

Xavier University

Exhibit

Management Information Systems Syllabi

Management Information Systems

9-1-2001

INFO 903-81 Systems of Operations and Technology

James Hoctor

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

Recommended Citation

Hoctor, James, "INFO 903-81 Systems of Operations and Technology" (2001). *Management Information Systems Syllabi*. 797.

https://www.exhibit.xavier.edu/management_information_systems_syllabi/797

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 903-81
Systems of Operations & Technology
Fall 2001

Professor: James Hctor
E-mail: JHctor@Kroger.Com
Telephone: 513.762.1402 Home 513.231.5067
Office Hours: by appointment

Course Objectives

This course will explore the implications being created by technology as the world moves from an economy based on the efficiency and convenience of electrical power, used in the creation of the Manufacturing/Industrial based economy towards an economy based on the efficiency, effectiveness and convenience of telecommunications and Information Technology, which is now creating an Information Based Economy.

Required Course Materials

BookTech Course Pack 1-800-750-6229 or <http://www.booktech.com>
e-mail / Internet Access

Attendance

This class is based on YOUR discussion of the readings each week, therefore attendance in the form of participation is required. Therefore a required condition of completion of this class is attendance in class. In the event that you are unable to come to class please let me know beforehand.

Assessment and Grading

The final grade for the course will be based on the following activities (1000 points):

Final Exam – Case	300	30%
Technology Abstract	200	20%
Group Research Project/Presentation	300	30%
Project Group Evaluation	100	10%
Participation Throughout	100	10%

Course grading scale:

A 950-1000

A- 900-949

B+ 875-899

B 800-874

C+ 775-799

C 725-774

F under 700 points

Exam

The exam will be take home open book/open notes and will include your analysis of a case which presents a business problem that you provide a solution(s) for, based on the material covered in INFO 903. The exam will be integrative across readings and modules.

If a topic is covered in class, it is eligible to be included on the exam. The learning purpose of the exam is to assess each student's 1) command of the factual knowledge and concepts from the course and 2) his or her ability to generalize the concepts to business situations via critical thinking skills.

Failure to turn the exam in on time will result in a grade reduction.

Current Issues in Technology Article

You are expected to summarize an article about technology or how technology is affecting business / society. Sources for this article can be newspapers, business journals, IT related web sites. (e.g. PC Computing, BYTE, Information Management, PC Magazine, Compute Magazine, Business Week, Fortune, etc.). The article must have been published within the last year.

The abstract is to be single-spaced, approximately 6 lines/inch and have one inch margins. I will not be returning these so if you want a copy of the article or abstract you will need to make one. Articles will be graded on comprehensiveness, clarity, grammar, spelling, and over-all readability.

Include the following:

The bibliographic citation of the article in the top left hand comer –

Your Name

Title of article. Publication Name, Volume, Issue, Page numbers

Author Last Name, First Initial. Year Published

URL if located on the WWW

A synopsis of the article highlighting the main thesis of the article highlighting the main idea of the author and any supporting points. A brief discussion of the article's key points such as evaluation of the article. Was the article valuable to you? Did it seem credible? Do you agree/disagree with author's conclusions? How does it relate to elements in your profession or major?

The abstract is due on the scheduled due date. Abstracts submitted late will lose ten percent credit for each calendar day late. If you are unable to make a due date, you may forward the article to me via E:Mail or send it in with another student.

Participation

The opportunities for participating will take various forms all weighted equally:

Case Participation

For each case (CIGNA, Ford, Dell, Webvan, Buckman Laboratories, British Columbia's Pharmnet Project). Be prepared for the discussion of each case, be prepared to discuss the background information of the case - what is the problem within the company and/or industry, who are the players involved - what is the company background.

Make sure to complement your analysis with up-to-date, additional information for the organizations and/or topics described in the cases (good sources would be business periodicals, as well as research journals or the WWW). Any other information (current technological developments, other organizations with similar situations and problems, research references and models) relevant to the case that could be integrated into your final analysis; Also ask yourself, what has happened with the company/industry since the end of the case, what new problems or opportunities do these changes represent? In addition you should be prepared to discuss how the IT in the case is impacting your job/organization/society.

Case Presentation

This project is to be done in groups and presented in class on the week assigned. Groups will be assigned in class. The presentation should take on an open class format, with class participation an integral part. Begin with the presentation of the case as it is based in the text. Add additional, more current information since the case was published. There are no rules and no restrictions (within the boundaries of good taste). Examples of previous cases, Class produced Video, Use of the Internet (interactively), Powerpoint presentations, Point Counterpoint, On-Line interviews, Videos.

