

Xavier University

Exhibit

Management Information Systems Syllabi

Management Information Systems

6-1-2008

INFO 650-IS Managing in the Network Economy

Harry DeMaio

hdemaio@zoomtown.com

Follow this and additional works at: https://www.exhibit.xavier.edu/management_information_systems_syllabi

Recommended Citation

DeMaio, Harry, "INFO 650-IS Managing in the Network Economy" (2008). *Management Information Systems Syllabi*. 468.

https://www.exhibit.xavier.edu/management_information_systems_syllabi/468

This Restricted-Access Syllabus is brought to you for free and open access by the Management Information Systems at Exhibit. It has been accepted for inclusion in Management Information Systems Syllabi by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.

INFO 650-IS Managing in the Network Economy

5 sessions –9AM-5PM

3 credit hours

(5/24-6/21/08)

Instructor: Harry DeMaio

Information Systems

Home' 513 474 1192

Fax 745 4383

Office Phone 745 3236

e-mail hdemaio@zoomtown.com

Course Description and Objectives:

- THIS IS A BUSINESS COURSE WITH MODERATE TECHNICAL CONTENT. IT IS CONSISTENT WITH THE MISSION OF XAVIER UNIVERSITY'S WILLIAMS SCHOOL OF BUSINESS: TO EDUCATE STUDENTS OF BUSINESS, ENABLING THEM TO IMPROVE ORGANIZATIONS AND SOCIETY, CONSISTENT WITH THE JESUIT TRADITION.
- The primary course objective is to further enhance your business judgment and decision- making skills in dealing with information technology environments. We concentrate on the interaction of business, external and technology drivers in achieving (or failing to achieve) company and inter-company goals - *but* in a down-to-earth, everyday context usable in your jobs.
- We will focus on the "B2B Extended Enterprise" – intra and internets - with equal emphasis on the large global and regional "superstars" as well as smaller players.
- Off-line research, classroom participation and discussion are primary modes of learning. You will be asked to track down and report on new ideas and trends.
- Each student will be required to propose one relevant topic for approval that they will then develop into a short (10 MS Word pages max) factually supported **Opinion Piece. If the topics apply to your own job and workplace, so much the better.** Some previous submissions have included: B2B CRM (Customer Relationship Management); Adware and Spyware – both sides of the question; Cooperative Possibilities in the (select one) Industry; Tax and the Internet; A variety of discussions on outsourcing; B2B Security and Privacy Issues.
- Once during the program, teams will be created to play "consultant" in semi-fictional organizations. They will prepare and issue a group report on assigned topics. Approach, organization, rationale and clarity of presentation will all be important grade factors. **PowerPoint glitz will not.** Some previous class projects included: "Computing on Demand" – What does it really Mean?; "Phones, PDAs, laptops – consumer vs. business needs/solutions"; Outsourcing Scenarios Analyzed; Regulatory Trends; Implications of an Overseas Internet Venture.
- Text books and websites will be used in support mode. This is not a "memorize and feed back on the exam" type of course.
- OPEN BOOK AND NOTES EXAM will be mixed in structure. (T-F, multiple choice, fill-in and short answer)
- These sessions are intended to be Highly interactive. Come prepared to debate, discuss, question and opine.

Required Materials:

- Text: ***B2B and Beyond*** by H.DeMaio Wiley 2001 – **supplied free**
- Classroom presentation notes - supplied
- Personal Internet Access for research – web sites will be suggested
- In-class laptops preferred but not mandatory
- Zip Disk(s), CD’s or other portable media

Grading Criteria:

Individual Projects (Opinion Piece)	40%
Class Participation.....	10%
Group Presentation.....	20%
Exam (Open book and notes).....	30%

Grade Distribution:

96 -100 =A	91 – 95= A-
87 - 90 = B+	84 - 86 = B
80 – 83= B-	71 - 80 = C
< 70 =D	

Note1: Attendance is required and more than one full day absence will result in a lowering of your grade unless pre-arranged “work-arounds” have been agreed upon.

INFO 950-08 Tentative Schedule

Session	Topics	Texts
----------------	---------------	--------------

6-2 Week 1

AM Introduction to The Evolving Enterprise

Ungraded Ice Breaker In-Class Project: *Develop*

Short Environment Statement for Your Company - (Model Supplied in Class)

Project Reports: *Environments and Class Analyses*

PM

Overview: Network Technology and Environments

(Assignment: Group Project – Topics Assigned - Group Report to Class Due on Week 4)

6-9 Week 2 Industry and Regulatory Environments

(Assignment: Submit Topic for Opinion Piece due 7-31 Week 5)

6-16 Week 3 Guest Speaker and

Management Strategies, Organization, Policies and Structures, e-Trust

6-23 Week 4

AM Group Project Reports

PM Future Trends

6-30 Week 5 Course Summation and Final Examination

(Assignment Submit Individual Opinion Piece)