Management Information Systems Syllabi   Management Information Systems

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INFO 928-81 Digital Enterprise

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INFO 928 Syllabus

Digital Enterprise

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Fall 2003

Instructor: Dr. Mark P. Sena

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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:

- how to design virtual spaces that rival physical spaces in terms of ease of use;
- 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

- No required text for course
- All required readings will be linked from the course homepage:
  http://staff.xu.edu/~sena/info928 (or from Blackboard)
  - Many of these links will be taken from the open courseware site:
    http://digitalenterprise.org
- Software required may include adobe acrobat reader and selected media players such as real player, windows media player, and quicktime. These are all available free of charge. Links will be provided as needed.

Grading

- In Class Participation, Weekly Assignments, and Contribution to Discussion Boards 25%
- Electronic Commerce Research Paper 25%
- Issues Paper 10%
- Exams 40% (20% each)

Grading Scale

Overall Avg.	Letter Grade
94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
60-69	D
59&below	F

In Class Participation, Weekly Assignments, and Contribution to Discussion Boards

You will be expected to read all materials prior to class and submit a one page overview, summarizing the key issues and identifying

E-Commerce Research Paper:

You will be expected to write a paper that is of publishable quality as a major part of your grade in this class. It is not possible to pass this portion of the class unless the effort that you make on the paper is exceptional. Therefore, waiting to the last minute will assure you of taking this class again. To ensure that you do not wait until the last minute, the paper abstract is due at the mid-term of the Semester. The abstract must be well thought out and demonstrate a contribution to the literature.

Given that this work is not to be a book report, you must be able to answer the following questions with your abstract: 1) what am I saying that is both new and different and, 2) what is my contribution to the literature. If you are unable to answer both of these questions, you do not have a viable paper topic. The only way to answer these questions is be doing a VERY thorough literature search for your particular topic. Paper MUST be turned in on time. Failure to do so will result in a letter grade deduction per day.

The instructor is more than willing to spend time helping the students develop their abstracts. Please note that you should use no fewer than 10 references.

Plagiarism:

Plagiarism will cause the grade on any written assignment to be zero (0). Generally speaking, plagiarism should be considered the copying of more than three words in succession from the material being used, without placing the words in quotation marks. Since the written projects in this course are designed to focus on summarizing and discussing other peoples' materials, the assignments should include very few exact quotes.

Issues Paper

This paper will critically examine a social issue resulting from the proliferation of the Internet or Electronic Commerce. Students must thoroughly research literature on the topic, present differing opinions (including your own), and state a suggested course of action to achieve changes you feel need to be made regarding the topic.

Participation, Weekly Assignments, and Contribution to Discussion Boards

Each week, students will have a set of readings (or other media-based requirements). To demonstrate preparation for each class, students will need to submit a one-page summary of these materials, including a list of important issues that you feel should be discussed. In addition, we will have several ongoing electronic discussions during the term. Participation in weekly discussion and online forums will account for 25% of the course grade. This portion of the grade will be based on the quality and quantity or your contribution throughout the term.

Attendance Policy

Students are expected to attend every course meeting and also participate in online

discussion boards. Any missed class must be offset by writing a 3-page (single space, 12-font, TimesNewRoman, default margins) paper on the week's topic(s) (instead of the usual one-page requirement). Make-up papers should be emailed to the professor by friday after the missed class.