Group Work and Evaluations

You will be participating in a group project during the semester. Group work is an important part of this classroom as well as, outside work experiences. As discussed in the first few weeks of class, more and more group/team work is expected to form the major portion of one's daily activities in the work environment.

It is my hope that everyone in a group puts forth equal amounts of effort. You will be evaluating (privately) your fellow group members contributions, so that if some person(s) within the group is undeserving. I can be made aware of the fact. If I receive poor group evaluations from a consensus of other group members I reserve the right to decrease your overall group grade (Case presentation), as well as the group evaluation grade. Be forewarned don't let your group down!

Interacting with the Professor

E-mail is a great way to send me questions or to get information. I keep up with my E-mail and will usually respond the same day. You are welcome to contact me by phone, fax, or see me before or after class if you have questions.

Class Policies

Grading policy: It is important to recognize that a grade reflects another' persons evaluation and judgment of your work. I will grade all exam questions, and cases. You are encouraged to meet with me at anytime to discuss the strengths and weakness of your course work (i.e., to gain understanding of your performance). The policies below will help to assure that grading is consistent and fair to all students.

If you decide to appeal a grade, follow these steps:

1. Within seven days of receiving the grade, e-mail or send me a written appeal. After seven days, I will not consider any grade appeals.
2. To file an appeal, prepare a written statement detailing why you are appealing your grade. Be sure to document your reasons by referring to grading standards, incorrect point calculations, etc., stating simply that you feel you "deserve" a higher grade because you worked hard or based on a vague impression is not sufficient grounds for an appeal.
3. Submit the written statement together with the graded material.
4. I will consider your appeal and make a decision within a week.

Academic Dishonesty Policy: Academic dishonesty will not be tolerated. University procedures will be followed to investigate observed/reported instances of dishonesty.

- f. *Xerox: Outsourcing Global Information Technology Resources*, Harvard Business School (9-195-158)
5. Class 6 ERP
- a. *Enterprise Resource Planning (ERP)*, Technology Note, Harvard Business School (9-669-020) Feb. 11, 1999
 - b. *ERPs: How to Make Them Work*, Harvard Management Update (U9903C) 1999
 - c. *Putting the Enterprise into Enterprise Systems*
 - d. *How Midsize Companies are buying ERP's*, Journal of Accountancy September 1999 (<http://www.aicpa.org/pubs/jofa/sept1999/piturr.htm>)
 - e. "When Small Companies Implement Big Systems," Strategic Finance, Feb. 01, 2001 (<http://www.mamag.com/strategicfinance/>)
 - f. *Financial Times ERP Special* (This is additional background if you are interested) (<http://www.ft.com/ftit/bsserp.htm>)
- Case
- g. *Cisco Systems Inc.: Implementing ERP*, Harvard Business School (9-699-022) October 20, 1998
6. Class 7 Electronic Commerce: B2B
- a. Background (This first article is an excellent description of the Internet for those who want a little better understanding of it.)
Living Internet Site (<http://livinginternet.com/thome.htm>)
 - b. <Textbook> *Network Technology and the Role of Intermediaries*, Harvard Business School No: 9-599-102
 - c. *The Net Imperative*
(http://www.economist.com/displayStory.cfm?Story_ID=215657&CFID=104737&CFTOKEN=90603382)
 - d. *3 Automakers Plan Private Online Purchasing System*
(<http://www.nvtimes.com/library/tech/00/02/biztech/articles/26auto.html>)
7. Class 8 Electronic Commerce: B2C
- a. L. Margherio, D. Henry, S. Cooke, S. Montes, K. Hughes, *The Emerging Digital Economy*, 1998, U.S. Department of Commerce,
(<http://www.ecommerce.gov>)
 - b. *The Real Internet Revolution*, The Economist, August, 1999
 - c. *Shopping Around the Internet*, The Economist
(http://www.economist.com/displayStory.cfm?Story_ID=285518&CFID=104737&CFTOKEN=90603382)
 - d. *Textile and E-comm (take that LandsEnd)!*, in "SweatShops to Bodyscans" - An Economist Excerpt, April, 2000
 - e. John McChesney Interview about GPS (Real Audio)
(<http://www.npr.org/ramfiles/me/20001030.me.07.rmm>)

Abstract Due

Class 9

Jarvenpaa, S. and Stoddard, D. CIGNA Corporation, Inc. Managing and Institutionalizing Business Reengineering, Harvard Business School No: 9-195-097, 1994

