Course Syllabus
MIS 6302.0G1
School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section   MIS 6302.0G1
Course Title   Strategic Impact of Information Technology
Term and Dates   Summer 20098   (May 263 – August 313)

Professor Contact Information

Professor   Dale Chisamore
Office Phone   972 672-1245 (Cell)
Other Phone   972 596-1107
Email Address   dchisam@utdallas.edu **(Please use WebCT as primary email)**
Office Location   No office on campus
Online Office Hours Contact Dr. Chisamore to schedule meetings.
                     Available to take phone calls anytime.

About the Instructor

Dr. Dale Chisamore – Senior Lecturer, Management Information Systems, School of Management, UT Dallas. Courses taught include, Management Information Systems Fundamentals, Systems Analysis and Design, Database Fundamentals and Strategic Impact of IT. Research interests include Internet applications, Structured Case Analysis and Online Learning. Business experience includes 27 years with Electronic Data Systems in various business, managerial and consulting roles.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MIS 6204, MIS 6350 or permission of the instructor

Course Description

MIS 6302 Strategic Impact of Information Technology *(3 semester hours).* The strategic implications of information technology (IT) will be explored in this course with particular emphasis placed on competitive strategy as it relates to IT.   Competitive advantage accruing from adoption of information technology solutions will be considered along with the impact of the Internet on business strategy. Economic issues, benefits and risks associated with technology adoption will be discussed in this course. This course is designed to provide a balanced view of IT and business principles. Cases involving strategic business, as well as, Information Technology issues are assigned to provide the student with real-world exposure. The objective of this course is to prepare the student for making decisions in business about

IT. An important ingredient in intelligent decision-making is to understand IT strategy and the role of IT within the organization.

Student Learning Objectives/Outcomes

Specifically, at the end of the course, the student will be able to:

- Identify and apply the appropriate business models to analyze the role of IT in an organizational strategy
- Analyze and evaluate the facts of a case to provide management with inconsistencies, gaps, redundancies and opportunities in current management IT strategies
- Create IT initiatives that can be justified from a business perspective
- Identify the role of IT in managing a networked business

Required Textbooks and Materials

Textbook: Corporate Information Strategy and Management, 7th Edition, Lynda M. Applegate, Robert D. Austin, and F. Warren McFarlan, Irwin/McGraw-Hill, 2007. (Earlier editions are **not acceptable** for this course.)

Textbooks and some other bookstore materials can be ordered online through MBS Direct Virtual Bookstore or Off-Campus Books online ordering site. They are also available in stock at the UTD Bookstore and Off-Campus Books.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience. Please review the important technical requirements and the web browser configuration information.

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Course Access and Navigation

This course was developed using a web course tool called WebCT. It is to be delivered entirely online. Students will use their UTD NetID account to login to the course UTD Galaxy: http://galaxy.utdallas.edu, or at http://webct6.utdallas.edu. Please see the course access and navigation information.

To get started with a WebCT course, please see the Getting Started: Student WebCT Orientation.

If you have any problems with your UTD account or with the UTD WebCT server, you may contact UTD Computer Help Desk: access Live Web Support, email to: assist@utdallas.edu or call the UTD Computer Helpdesk at: **972-883-2911**. If you encounter any technical difficulties within the course site, please send an email to gmbasupport@utdallas.edu.

Communications

This WebCT course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. Please see more details about communication tool information.

Another communication tool available to students is live voice chat in the 3D virtual world of Second Life. Instructions for accessing the UTD SOM Island in Second Life can be found at http://som.utdallas.edu/secondlife.

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course Email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

Student Resources

Access to many University resources are available to students. Some sources of interest include:

UTD Distance Learning: http://www.utdallas.edu/distancelearning/students

McDermott Library: Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to http://www.utdallas.edu/distancelearning/students/libraries.html

Student Assessments

Grading Information

Weights

Quizzes (3)	30%
Exercises (7)	10 %
Final Exam	30%
Case (2)	30%
Total	100%

Grading criteria

Scaled Score	Letter Equivalent
90-100	A
80-89	B
70-79	C
Less than 70	F

Grading Policy

There will be reading assignments from posted articles and Applegate book. Written exercises will be assigned at the end of each session. These exercises will be on WebCT and will have a due date and time.   There will be a 20% penalty for assignments turned in late. There are extra credit assignments that will be used during the semester to help boost the assignment scores. Each extra credit assignment can be used to replace a regular assignment if the score is higher.

