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INFO 928-01 Digital Enterprise

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Digital Enterprise

INFO 928-01

Spring 2007

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Course Description

This course is based largely on an "open courseware" project that is led by Dr. Michael Rappa at North Carolina State University. The idea of the project is to encourage faculty collaboration across a discipline to build rich content, peer review of materials for accuracy and effectiveness and free distribution of the products to participating schools and universities. The open courseware project is sponsored by IBM, Kodak, AT&T, Cisco Systems, Deloitte Consulting, and others.

Topics covered in this course include the following:

- ◆analysis of E-business case studies
- ◆how to measure the performance and effectiveness of the digital enterprise;
- ◆how the digital enterprise can alter or extend an organization's business model;
- ◆how markets change as more consumers migrate online;
- ◆how the automation of digital processes can change market dynamics;
- ◆how trust can be fostered in computer-mediated interaction;
- ◆how to securely manage the digital enterprise;
- ◆how to protect digital intellectual property;
- ◆how the Internet is coordinated and governed across hosts and legal jurisdictions;
- ◆how to examine the multitude of legal and ethical issues raised by the Internet.
- ◆how to examine the challenges associated with web-enabling and integrating business processes
- ◆how E-business relates to application software and enterprise systems (ERP, Data warehousing, Data mining, CRM and SCM)

Williams College of Business Mission

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition"

How this course relates to this mission

With the proliferation of the Internet, the topics listed above are relevant and important to nearly every organization. The course will also critically examine the impact that these issues have on society.

For course schedule and activities visit the course [Home Page](#)

Course Materials

- ◆ Course does not have a text book but has several required readings and case studies. Cases must be purchased from Study.net. There is a link for purchasing the cases on blackboard.
- ◆ Additional required readings will be linked from the course homepage in Blackboard ; many of these links will be taken from the open courseware site: <http://digitalenterprise.org>

Grading

- ◆ Participation 25%
- ◆ Case Analyses (3) 30%
- ◆ Research Paper 25%
- ◆ Exam 20%

Grading Scale

Overall Avg.	Letter Grade
93-100%	A
90-93%	A-
87-89%	B+
83-87%	B
80-83%	B-
77-79%	C+
73-77%	C
70-73%	C-
60-69%	D
59%&below	F

Description of Graded Activities:

Participation 25%

You will be assessed primarily on the quantity and quality of your messages in discussion boards. Quality messages will be those considered insightful, those that provide outside information, or that challenge opinions, that initiate new or related topics. Quantity of messages will include both the number of postings and the number of discussion board "hits" (how many postings you read). You will also be assessed based on your attendance and whether you participate adequately during online meetings. During the course, we will hold 14 online meetings. To receive full credit for attendance, you must attend 12 of these meetings.

Case Analyses 30%

You will conduct thirteen case analyses during the term. For three of these cases, you will be a "case leader" requiring the preparation of a 3 page (single spaced) case analysis to be posted in the Assignments link in Blackboard prior to the online meeting in which the case is discussed. Analyses should focus on identifying key issues, researching background information, providing recommendations and updating the case with news and recent facts. Announcements will be posted in Blackboard to provide grading guidelines, resources and advice for case analysis.

For the remaining ten cases, you will be a "case participant", requiring the posting in the Assignments link in Blackboard of a 1/2 page list of issues and recommendations. These documents will not be graded, but failure to post adequate lists will result in a reduction of your case analysis grade.

E-Commerce (market) Research Study 25%

A 4-5 page single spaced paper examining a research question related to electronic commerce. A typical paper might have the following sections: Introduction, Background, Research Questions and Methodology, Findings (or Preliminary Findings), and Conclusions. Sample research questions might be (there are hundreds of potential relevant topics):

What impact does user feedback have on bid prices in Ebay auctions?

What role does gender play in responsiveness to email advertising?

What is the relative effectiveness of pop-up ads versus banner ads in user recall?

What factors do users versus IT departments view as most important in a corporate Intranet?

What is the correlation between fear of Identity Theft and dollars spent online?

To make such analyses, you will need to find relevant articles on your topic (preferably published articles as opposed to just web sites). You'll likely need a minimum of 5-7 references. You will also need to determine a research method for answering the question - a survey, interviews, or experiment are the most common choices. You should identify a research method that would provide the best data to answer the research question. In many cases, you will not have the resources or time to actually conduct the full study. If so, your paper will detail how the study should be conducted then your findings could be based on preliminary data or a pilot study (say, a group of 30 students who participate in your survey). More details about the paper will be provided later in the course.

Exam 20%

An exam will be posted in Blackboard before the end of the course. A window of time will be given for students to take the exam. Students will log onto Blackboard and follow the link to the exam. Exams will be "open book" but they will also be timed (you may have only 2-3 hours to complete the exam), so students must be organized and prepared. Exams will primarily cover weekly readings (those that precede each case). While the exam will not explicitly refer to facts in case studies, students may wish to use incidents in the cases to illustrate their answers. Blackboard's exam feature is relatively easy to use. However, it is very important that you complete the exam in one session without closing your browser or allowing your Internet connection to time-out. You do not have to come to class to take the exam, it may be taken from home, work, or a computer on campus. I can provide you with a quiet private space to take it, if necessary.

Academic Integrity:

Cheating (using or attempting to use unauthorized materials in an academic exercise), fabrication (falsifying or inventing information), facilitating academic dishonesty (helping or attempting to help another commit an act of academic dishonesty), and plagiarism (representing the words or ideas of another as your own) will result in a grade of F for the course. If you have any doubt about whether you're plagiarizing, ASK. Xavier uses turnit.com to check papers for plagiarism.