BMS 2411 Information Systems Syllabus
Professor Richard Franklin

Class Meeting Times
Mondays, 6:20 - 9:20 pm
Alumni Hall 532

Course Description

As computer and telecommunications technology have advanced and merged, information technologies (IT) have become the primary enabler of new business initiatives. These initiatives include the development of new products, the design of new and more efficient processes, the opening of new markets, and the fundamental restructuring of organizations.

As a result, the corporate world has made tremendous investments in IT. Those investments have grown over the years to be roughly equivalent to 23% of expenditures. Here is another way to illustrate this: IT investments now have surpassed $5,000 per employee. The difficulty is that there is a tremendous variance in benefits of IT investments, showing that such investments are unreliable in generating ROI.

You likely have already been involved in technology evaluations, decisions and projects, as an ever-increasing proportion of the responsibility for selecting, acquiring, implementing and managing IT is being assumed by business area managers. At the same time, IT managers are expected to be increasingly expert in the fundamentals and strategies of the business. These trends require that everyone in business have a broad-based understanding of the relationship between strategy execution, and the information technologies that enable everything.

This course will address that relationship by examining the different environments in which systems are implemented, the most important technologies and IT issues that are affecting businesses today, the effects the technologies have on organizations, and the critical factors that enable the successful incorporation of information technologies in a business.

Objectives:

When you have completed this course, you should be equipped to:

- Make better-informed decisions about new information technologies and their implications
- Understand how to build competitive advantage through IT and assess the sustainability of that advantage
- Assess and improve plans for reengineering of business processes
- Communicate with IT professionals effectively
- Work as a valuable, contributing partner with business and IT professionals on IT-enabled business projects
- Support efforts towards better security and business continuity and also avoid being an individual victim of security weaknesses
- Assess outsourcing and offshoring opportunities

Course Outline

Week	Topic	Case/Project/Assignment Due
1	Business in the Information Age	
2	Disruptive Innovations	*H.E.Butt Case*
3	Networked Business	*LinkedIn 2008 Case*

4	Enterprise Systems	*Cisco ERP & Web IT Case*
5	Supply Chain	*Crocs Case*
6	Data Management	*Technology Investigation (team)*
7	Mid Term Exam	
8	Outsourcing	*Choosing a Hosting Provider (team)*
9	Security	*Choicepoint Case*
10	Business Continuity	*iPremier (team)*
11	Business Intelligence	*Canadian Tire Case*
12	IT Projects	*Runaway IT Projects*
13	Team Project Presentations	*Team Project Presentations*
14	Final Exam	

Course Materials

Text Materials

Students will be required to purchase a packet of cases. In keeping with the fact that this is a course in information technology, the cases will only be available electronically at the following link:

http://cb.hbsp.harvard.edu/cb/access/7714417

Notebook/Laptop PCs

You will *not* normally need to bring a laptop PC to class. If you like to bring a PC to classes to follow lectures and take notes electronically, that is permissable. However, you *may not* do other work, surf the web, answer EMAIL, watch basketball playoffs, etc. You will be asked to turn off your computer should you be caught doing any of this. Repeated episodes will result in your being told to leave your computer at home and possibly in a lowering of your participation grade.

All computers must be turned off and be closed during case discussions.

Course Requirements and Grading
Case Writeups: 20%

All cases will be written up and turned in on a pass/fail/no credit basis.

Participation: 15%

You must be prepared to contribute every week. Grading will be determined by how frequently one contributes as well as the quality of the contributions. Please note, however, that students need never fear they will be downgraded or "punished" for being "wrong". In a good company, brainstorming and "off-the-wall" ideas are highly valued. If you have something to say, say it!

Also please note that you should bring a tent card with your full name on it to class every week to ensure you are getting credit for your contributions to the discussion.