Class 10

<Textbook> Austin, Robert D., *Ford Motor Company Supply Chain Strategy*, Harvard Business School #9-699-198

8. Class 11

<Textbook> Magretta, Joan, The Power of Virtual Integration: An Interview with Dell Computer's Michael Dell, Harvard Business Review reprint #98208

Cases

<Textbook> Rangan, V. K. and M. Bell, *Dell Online*, Harvard Business School Case #9-598-116

Class 12

<Textbook> *Webvan: Groceries on the Internet*, Harvard Business School Case No: 9-500-052

Class 13

- a. <Textbook> *What's Your Strategy for Managing Knowledge?* Harvard Business Review OnPoint Product No: 4347
- b. Reasmus, Daniel W., *Practical Knowledge Management: What is the Role of Technology*, Giga Information Group, April 1999, .pdf file)
- c. Reimus, Byron, *Knowledge Sharing Within Management Consulting Firms* (<http://www.kennedyinfo.com/mc/gware.html>)
- d. *Knowledge and the Firm*, California Management Review, Spring 1998 (<http://www.haas.berkeley.edu/News/cmr/editorK1.html>)

Case

- e. Fulmer, William. *Buckman Laboratories (A) and (B)*. 9-800-160 [Note case (A) is in the Textbook. Case (B) will be handed out in class]

Class 14

- f. *The End of Privacy*, The Economist, May 1, 1999 (.pdf file on electronic reserve) (http://www.economist.com/displayStory.cfm?Story_ID=202103)
- g. *Living in the Global Goldfish Bowl*, The Economist, Dec. 18, 1999 (.pdf file on electronic reserve) (<http://www.economist.com/editorial/justforyou/18-12-99/xm9284.html>) (.pdf version available in two parts on Electronic Reserve)
- h. *U.S. Drafting Plan for Computer Monitoring System*, NY Times (<http://www.nytimes.com/library/tech/99/07/biztech/articles/28compute.html>)
- i. *U.S. Is Said to Seek New Law to Bolster Internet Privacy*, NY Times (<http://www.nytimes.com/library/tech/00/05/biztech/articles/20privacy.html>)
- j. *F.T.C. Chairman Will Accept Gradual Moves on Net Privacy*, NY Times (<http://www.nytimes.com/library/tech/00/05/cyber/articles/26privacy.html>)

- k. Ewalt, David, *The Issue that Wouldn't Die: Privacy Online*, InfoWorld Online, November, 2000
- l. *FBI 'Carnivore' Report Sides With Government*, CNN (<http://www.cnn.com/2000/TECH/computing/11/21/cyber.us.carnivore.ap/>)
- m. *Critics blast report that supports FBI's Carnivore*, CNN (<http://www.cnn.com/2000/TECH/computing/11/21/carnivore.report.ap/>)
- n. *Privacy Law in the USA* (<http://www.rbs2.com/privacy.htm>)

Case

- o. <Textbook> *British Columbia's Pharmanet Project*, Richard Ivey School of Business/UWO Product No: 98E017

Additional Topics to be scheduled time permitting.

9. CRM

- a. <Textbook> *A Crash Course in Customer Relationship Management*, Harvard Management Update, Reprint #U0003B
- b. Konicki, Steve; *When Customer Care Counts*; Information Week; March 26, 2001 (<http://www.informationweek.com/830/crm.htm>)
- c. Whiting, Rick; *CRM's Realities Don't Match Hype*; Information Week; March 19, 2001 (<http://www.informationweek.com/829/crm.htm>)
- d. Whiting, Rick; *Vendors Combine CRM And Business-Intelligence Technologies*; Information Week; February 12, 2001 (<http://www.informationweek.com/story/1WK20010212S0001>)

10. Ethics

- a. Mason, R., *Four Ethical Issues of the Information Age*, MIS Quarterly (March 1986): 4-12. (<http://www.misq.org/archivist/vol/no10/issue1/vol10no1mason.html>)
- b. *Falling Through the Net: Defining the Digital Divide* (<http://www.ntia.doc.gov/ntiahome/fitn99/contents.html>)
- c. *Robots that Dream?* (<http://www.nytimes.com/2000/11/07/science/07FOER.html>)
- d. Joy, Bill, *Why The Future Doesn't Need Us*, Wired Magazine, April 2000 (<http://www.wired.com/wired/archive/8.04/joy.html>)

e.