

MIS 415: Managing the Information Systems Resource
Spring 2011 Syllabus
Tuesdays, Thursdays 5:30 -6:45 pm Bloch 114

Professor: Roger Alan Pick
Office: Bloch 237
Voice: 816.235.2336
FAX: 816.235.6506
E-Mail: pickr@umkc.edu
Please preface the subject line of e-mail messages with "MIS 415:"
Web Site: <http://p.faculty.umkc.edu/pickr/>

Office Hours: By appointment or drop-in.

I'm in my office almost every afternoon and will be happy to meet with you on a drop-in basis if my schedule permits me to do so. If you need to see me, it's best to schedule an appointment to ensure my availability.

Course Information:

Catalog Description:

All organizations today have information systems, and managing the related resources (systems personnel, software applications, databases, networks, computing hardware) is a necessary skill for many employees. This course is aimed at developing the non-technical skills that business-school graduates need to make appropriate decisions about the deployment of information systems throughout the firm.

Course activities will include lectures and discussion, case discussions and presentations, presentations on the business use of IT, and quizzes.

Class Site: <http://blackboard.umkc.edu/>

You will need your UMKC Exchange username and password for access.

Prerequisites: MIS 202 or 203, and six hours of business school courses at the 300-level or above.

Required Text: Keri E. Pearlson and Carol S. Saunders, *Managing and Using Information Systems: A Strategic Approach, Fourth Edition*, John Wiley and Sons, 2010. ISBN: 978-0-470-34381-4.

Course Objectives: By the end of the course you should:

- Develop the ability to become more knowledgeable participants in information systems decisions.
- Feel comfortable asking questions when asked to contribute to decision making about information systems.
- Develop a foundation of basic concepts relevant to using and managing information.

- Begin to form a point of view of how information systems will help, hinder, and create opportunities for organizations.
- Develop an understanding of how IT is managed.

Grading:

10 Individual Quizzes (top 10 of 12) [10 points each]	100 points
2 Comprehensive Exams [50 points each]	100 points
11 Individual Case Preparations [4 points each]	44 points
Miscellaneous In-class Activities	6 points
1 Group Case Presentation	25 points
<u>1 Short Individual Paper</u>	<u>25 points</u>
Total	300 points total

Individual Quizzes:

There will be 12 short individual quizzes.

The quizzes are designed to ensure that you have read the assigned material and are prepared for class. All quiz questions will be closed-book, closed notes. The quizzes will cover material from the assigned chapter reading from the text for that class period. The questions will be multiple choice, True/False, short answer, and/or fill-in-the-blank.

I understand anyone can have a bad day (or two) and emergencies occasionally arise, therefore the 2 lowest quiz grades will be dropped. If students miss 1 or 2 quizzes for any reason, those will be the grades dropped. If you miss a third or fourth quiz for any reason, you may make them up by taking a comprehensive makeup quiz during finals week. Students who miss more than 4 quizzes will receive 0s on the additional missed quizzes.

Exams:

There will be 2 comprehensive exams; each exam will cover material covered to that point during the semester. The second exam will emphasize later material, but may include topics covered prior to the first exam. Neither of these exams will be dropped.

Individual Case Preparations:

Students are also required to read the assigned cases before class and come prepared for the discussion. To that end, each student must submit a short (one paragraph on paper) answer to one of the case questions (each student may choose any question from the case) at the beginning of class on each day a case is assigned in class. If the case preparation answer is submitted at the beginning of class, the student will receive credit for completing the assignment.

There are 12 cases assigned during the semester. As each student will be responsible for participating in presenting 1 of these cases, he/she will be responsible for submitting 11 preparation answers over each of the other cases.

A student who is unable to attend class (for any reason) on the day a case preparation answer is due may submit the answer electronically before class begins (i.e., before 5:30 pm) in order to receive credit for the assignment.

Once class has begun, no case preparation answers will be accepted. Students may not work on the answer during class and submit the answer later during class. If you are late arriving for class, the case preparation answers will not be accepted.