Accessing Grades

Students can check their grades by clicking "My Grades" under Course Tools after the grade for each assessment task is released.

Case Rating Form (First Case Deliverable)

Characteristic Assessed	Excellent	Good	Fair	Poor	Missing
1. Vision or Mission	4	3	2	1	0
2. Corporate Goals and Objectives	4	3	2	1	0
3. Value	4	3	2	1	0
4. Model application 1	4	3	2	1	0
5. Model application 2	4	3	2	1	0
6. Model application 3	4	3	2	1	0
7. Recommendations	4	3	2	1	0
8. Written case report	4	3	2	1	0

Total Score: ____ / 32

Course Policies

Make-up exams

Please contact Dr. Chisamore for make-up quizzes and exams

Extra Credit

Extra credit assignments are available and are due the week of each quiz.

Late Work

Please contact Dr. Chisamore when you are aware of problems completing required work.

Special Assignments

No special assignments this semester.

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in WebCT to monitor student activity. Students are also required to participate in all class activities such as discussion board activities, chat or conference sessions and group projects.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should report any problems to the instructor and also email gmabsupport@utdallas.edu. The instructor and GMBA Staff members will respond to student's request at the earliest possible time during the next working day.

Assignments

Please see WebCT for a current description of assignments.

Group Projects

There are two group case analysis projects. Please see WebCT course site for details.

Groups will be assigned at the beginning of the class and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. A private discussion area will be set up on the discussion board for internal group communications. A group chat room can also be created for each group to use. A web conference system, **Elluminate Live**, is available for use. Teams can schedule a live web conference for team work. Please see communication tool information for instructions on making a reservation and other web conference information. Meeting spaces have also been set up on the UTD SOM Island in the 3D virtual world of **Second Life**. Instructions for accessing the island can be found at http://som.utdallas.edu/secondlife.

Assignment submission instructions

You will submit your assignments (in the required file format with a simple file name and a file extension) by using the Assignments tool on the course site. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). Please refer to the Help menu for more information on using this tool. **Please note**: each assignment link will be deactivated after the assignment due time. After your submission is graded, you may click each assignment's "Graded" tab to check the results and feedback.

For the team project assignment, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded.

Participation/Discussions

All students are expected to participate in group cases, as well as, class discussions for assigned articles.

Online Tests/Quizzes

There will be three quizzes during the semester. You will have 45 to 60 minutes to complete each quiz depending upon the number of questions. Questions will be taken from assignments, articles and readings.

You can access quizzes/exams by clicking the Assessments link on the course menu or see the quiz/exam icon on the designated page. Each quiz is timed and can be accessed only one time within the scheduled time window. Please read the on-screen instructions carefully before you click "Begin Assessment". After each quiz is graded and released, you may go back to the Assessments page and click "View All Submissions" to review your exam results.

Final Examination

Final exam will contain questions from the topics covered during the entire semester. Some questions will come from assignments and online quizzes.

Proctored Final Exam Information

This course requires a proctored final examination. An on-campus class exam session is scheduled on **Fri. August 07, 2008, 6 – 8:30 PM, at SOM 1.102.**

Students who are not able to attend this exam session with the instructor can arrange an individual proctored exam with a testing service of their choice at a date within this required exam time window: **August 06 to August 08**. For local students, testing services are available at the UTD Learning Resources Center. Students who find UTD geographically inconvenient may use a preapproved testing service at a convenient location. All individually arranged proctored exams must be completed within the stated exam time window. Student using either the UTD testing service at the Learning Resources Center or an outside testing service **must** inform the instructor, as well as the Global MBA Online office (gmbasupport@utdallas.edu). A proctored exam form must be completed and sent back to the GMBA Office before **Fri. July 10.** Please go to the **Proctored Exam Information** page to **download the Proctored Exam Form** and find all the detailed information and procedures on arranging a proctored exam. All completed exams must be received by Mon. **August 11** to allow timely grade reporting to the UTD Registrar.

