BA 513 – **Information Technology and Strategy**
BI-Term

Instructor: Dr. Ray J. Blankenship
Office: GH 221
E-Mail: ray.blankenship@wku.edu
Phone: 745-5952 (Grise Hall Office)

Office Hours: **Any time via email, Office/ Phone Hours – 9:30-11. M-Thursday Emails will be answered within 24 hours during the week and within 48 hours during the weekend.**

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Prerequisite: BA 503 or the equivalent.
A critical examination of the strategic uses of information systems technology; the resources (computers, networks, software, data, and people); and alternative approaches to managing them effectively.

Overview: This course is designed to introduce students to management issues related to information technology (IT) as it is being practiced in organizations today. Topics include: using IT to develop competitive strategies, using IT to change organizational processes, applying IT to a complex interorganizational environment, electronically enabling an organization to conduct business in a local and global environment, knowledge sharing, knowledge management and social, political and ethical issues associated with IT.

Text/Materials: (All Required)

Text: Pearlson K.E., and Saunders C.S., "Managing and Using Information Systems: A Strategic Approach," 4ed., 2010, ISBN:9780470343814

Jelson B. and Alexander M., "Pivot Table Data Crunching for Microsoft Excel 2007," Que Pub., 2007,   ISBN 9780789736017

Gallaugher, J., "Information Systems: A manager's Guide to Harnessing Technology," 1.1 ed., 2010,.ISNN: 978-1-936126-21-7

This last book is an ebook and is free if you want to read it online at
http://students.flatworldknowledge.com/course/313680
This book is not available through the book store and must be obtained at the link above.

PC: You must own or have consistent access to a personal computer of modern design.

Net: You must have consistent Internet access.
-        **USB Key Disc**, or other dedicated media (e.g. your own hard disc) to store class projects, data, etc.
-        Microphone (inexpensive computer mic will work fine) to record presentations

Grading: Your grade is earned through your performance on exams, participation, and projects/cases. As

the instructor, I only assign the grade that you have earned. Grades are assigned in a manner consistent with the WKU Catalog Descriptions. ***You should note that "A" is not the de-facto grade in this class***.

I grade on a competitive basis which means that if you meet the expectations for the assignment you will earn a "C". You will have to perform above the expectations to earn an "A".

A   Excellent work; student consistently exceeded class expectations (professionalism, quality, detail, presentation, etc.); among the very best in the class (top 1/3); exam scores are 90%+

B   Above Average work; student regularly exceeded class expectations; better than the class average; exam scores are 80%+

C   Average work; student met class expectations; performed at a level that would be considered "average" as compared to classmates; exam scores are 70%+

D   Incomplete or Shoddy work. Graduate students should never perform at this level.

F   Unacceptable quality work[1]; <u>any</u> form of academic dishonesty (automatic F in class); missed exams, projects, assignments; poor scores on exams.

GRADING CRITERIA

REQUIREMENT	Number	Points Each	Total / Percentage of Grade
Individual Grade			
Chapter Quizzes	6	30	180
Homework Labs	3	50	150
Discussion Forums	6	30	180
Final Exam	1	300	300
Team Evaluation			
Case Analysis	3	50	150
Total			960

<u>Teaching Methods</u>:

- <u>Lectures</u>: This class is primarily a lecture based course. Some use of "On-Demand" videos / lectures may be provided from time to time but do not depend on these as your primary means of getting the material for the course. Throughout the semester I will ask for feedback on the delivery methods.

- Cases: Cases will be conducted as group projects. In order to demonstrate an understanding of how IT can be used in an organization your group will be required to write responses to several cases. Your group will also be required to present one case during class using PowerPoint slides.

- Quizzes: *You* will be required to take 6 (multiple choice) chapter quizzes. Although each quiz will be timed you will be allowed to take each quiz 2 times during the time frame. In the event you find a bad question (or bad answer) please send me the question # and the page number where you refute the given answer.

- Final Exam: *You* will be required to take one Final Exam for this class. The exam, made up of multiple-choice, true/false questions and short answer, covers all *assigned* chapters in the textbooks as well as anything discussed in class.

- Discussion Forums: Constructivist education tells us that optimal learning occurs when students work out their own understanding of the class material. One of the best techniques to support this (especially for adult learners) is to have students discuss and debate class topics. Taking a position, arguing and defending it, and considering in light of others' viewpoints force the mind to critically consider the issues. We will have 14 weekly discussion forums to compliment the class topics. Much of your time each week will be spent engaging other students on various issues. A detailed expectation of how the forums will work will be covered in a handout on the course web site.

- Internet: All material will be distributed on the Internet. Class notes, instructional material, and student assignments will be posted on the class website. Students are responsible for their own Internet access. Your professor cannot troubleshoot connections or computer problems for you. The class website can be found at ecourses.wku.edu.

Class Attendance/Participation: You are expected to attend class and are responsible for all class material. Should you not attend class do not expect the instructor to repeat or make the material you missed available. Participation in class discussions is a required element of the class and students must participate on a regular basis throughout the week. Please see the handout on the Discussion Board process for specific details. You will be required to attend a proctored scheduled final exam.