Miscellaneous In-Class Activities:

During the semester there will be a variety of in-class activities. You will receive credit each time you participate in one of these activities. If you participate in all of the activities you will earn full credit.

Groups:

Discussing and analyzing new information with others is one successful method of learning. During the semester several activities will be completed in-class in groups.

In addition, one case presentation will be completed in groups.

You will be asked to divide yourselves up into groups of 4 or 5. Time will be allotted in class on Thursday, January 13th for this purpose.

Group Case Presentations:

In groups of 4-5, you will sign up for and prepare and present one case during the semester. Each group will be responsible for taking the lead on a case and come to class ready to present the facts of the case, additional information from other sources related to the case, and answers to the case questions to the class. (All students must read the case and be prepared for the discussion.)

Individual Paper:

You shall create a paper based upon your research into a major failure caused by a poorly planned or executed rollout or operation of information technology. You should discuss a topic in advance to be sure it is acceptable or you can choose one of the following topics:

- Problems counting punch-card ballots in Florida after the November, 2000 Presidential election.
- Problems in Florida again with computer-based voting machines in the primary election in September, 2002.
- The use of computerized voting in a number of jurisdictions in which it is impossible to rule out the occurrence of fraud.
- Botched implementations of SAP ERP software at Whirlpool, Hershey, FoxMeyer Drugs, and others.
- The Johnson County, Kansas Adult Detention Center usage delayed by more than a year due to an "incomplete and unacceptable" security system.
- Inadequate geographic coverage in Kansas City, Missouri police and fire radio system.
- A misconceived billing system cost Oxford Health Plans, Inc. millions.

- A bungled merger of computer systems during the merger of the Southern Pacific Railroad with the Union Pacific Railroad caused the lines to lose track of thousands of railroad cars.
- A similar problem when CSX and Norfolk Southern agreed to divide Conrail between them.
- Massive traffic jams caused by failures of computerized traffic signals in a number of jurisdictions.
- A number of incidents and accidents involving fly-by-wire aircraft such as the Airbus A319/320/321/330/340 series and the Boeing B777.
- The two-day delay in the first space shuttle launch caused by a computer clock synchronization problem.
- Simultaneous failure of all three computers on Space Shuttle Columbia during reentry and landing in December, 1983.
- The widespread power outage on July 2, 1996, triggered by a single tree falling on a wire in Idaho, was worsened by problems in real-time software controlling the western US power distribution grid.
- Several botched implementations of PeopleSoft at various universities.
- Closures of trading at NYSE and other exchanges due to computer problems.
- The four-hour collapse of the Arpanet (precursor to the Internet) in October, 1980.
- The release of buggy software into the market by Microsoft.
- Outage of the AT&T long distance network in January, 1990 caused by a software error.
- The opening of Denver International Airport was delayed for months due to problems with its luggage system.
- The FBI's Virtual Case File.
- Turning off automated alarm systems on the Deepwater Horizon oil platform were among the causes that led to the worst oil spill in history.

Your paper should cover the following points:

- An overview of the organization in which the technology was being installed.
- The nature of the difficulty and the causes if you are able to identify them.
- Estimate the cost of the failure in dollars or in human life (if applicable) to the organization as well as to others that depends on it (such as customers).
- Explain how the problem could have been avoided.

You will turn in one deliverable:

- A document (in .doc, .docx, or .pdf format) of no more than eight pages including
 - Title page (your name, a title for your report, name of the organization that incurred the failure, and a short executive summary taking no more than half a page.
 - Body of the report of at least three pages and no more than six pages.
 - References cited.

Your filename for the deliverable should include your name, "Report" and "MIS415" as part of the filename; you may include other characters in the filename if you wish and it

is helpful to you. These deliverables should be uploaded to Blackboard by 11:00 pm on April 5.

Incomplete:

I am permitted to give incomplete grades to students who have been unable to complete the work of the course because of illness or serious reasons beyond their control. This work must be completed within one calendar year to avoid the incomplete grade lapsing to an F. You should bring up problems in advance when you can do so.

