

Xavier University

## Exhibit

---

Management Information Systems Syllabi

Management Information Systems

---

1-1-2003

## INFO 934-83 B2B and Beyond

Harry DeMaio  
demaio@xavier.edu

Follow this and additional works at: [https://www.exhibit.xavier.edu/management\\_information\\_systems\\_syllabi](https://www.exhibit.xavier.edu/management_information_systems_syllabi)

---

### Recommended Citation

DeMaio, Harry, "INFO 934-83 B2B and Beyond" (2003). *Management Information Systems Syllabi*. 725.  
[https://www.exhibit.xavier.edu/management\\_information\\_systems\\_syllabi/725](https://www.exhibit.xavier.edu/management_information_systems_syllabi/725)

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](mailto:exhibit@xavier.edu).

**INFO 934-83 B2B and Beyond**  
**Albers 107 Wednesday 6-8:30 PM**

**Spring 2003**  
**3 credit hrs**

Instructor: Harry DeMaio  
Information Systems  
Schott 505

Fax 745 4383  
Office Phone 745 3236  
e-mail demaio@xavier.edu

**Required Materials:**

- Text 1: **B2B and Beyond** by H.DeMaio Wiley 2001 – **supplied**
- Text 2: **Net Markets** by Dagenais-Gautschi McGraw Hill 2002 – student purchase
- Personal Internet Access for research – web sites will be assigned
- In-class laptops preferred but not mandatory
- Zip Disk(s) or other portable media

**Course Description and Objectives:**

- **THIS IS A BUSINESS COURSE WITH A HIGH LEVEL OF TECHNICAL CONTENT**
- The primary objective is to further enhance your business judgment and decision-making skills in dealing with information technology environments
- Concentration will be on the “Extended Enterprise” – the networked business environment - with equal emphasis on the large “superstars” and the smaller network players
- Off-line research, classroom participation and discussion are the primary modes of learning. You will be asked to track down and report on ideas and trends.
- Each student will be required to propose two relevant topics for approval that they will then develop into short (10 MS Word pages max) factually supported opinion pieces. Some will be selected for class presentation. If the topics apply to your work, so much the better.
- In addition, teams will be created to play “consultant and executive” They will prepare and issue group reports twice during the program to semi-fictional organizations. These topics and teams will be assigned. Some role playing will be required. Approach, organization, rationale and clarity of presentation will all be important grade factors. PowerPoint glitz will not be, so don’t bother.
- Text books and websites will be used in support mode. This is not a “memorize and feed back on the exam ” type of course.
- Exams will be mixed in structure. (T-F, multiple choice, fill-in and short answer )

**Grading Criteria:**

Individual Projects (2 @ 20% each ).....40%  
Class Participation.....10%  
Group Presentations.....20%  
Exams (Open book and websites)..... 30%  
(Midterm 15%, Final 15%)

**Grade Distribution:**

91 - 100 - A +/-  
81 - 90 - B +/-  
71 - 80 - C  
61 - 70 - D  
Below 61 - F

***Note1:** Attendance is required and more than two class absences will result in a lowering of your grade unless pre-arranged “work-arounds” have been agreed upon.*

## *INFO 934-83 Tentative Schedule*

<b>Session</b>	<b>Topics</b>	<b>Materials and Texts</b>
<u>Week 1</u> 1-15	Introduction The Evolving Enterprise and B2B <b>Assignment:</b> <i>Develop Short Environment Statement for Your Company - Model Supplied</i>	B2B Chap 1-3
<u>Week 2</u> 1-22	Characteristics of B2B (continued) <b>Reports:</b> <i>Environmental Reports and Analyses</i>	NetMkts Ch 1-2
<u>Week 3</u> 1-29	Review of network technology and environments <b>Assignment:</b> <i>Submit Topic for Opinion Piece No 1 due at midterm exam</i>	B2B Ch 13 &17
<u>Week 4</u> 2-05	Industry Examples Successes and Failures 1 <b>Assignment:</b> <i>Team Analysis No. 1</i>	B2B Ch 8-10 NetMkts Ch 6-8
<u>Week 5</u> 2-12	Industry Examples Successes and Failures2	Same
<u>Week 6</u> 2-19	<b>Reports:</b> - <i>Team Analysis No. 1 in class</i>	
<u>Week 7</u> 2-26	Midterm Examination / <b>Report:</b> <i>Submit Opinion Piece No 1</i>	
<u>Week 8</u> 3-12	e-Trust Part 1 <b>Assignment:</b> <i>Submit Topic for opinion piece No 2 due at final exam</i>	B2B Ch 6-7 Net Mkts Ch 10
<u>Week 9</u> 3-19	e-Trust Part 2	B2B Ch 14-16
<u>Week 10</u> 3-26	Management Strategies <b>Assignment:</b> <i>Team Analysis No 2</i>	Net Mkts Ch 11-12
<u>Week 11</u> 4-2	Regulatory Environments	B2B Ch 12
<u>Week 12</u> 4-9	Organization, Policies and Structures	
<u>Week 13</u> 4-16	<b>Reports</b> <i>Team Analysis No. 2 in class</i>	
<u>Week 14</u> 4-23	Future Trends	Net Mkts Ch 5
<u>Week 15</u> 4-30	Course Summation	
<u>Week 16</u> 5-7	Final Examination / <b>Report:</b> <i>Submit Opinion Piece No. 2</i>	