IS-679-851: Information Systems Strategy

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Course Site: in NJIT Moodle

Description
This course explores issues and approaches in managing information systems in organizations and how they integrate, support, and enable various types of organizational capabilities. It takes a management perspective in exploring the acquisition, development and implementation of efficient and effective information systems.

The course also addresses issues relating to defining a high-level technology infrastructure and the systems that support the operational, administrative and strategic needs of the organization. The course is focused on developing an intellectual framework that will allow leaders of organizations to critically assess existing infrastructures and emerging technologies as well as how these enabling technologies might affect organizational strategy.

The course introduces two major, related challenges and requirements facing management: (1) IT Policy and Strategy and (2) Project and Change Management. The first part of the course defines the context by focusing on the information technology, policies and plans that support the operational, administrative and strategic needs of the organization. The second part focuses on the processes related to managing projects within an organizational context and the related issues of managing the changes in organizations resulting from introducing or revising information systems.

The course assignments include discussion questions, written case studies, a mid-term exam and a final research paper. Class participation and discussions in the online forum is a significant requirement.

Objectives
To provide students with an understanding of the nature of IT’s role in the present and future business environments, the methodology used in their delivery, and the management issues involved in their successful application to business problems. The following topics will be covered:

- Aligning IT goals and organizational strategy
- Translating IT objectives into operating processes, policies and procedures
- IS planning: architecture, infrastructure, funding and sourcing
- The IS organization: human resources, organizational structure and governance
- Legal and ethical issues related to using information, regulatory compliance
- Methods to measure and demonstrate the value of IT
- Project life cycles, change control and risk management
- The role of IT in organizational change
- Organizational influences on project success (culture, rewards and measures)
- Dealing with the challenges of implementation
- Best Practices and Practical Tips
- Applicable IS theoretical frameworks
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Text

Honor Code
Any evidence of cheating in any form, including plagiarism, will be dealt with according to the honor code of NJIT (course failure and suspension or expulsion). Please note: There will be no warnings or chances with regard to cheating. Any discovered case of cheating will be immediately passed to the Dean of Students for further investigation.

This is your warning now. Cheating is not worth it - you may not only fail this course, but also be suspended from NJIT. The full text of the NJIT Honor Code is available for your review at http://www.njit.edu/academics/honorcode.php

Regarding Participation
Class members come to IS-679 a myriad of backgrounds, experiences and opinions. Some of you will have no IS experience at all! Everyone will benefit from everyone else's knowledge. We are structuring the class to encourage discussion and expect everyone to join in these discussions and contribute appropriately.

On-Line Computer Conferences
We shall be using the Moodle learning management system. Our class will have several "conferences" or discussion areas, once you log on. For each discussion topic you should participate and make relevant comments. Your comments should add significantly to the discussion by suggesting other solutions, pointing out problems, or even totally disagreeing! Simply saying "I agree" is not enough --- be sure to tell us WHY! Your discussion will be evaluated based on:

1. Quality of your response
2. Timeliness of your response
3. Ability of your comments to motivate others in a collaborative effort.

Your discussion responses may be informal, as they will not be graded for grammar but be sure that you're presenting your thoughts in a clear and logical manner.

Grading

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<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Participation and discussions</td>
<td>20%</td>
<td>As assigned</td>
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<tr>
<td>Article Review and Presentation</td>
<td>10%</td>
<td>09/17</td>
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<tr>
<td>Team Case Studies Reports and Presentations</td>
<td>20%</td>
<td>10/08 and 10/29</td>
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<tr>
<td>Exam</td>
<td>20%</td>
<td>11/05</td>
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<tr>
<td>Article Review and Presentation</td>
<td>10%</td>
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<tr>
<td>Final Individual Case Study Report and Presentation</td>
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<td>12/10</td>
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Assignments Details
There will be several major activities/assignments over the semester. Peer evaluations are required on the Team Case reports and presentations.

Participation and discussions (20%)
Discussion Questions designed to explore topics and concepts will be posted. Generally, your responses to each discussion question should be at least 250 words in length, but no more than a full page. You should post your initial response to discussion questions not later than WEDNESDAY of the due week. You are expected to comment on responses posted by others when you have additional thoughts on the subject matter or if you have any questions or feedback.