On Effort:

Performance may be affected by your effort, which in turn may be affected by the grade you need to receive. However, just as in most workplaces where salary is affected by your performance rather than your effort and needs, grades in this class will come from performance.

Responsibilities:

You have responsibilities to yourselves, your fellow classmates, and the professor. You are preparing for a career in business. You have a right to be treated professionally, and a responsibility to treat other people, both professors and fellow students, professionally. In particular:

- You are expected to attend class. Each student is responsible for all information covered in lectures, all announcements made in class, and all handouts distributed during class. If you do not attend class, you will not do well in this course. According to the July-August, 2010 issue of *Academe*, "By tolerating absenteeism, teachers ignore an obvious fact: class attendance significantly improves academic performance. Even after controlling for student ability and prior interest in the course material, studies ... have demonstrated the robust relationship between attendance and academic performance. For example, ... grades of students who regularly attended large lecture courses ... were on average a full letter grade higher than those of students who attended only sporadically. ... These and other studies strongly indicate that students should attend all class meetings if they want to maximize their grades," (page 26).
- Be prepared for and participate in class lecture and case presentation discussions activities. Please ask questions when you don't understand the material and share comments with the class.
- Make up quizzes will be administered only on the date designated. You must take all make up quizzes at that time, no matter how many you have missed.
- If you make an appointment with me either keep it or call or email to cancel.
- For 75 minutes, you owe it to yourself to pay attention to class: turn off your cell phones, turn off your pagers. No text messaging. No Facebook. No surfing the web. No email.
- Members of this course are expected to treat each other with respect. During discussions, be patient with ideas that at first might seem weird, be patient with the other members of this course.
- Contribute to group in-class activities.

- Be an active and involved group member when developing case presentations and while working on the group project. Your fellow group members are counting on you. Involve your fellow group members in the activities.
- You are also responsible for being aware of all assignments, due dates, and other course scheduling information.

Academic Honesty:

You are expected to exhibit high standards of academic honesty. Cheating and plagiarism will not be tolerated.

- Individual quizzes and exams are closed book, closed notes, and are to be taken without assistance. Persons observed cheating on a quiz or exam will receive a grade of zero.
- Similarly, plagiarism of presentations, projects, and papers is unacceptable. Answers to all assignments should be presented in your own words. A grade of zero will be assigned on any such item where plagiarism has been detected.
- University regulations require that I report the infraction to the Bloch School administration, which may in turn report the incident to the UMKC administration. Therefore, additional penalties may be applied.
- Student conduct policies are available at:
<http://www.umsystem.edu/ums/departments/gc/rules/programs/200/010.shtml>

ADA Policy:

If you have any questions about a disability, or desire accommodation under the Americans with Disabilities Act, please contact the Office of Disabled Student Services - 816.235.1083. Their website is: <http://www.umkc.edu/disability/>

Weather:

The university announces class cancellations on their web site. If the university has not announced that classes are canceled during bad weather, check the class Blackboard site.

- If I feel it is necessary to cancel class, there will be a message stating so on Blackboard.
- If you're unable to attend class during bad weather when the class has not been canceled, please e-mail me before class.
- If class is canceled due to inclement weather, all activities scheduled for the canceled session will take place during the next class meeting including exams and assignment due dates.

Additional Policies:

The division, the Bloch School, and UMKC have additional policies that may apply to the conduct of the course. If this syllabus violates either the UMKC catalog or the Collected Rules of the University of Missouri, those take precedence over the syllabus.

Modification of the Course Syllabus:

All course requirements, course grading standards, and due dates for assignments for this course are subject to change at the discretion of the professor.

Finally, all aspects of this class will be handled logically, sensibly, and with understanding of your situation. This syllabus will not be followed blindly in defiance of common sense; exceptions can and will be made according to good judgment. If there is a change in course policy, it will be announced and explained during class and the online version of this syllabus will be amended.

