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INFO 950-1S Managing in the Network Economy

Harry DeMaio
demaio@xavier.edu

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INFO 950-IS Managing in the Network Economy

5 sessions –9AM-5PM

3 credit hours

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 950-1S Tentative Schedule

Session	Topics	Texts
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6-2 Week 1

AM **Introduction to The Evolving Enterprise** B2B Chap 1-3
Ungraded Ice Breaker In-Class Project: *Develop Short Environment Statement for Your Company - (Model Supplied in Class)*
Project Reports: *Environments and Class Analyses*

PM Guest Speaker and

Overview: Network Technology and Environments B2B Ch13&17
(Assignment: Group Project – Topics Assigned - Group Report to Class Due on Week 4 7-23)

6-9 Week 2 Industry and Regulatory Environments

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

6-16 Week 3 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 No 1)