. Such actions are contrary to the behavioral norms that flow from the nature of God. Therefore, alleged violations will be subject to the conditions as outlined in the academic integrity policy enforced by the university. Although the university enforces the policy, the most powerful motive for integrity and truthfulness comes from one's desire to imitate God's nature. Every member of the faculty, staff, and student body is responsible for protecting the integrity of learning, scholarship, and research. Please read the COBA honor code on Blackboard under the course information link. The full university policy is available for review at the student life website: www.acu.edu/campusoffices/studentlife/documents/Acad_Integ_Policy_Fa.pdf.

In summary, students are expected to make an ethical and moral commitment to act appropriately in all academic activities and to not tolerate any dishonorable behavior on the part of other students. **Any breach** of academic dishonesty will be addressed and may result in **removal** from this class.

Examinations: There are 10-20 "pop" questions in each module of the virtual learning environment that the student will be required to answer without warning. An assessment will also be administered at the end of each module completed in the VLE. In addition, a final semester exam will be administered as outlined in the class schedule. Exam questions may include traditional exam questions as well as short answer and essay questions. All exams are administered in modules within the VLE. Modular questions will be presented by company representatives, peers, managers, and other personnel in scenarios inside the virtual world. You might be asked one question or, depending on your response, multiple questions, very similar to a professional interaction. Both in the real world and the virtual world, "make up" exams are at the discretion of the manager.

Administrative Comments:
1) This course follows the academic calendar and requirements established by ACU for the spring 2012 term. Refer to this calendar for registration and withdrawal deadlines.
2) To drop a course, you must complete the required paperwork with your advisor.
3) If applicable: You must earn a grade of C or better in this course in order for it to satisfy the pre-requisite requirement for any course for which this course is a pre-requisite.

Contesting Grades:
Students will have three (3) days after a grade is assigned to contest grades received for tests or submitted work. Requests can be submitted by email but must provide reasonable justification for the change request. Grade changes **will not** be considered after this period.

Final Report:
A final written project report is required for the course. This is a University requirement that will demonstrate your writing proficiency concerning an IS/IT topic of your choosing. Final reports will be evaluated by ACU faculty. The report will be the product of written essays assigned throughout the semester and research conducted to support your findings and recommendation to the VLC organization. Guidelines for the report can be found under the Assignments link on Blackboard.

Final Exam:
> The final exam for this course will be offered on **Wednesday, May 9ᵗʰ, 10:30 AM-12:30 PM**.
> **Note: Students must pass the final with a minimum score of 70% to pass the course.**

Summary of Daily Assignments:
> A summary of the class schedule is attached which can also be found on the course blackboard site. Due dates for chapter note sheets, articles, and case reviews will be announced in class. **This schedule can be amended as needed; changes will be announced in class.**

IS 430
Managing Information and Technology Resources
Course Schedule

Subject to change with notice

Week	Topics	Modules	Assignments
1-Jan 11,19	Introductions, orientation, syllabus Virtual environment	Syllabus, VLE course introduction - http://www.vlcglobal.com/docs/course_introduction.pdf	Complete online Orientation to Virtual Learning Environment http://www.vlcglobal.com/acu
2-Jan 24,26	Introduction to VLC business environment	M1 – Intro to MIS and Business IT	Module assignments Essay 1 Due
3-Jan 31, Feb 2	Examples of IS and Strategic Competitiveness, Porter's Five Forces and Information Systems, Systems Model and Information Systems MGMT, Value Chain and IS Management	M2 – Organizational Performance	Module assignments Essay 2 Due
4-Feb 7, 9	*Business Leader Visit, Performance Appraisals, Essay Reviews*	None	*Performance Appraisals/ Essay Reviews*
5-Feb 14,16	Bidder Comparison Customer Sales Microsoft Excel and Access IT Purchasing	M3 – Identifying IS Needs in the Value Chain	Module assignments Essay 3 Due
6-Feb 21,23	Competition and Analytics IT Upgrades The Role of Information Technology in Organizational Change	M4 – Adopting and Adapting to IT	Module assignments Essay 4 Due
7-Feb 28 Mar 1	Asking the Right Questions: Architecture, Infrastructure, and Enterprise	M5 – Architecture, Infrastructure, and Enterprise	Module assignments Essay 5 Due
8-Mar 6,8	*Business Leader Visit, Performance Appraisals, Essay Reviews*	None	*Performance Appraisals/ Essay Reviews*
9-Mar 13,15	*Spring Break*		
10-Mar 20,22	Review, Industrial Marketing on the Internet, Secrets For Software Buyers, Social Media in the INC 500	M6 – Internet Uses for Business	Module assignments *Final Project Assigned*
11-Mar 27,29	Managing a Large Scale Global ERP How to Lead Smart IT Professionals	M7 – The MIS Organization	Module assignments

	MIS Organizations		
12-Apr 3,5	Managing IT in a Downturn, IT Budgets Virtualization, Hosted VOIP, Mobile Workforce Survey, Central's Philosophy for IT Budgeting Network Costs, SOA	M8 – Funding MIS	Module assignments
13-Apr 10,12	*Business Leader Visit, Performance Appraisals, Project Reviews*	None	*Performance Appraisals/ Project Reviews*
14-Apr 17,19	Data Security, Security Threats, Surveillance and Monitoring, Privacy	M9 – MIS Security & Ethics	Module assignments
15-Apr 24,26	Project Management	M10 – Project Management	*Project Presentations*
16-May 1,3	*Project Presentations*	None	*Project Presentations* Final Written Project Due
17-May 9	***Final Exam***		*Wednesday, May 9, 10:30 AM-12:30 PM*