Papers and Articles will also be posted to foster discussions and introduce important topics.

Exam (20%) Due 11/05

Assignments (60%)
Article Review and Presentation: Jerry Luftman, Tal Ben-Zvi, Key Issues for IT Executives 2011: Cautious Optimism in Uncertain Economic Times (10%) Due 09/17

Submit a 3 to 5 page article review and a presentation consisting of 8 to 10 PowerPoint slides, with the following content:

- Summary of the paper
- Contribution of the paper
- Integrate course concepts into your paper (Pearson & Saunders)
- Critique/analysis of the paper
- Lessons learned- Add value to the paper

Team Cases from Pearlson & Saunders -2 (10% each) to be assigned by the instructor
Case 1 due: 10/08; Case 2 due 10/29

We will do two case studies for which I will provide you with a series of questions. Groups will be formed and you will work collaboratively on the answers. The result of your work will be a written case study report and PowerPoint presentation with the following content:

- Introduction: Basic description of the case, giving who the players are and what is happening.
- Analysis: What is the problem or problems and why.
- Solutions: What are the possible solutions and their Pros and Cons
- Recommendation: What would you propose as a solution to the problem?
- Answers to the case study questions.

It’s very important to integrate the relevant articles and course materials in to your analysis.
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Article Review and Presentation
(10%) Due 11/19

Select an article published from Journal of Strategic Information Systems, Information & Management, or other publication approved by professor, and submit a 3 to 5 page article review and a 8-10 PowerPoint slide presentation with the following content:

- Summary of the paper and important points
- Reason the paper was written or Motivation behind the paper
- Value/contribution of the paper.
- Integrate course concepts (Pearlson & Saunders)
- Critique/Analysis- Critical questioning of the article
- Lessons learned- Add value to the paper

Final Individual Case report and presentation- To be assigned by the instructor.
(20%) Due 12/10

We will do a final case study for which I will provide you with a series of questions. The result of your work will be a written case study report and PowerPoint presentation with the following content:

- Introduction: Basic description of the case, giving who the players are and what is happening.
- Analysis: What is the problem or problems and why.
- Solutions: What are the possible solutions and their Pros and Cons
- Recommendation: What would you propose as a solution to the problem?
- Answers to the case study questions.

It’s very important to integrate the relevant articles and course materials in to your analysis.
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**Course Schedule** - We will cover approximately one chapter each week

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<td>#1 – Sep 3</td>
<td>Course Introduction</td>
<td>Introduction</td>
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<td>#2 – Sep 10</td>
<td>The Information Systems Strategy Triangle</td>
<td>Chapter 1</td>
<td>Discussion Questions</td>
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<td>#3 – Sep 17</td>
<td>Strategic Use of Information Resources</td>
<td>Chapter 2</td>
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<td>#4 – Sep 24</td>
<td>Organizational Impacts of Information Systems Use</td>
<td>Chapter 3</td>
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<td>#5 – Oct 1</td>
<td>Information Technology and the Design of Work</td>
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<td>#6 – Oct 8</td>
<td>Information Technology and Changing Business Processes</td>
<td>Chapter 5</td>
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<td>#7 – Oct 15</td>
<td>Architecture and Infrastructure</td>
<td>Chapter 6</td>
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<td>#8 – Oct 22</td>
<td>Information Systems Sourcing</td>
<td>Chapter 7</td>
<td>Discussion Questions</td>
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<td>#9 – Oct 29</td>
<td>Governance of the IS organization</td>
<td>Chapter 8</td>
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<td>#10 – Nov 5</td>
<td>Using Information Ethically</td>
<td>Chapter 9</td>
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<td>#11 – Nov 12</td>
<td>Funding IT</td>
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<td>#12 – Nov 19</td>
<td>Project Management</td>
<td>Chapter 11</td>
<td><em>Article Review and Presentation</em></td>
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<td>#13 – Nov 26</td>
<td>Managing Business Knowledge</td>
<td>Chapter 12</td>
<td>Discussion Questions</td>
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<td>#14 – Dec 3</td>
<td>Current Topic</td>
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<tr>
<td>#15 – Dec 10</td>
<td>Course Summary</td>
<td></td>
<td><em>Final Individual Case Study Report and Presentation Due On Dec 10 NO Extensions</em></td>
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