Academic Dishonesty: Plagiarism and cheating are serious offenses and **will** be result in an F for the course. For more information, refer to the "Academic Dishonesty" policy in the University Catalog.

Class Schedule: For you convenience, a tentative class schedule has been prepared and will be located on the course website. It is recommended that you print and post a few copies in places where you will logically refer to them (e.g., on the refrigerator, at the office, a copy in your car, etc.). Deliverables are noted in bold. Changes to the calendar may be made to accommodate the class. Such changes will be formally announced on the class web site. If a change is made, please immediately update your schedule(s).

E-Mail Formatting: E-mail is the most common way for students to contact me. As I receive a lot of mail each day, I automatically filter messages into different boxes. You need to use the following format each time that you create the SUBJECT line or your mail will not be properly received. My e-mail program will put 'other' mail into the junk/spam/trash or other folder.

Subject: BA 513, *YourLastName*, *A Brief Subject Statement*

Example: BA 513, Blankenship, A question about next week's deliverable

<u>Note</u>: E-mail is an impersonal medium. If you need to talk about something important, personal, etc. please either call my office or arrange to visit me personally.

<u>Naming Files for Submission</u>: When you submit a file (to the dropbox, discussion forum, or ?) be sure to name it using the following convention:

- For individual cases: Group#_*YourLastNam*_Project *Title*.doc, .wmv, etc.
        Example: Group6_Case_Chapter2.doc or Blankenship_WebProject.doc

Student Disability Services

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center.

Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

<u>Discussion Forums</u>
BA 513

<u>Objective</u>: This class will make regular use of interactive discussion forums to encourage active learning and further exploration of class topics. Students will be expected to regularly consider various issues, research the matter, formulate opinions/positions, and to exchange ideas with others in the course. Research over the past 40 years has conclusively shown that adults learn better through this process than they do passively listening to a lecture. This document explains the process that the discussion forum will follow.

<u>Participants</u>:

<u>Individual Student</u>   Students are those who participate in the discussions, voice their opinions, share their experiences, ask each other questions, etc.

<u>Professor</u> The Professor will actively "lurk" in the forum each day, but will only post on a limited basis. On occasion, the Professor may intervene to make corrections, share personal insights on a topic, add to a thread, etc.

<u>Time Period</u>: Discussion forums will begin at 9:00 a.m. (CST) on Monday and will end at 5:00 p.m. (CST) on the following Friday. Discussion postings made outside of this time frame will not be considered for evaluation.

<u>Students/Groups</u>: Students are expected to visit and contribute to the class discussion forums on at **least three days every week** for a scheduled discussion. The topics will evolve over time and irregular participation usually results in the student disconnecting from the movement of the forum. Students should read and respond to the week's discussion topic (and related references if applicable) Students should also read, consider, question, challenge, follow-up with, etc. the comments made by others. Personal experiences, examples from your job are often the most interesting to read. Some threads will become very popular and naturally invite a lot of comment. Students should try to make their contributions interesting to others. Students will be assessed on the basis of their participation: both the frequency and quality of their post.

Minimum participation is three times a week in each graded forum.

A (30) = Three or more substantial posts in all graded forums for the week..
  The posts provide insightful comments; stimulate active discussion threads with their postings.
B (24) = Two substantial posts followed by two or more general responses in all graded forums for the week. These posts provide well-thought responses to the questions posed, read the comments of others and interact with them.
C (22) = meet the minimum participation requirements. These posts initiate few interesting threads; and are not interacting with others.

D (10-20) = Did not participate on three separate days during the week .

F (0) = No participation in the discussion forum. Fewer than three days of participation; grandstanding (not interacting); misbehavior

The Professor will post all grades on the class web site.

Forum Decorum: All participants should be polite and respectful of others at all times. At no time will profanity, personal attacks or similar be considered as acceptable behavior.   This is not to say that students cannot disagree with each other. Indeed, students should be challenging, questioning, and engaging each other in the forum – this is not considered inappropriate.

Discussant Tips

Here are some ideas for you to consider about the discussions and how they will be evaluated. Put yourself in the role of the evaluator.

- Remember that the goal of the discussions is for students to explore topics covered in class lectures, textbook reading, etc. Active learning takes place when someone has to internalize something, form an opinion/position on it, debate it, etc.
- Discussion is a two-way street. Be on the lookout for students that simply get on-line, post something, and then disconnect. Good interaction is *much* more valuable than one-way communication.
- I will not count simple statements such as "I agree…" (or similar 'quickies'). Consider them only as polite niceties from one student to another.
- Did the students make interesting contributions? Did they bring up points that cause others in the class to think about the issue? Did they create interesting discussion threads with their comments? Are comments consistently "opinion pieces" (I think…I feel…I believe) or are they adding value beyond personal impressions?
- Students who participate fewer than three out of the five days – earn a zero.
- Students who participate in 'one-way' communication [log in, make some statement(s), log off have <u>not</u> participated. By definition, a discussion is two-way communication.