Sources:

Some of the policies and practices described in this syllabus come from the ideas of other professors. My major source is Dr. Sidne Ward of UMKC. Other sources are Dr. Bruce Bubacz of UMKC, Dr. Duane Truex of Georgia State University, Dr. Arthur H. Gilbert of University of Western Florida, and Dr. William Friedman of University of Central Arkansas.

Tentative Schedule

CLASS SESSION	MATERIAL	ACTIVITIES
January 11	✓ Course Introduction	Introductions Syllabus Review
January 13	✓ Group exercise	Initial group selection
January 18	✓ Chapter 1: The Information Systems Strategy Triangle	Quiz Lecture/Discussion Groups Sign Up For Case Studies
January 20	✓ Group Presentation: Case Study 1-2: Google	Case Presentation Lecture/Discussion
January 25	✓ Chapter 2: Strategic Use of Information Resources	Quiz Lecture/Discussion
January 27	✓ Group Presentation: Case Study 2-2: Zipcar	Chapter One Lecture Continued Case presentation
February 1	✓ Chapter 3: Organizational Impacts of Information Systems Use	Quiz Lecture/Discussion
February 3	✓ Group Presentation: Case Study 3-1: US Air and America West Merger Case ✓ Group Presentation: Case Study 3-2: The FBI	2 Case Presentations
February 8	✓ Chapter 4: Information Technology and the Design of Work	Quiz Lecture/Discussion
February 10	✓ Group Presentation: Case Study 4-1: Automated Waste Disposal, Inc.	Case presentation Lecture/Discussion
February 15	✓ Chapter 5: Information Technology and Changing Business Processes	Quiz Lecture/Discussion
February 17	✓ Group Presentation: Case Study 5-1: Santa Cruz Bicycles ✓ Group Presentation: Case Study 5-2: Boeing 787 Dreamliner	2 Case Presentations
February 22	✓ Chapter 6: Architecture and Infrastructure	Quiz Lecture/Discussion
February 24	✓ Group Presentation: Case Study 6-2: Johnson & Johnson's Enterprise Architecture	Case presentation Lecture/Discussion
March 1	✓ Chapters 1 - 6	Review
March 3	✓ Chapters 1 - 6	EXAM

March 8	✓ Chapter 7: Information Systems Sourcing	Quiz Lecture/Discussion
March 15	✓ Group Presentation: Case Study 7-1: Sodexo Asia Pacific	Case presentation Lecture/Discussion
March 17	✓ Chapter 8: Governance of the Information Systems Organization	Quiz Lecture/Discussion
March 22	✓ Group Presentation: Case Study 8-2: Toyota Motor Sales	Case presentation Lecture/Discussion
March 24	✓ Chapter 9: Using Information Ethically	Quiz Lecture/Discussion
March 29 & 31	✓ No Class	Spring Break
April 5	✓ Case Study 9-1: Six Situations ✓ Individual report must be uploaded to Blackboard by 11:00 pm.	Group Activities
April 7	✓ Chapter 10: Funding IT	Quiz Lecture/Discussion
April 12	✓ Group Presentation: Case Study 10-2 IT Doesn't Matter	Case presentation Lecture
April 14	✓ Chapter 11: Project Management	Quiz Lecture/Discussion
April 19	✓ Group Presentation: Case Study 11-2 London Traffic Jams	Case presentation Lecture/Discussion
April 21	✓ Chapter 12: Managing Business Knowledge	Quiz Lecture/Discussion
April 26	✓ Chapters 7 - 12	Review
April 28	✓ Chapters 1 - 12	EXAM
May 3, Tuesday, 5:45 – 7:45 p.m.	✓ Scheduled Final Exam Period	Makeup Quizzes

Contact me at

pickr@umkc.edu; or

Bloch Management School, University of Missouri - Kansas City,
5110 Cherry Street, Room 237, Kansas City, MO, 64110-2499 US; or
(816) 235-2336.

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