The GMBA Office requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student fails to submit the exam form on time, the student will be required to come to campus and attend the scheduled class exam session (Or seek instructor's approval for any special arrangements).

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Academic Calendar

WEEK	TOPIC/LECTURE	READING	ACTIVITY	ASSESSMENT
0 05/26~~3~~	Course access and self-orientation Familiarize yourself with course content on WebCT		Self-introduction Group sign-up	
1 05/26-05/31	Introduction: Challenges of Managing in a Network World Listen to Course Module Introduction	Applegate, Introduction "Structuring Case Analysis for Asynchronous Online Delivery" by Dale Chisamore	Exercise 1	Due Sunday, May 31, by 11:00pm
2 06/01-06/07	IT and Strategy Listen to Course Module 1	Chapter 1, Applegate "The Value of Computers, Information and Knowledge" by Paul A. Strassmann	Exercise 2	Due Sunday, Jun 07, by 11:00pm Case proposal due by 11 pm
3 06/08-06/14	Chapter 2, Applegate Listen to Course Module 2	"Strategic alignment: Leveraging information technology for transforming organizations" by J.C. Henderson and N. Venkatraman	**Online Quiz 1** Extra Credit Assignment 1	Available from Noon 06/14 (Sunday) through 06/15 11:00 pm (Monday). Due 06/14, 11 pm
4 06/15-06/21	Extending the Enterprise Listen to Course Module 3	Chapter 3, Applegate "Five steps to a dot.com strategy: How to find your footing on the Web" Sloan Management Review; Cambridge; Spring 2000;	Exercise 3	Due Sunday, June 21, by 11:00pm

5 06/22-06/28	Making the case for IT Listen to Course Module 4	Chapter 4, Applegate "IT Doesn't Matter", Nicolas G. Carr (Read responses) in Text Pages 248 through 276	Exercise 4 and **Case 1**	Sunday, June 28 by 11:00pm
6 06/28-07/05	Understanding Internetworking Infrastructure Listen to Course Module 5	Chapter 5, Applegate "Management by Maxim: How Business and IT managers can Create IT Infrastructures" by Marianne Broadbent and Peter Weill	**Online Quiz 2** Extra Credit Assignment 2	Available from Noon 07/05 (Sunday) through 07/06 11:00 pm (Monday). Due 07/06, 11 pm
7 07/06-07/12	Assuring Reliable and Secure IT Services Listen to Course Module 6	Chapter 6, Applegate "The Global State of Information Security 2008" by Kim Nash	Exercise 5	Due Sunday, July 12 by 11:00pm
8 07/13-07/19	Managing Diverse IT Infrastructures Listen to Course Module 7	Chapter 7, Applegate "Why haven't We Mastered Alignment? The Importance of Informal Organization Structure" by Yolande E. Chan	Exercise 6	Due Sunday, July 19 by 11:00pm
9 07/20-07/26	Organizing and Leading the IT Function Listen to Course Module 8	Chapter 8, Applegate Beyond Outsourcing: Managing IT Resources as a Value Center N. Venkatraman	**Online Quiz 3** Extra Credit Assignment 3	Available from Noon 07/26 (Sunday) through 07/27 11:00 pm (Monday). Due 07/27, 11 pm
10 07/27-08/02	1. Managing IT Outsourcing Listen to Course Module 9	Chapter 9, Applegate "How to Manage an IT Outsourcing Alliance" F. Warren McFarlan and Richard L. Nolan "The Hidden Costs of IT Outsourcing" Jérôme Barthélemy	Exercise 7 and **Case 2**	Exercise 7 and Case 2 Due 08/03 by 11:00pm
11 08/04 08/09		Final Exam (Proctored)	Final Exam (Proctored) **On-campus class exam session:** Fri. Aug 7, 8, **6 – 8:30 PM, at SOM 1.102** Testing centers: Aug 6 - Aug 8, Fri 9am – 9pm, Sat. 9am – 5pm all Exams must be received by Aug 10

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the Scholastic Dishonesty web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please look for the course evaluation link on the course Homepage towards the end of the course.

University Policies

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a

copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the deal will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:
The University of Texas at Dallas, SU 22
PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean. (http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)

These descriptions and timelines are subject to change at the discretion of the Professor.

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