Team Projects 25%

Exams (Mid Term and Final): 40%

Scoring, grading, testing, and assignment policies

- Unless prior arrangements are made, no late work will be accepted. All work is submitted electronically and is time-date stamped. Please prepare and submit enough in advance so that you will not encounter technical difficulties that will result in your work not being accepted.
- Exams will be delivered electronically over the Internet. Typically exams will be made available for a week so that students can take them at their convenience. For this reason, make-up exams will not be offered.
- Unless otherwise specified, assignments are to be done on an individual basis. Collaboration on individual assignments will be considered a violation of academic integrity (see below) and will result in a *zero* (0) grade for the assignment and additional discipline consistent with University of Pittsburgh policies.
- It is expected that all assignments will be your own original work, not copied and pasted from any source (friends, web sites, etc.). Failure to cite a source and mark quoted material is a serious violation of academic integrity (see below), no matter how small the assignment, and could result in a *zero* (0) grade for the assignment and additional discipline consistent with University of Pittsburgh policies.
- Exams and are objective (i.e. multiple choice & true-false). Scores for tests will be made available via the course web site.

The testing philosophy is that examinations are the vehicle by which students' knowledge of the subject material is evaluated and should not be considered part of the actual learning process itself.

Grade Ranges:

- A+ : 100.00 - 97.00
- A : 96.99 - 92.00%
- A- : 91.99 - 90.00%
- B+ : 89.99 - 87.00%
- B : 86.99 - 82.00%
- B- : 81.99 - 80.00%
- C+ : 79.99 - 77.00%
- C : 76.99 - 72.00%
- C- : 71.99 - 70.00%
- D : 69.99 - 60.00%
- F : < 60.00%

Grading

The Katz School of Business has established guidelines for final grade distributions:

Grade	Distribution
A+, A, A-	30 - 40%
B+, B, B-	55 - 60%
C+, C, C- and below	5 - 15%

Course Policies

Academic Integrity:

Students in this course will be expected to comply with the [University of Pittsburgh's Policy on Academic Integrity.](#) Any student suspected of violating this obligation for any reason during the semester will be required to participate in the procedural process, initiated at the instructor level, as outlined in the University Guidelines on Academic Integrity. This may include, but is not limited to, the confiscation of the examination of any individual

suspected of violating University Policy. Furthermore, no student may bring any unauthorized materials to an exam, including dictionaries and programmable calculators.

Disabilities:

If you have a disability that requires special testing accommodations or other classroom modifications, you need to notify both the instructor and the Disability Resources and Services no later than the 2nd week of the term. You may be asked to provide documentation of your disability to determine the appropriateness of accommodations. To notify Disability Resources and Services, call 648-7890 (Voice or TTD) to schedule an appointment. The Office is located in 216 William Pitt Union.

Communication:

CourseWeb is the official mode of communication for this course. All materials and information pertaining to the course will be placed into CourseWeb. It is the student's responsibility to check frequently for announcements that might affect them in the course.

Students are responsible for the completion of all assignments posted into CourseWeb, regardless of whether those assignments have been discussed in class or not.

Cellphones/Blackberrys/Pagers/PCs

Cellphones and all other messaging devices are to be turned off, no exceptions. Blackberrys and similar devices are not permitted. If you typically carry one, turn it off and stow it. Pagers -- and only if you are required to be on call -- should be placed in silent mode.

If you like to bring a PC to classes to follow lectures and take notes electronically, that is permissable. However, you *may not* do other work, surf the web, answer EMAIL, watch basketball playoffs, etc. You will be asked to turn off your computer should you be caught doing any of this. Repeated episodes will result in your being told to leave your computer at home and possibly a reduction in your participation grade.

EMAIL:

EMAIL will be used for one-to-one communication and as a supplement to CourseWeb announcements. Since CourseWeb is linked to student's *University* EMAIL accounts, it is the responsibility of each student to frequently check their *University* account for messages relevant to this class. In the event a student does not use or wish to check their *University* account, it is the student's responsibility to set up EMAIL forwarding to the EMAIL account of their choice.

Copyright Notice

These materials may be protected by copyright. United States copyright law, 17 USC section 101, et seq., in addition to University policy and procedures, prohibit unauthorized duplication or retransmission of course materials. See Library of Congress Copyright Office and the University Copyright Policy.

Accessibility
Blackboard is ADA Compliant and has fully implemented the final accessibility standards for electronic and

information technology covered by Section 508 of the Rehabilitation Act Amendments of 1998. Please note that, due to the flexibility provided in this product, it is possible for some material to inadvertently fall outside of these guidelines.

Statement on Classroom Recording

To ensure the free and open discussion of ideas, students may not record classroom lectures, discussion and/or activities without the advance written permission of the instructor, and any such recording properly approved in advance can be used solely for the student's own private use.