

Management Information Systems

An Immersive Virtual Reality Learning Experience
2011-2012

Course Description

This course gives attention to the knowledge, skills and resources needed to design and maintain a company management information system. The focus is on what all managers need to know about Information Technology and Information Systems. The learning objectives include theories, concepts, practical principles and best practices organized under the topics of Strategy, Architecture, Infrastructure and Application. Topics include Strategic Use, Organization Impacts, Design, Business Processes, E-Business, Ethics, Security, Funding IT, and Managing IT. This course is intended for traditional in-class, online, synchronous or asynchronous undergraduate instruction.

Materials

Readings, assignments, problems and assessments are integrated into the courseware. Any additional materials will be assigned by the instructor at the start or during the course.

Course Outline & Assignments

Assignments will change from time to time as new resources become available, contemporary events have bearing on the topics, or the social, legal, or economic environments change.

Optional Resource: Managing & Using Information Systems, A Strategic Approach, 3rd ed., by Keri E. Pearson and Carol S. Saunders, ©2006. John Wiley & Sons. ISBN 0-471-71538-7.

INTRODUCTION (Module One, 4-6 hours)

ORGANIZATIONAL PERFORMANCE (Module Two, 4-6 hours)

- IS Strategy
- Strategic Competiveness in IS
- Porter's Five Forces
- Systems Model
- Value Chain

IDENTIFYING I.S. NEEDS IN THE VALUE CHAIN (Module Three, 4-6 hours)

- Bidder Evaluation
- System Approach to IT Purchasing
- Organizational Change
- Technology Change
- Enterprise Resource Planning

ADOPTING AND ADAPTING TO IT (Module Four, 4-5 hours)

- Competing on Analytics
- IT Upgrade Key Questions
- The Role of Information Technology in Organization Change

ARCHITECTURE, INFRASTRUCTURE AND ENTERPRISE (Module Five, 3-4 hours)

- Learning to Ask IT the Right Questions
- Architecture and Infrastructure

INTERNET USES FOR BUSINESS (Module Six, 4-5 hours)

- How IT Affects Company Globalization Strategy
- Business Use of Web 2.0
- Web Security
- EDI or XML for B to B Ecommerce?
- How Business Can Use the Internet
- Industrial Marketing on the Internet
- Social Media

THE MIS ORGANIZATION (Module Seven, 4-6 hours)

- Managing a Large Scale Global ERP
- How to Lead Smart IT Professionals
- MIS Organizations - Running IT like a Business

FUNDING MIS (Module 8, 4-6 hours)

- Funding IT
- Managing IT in a Downturn (introduction)
- Virtualization
- VOIP
- Philosophy for IT Budgeting
- IT Investment
- Pricing ERP

MIS SECURITY AND ETHICS (Module Nine, 4-6 hours)

- IS and Ethics
- Data Protection
- Document Data Security

PROJECT MANAGEMENT (Module Ten, 3-4 hours)

- Case Study

COURSE REVIEW AND EXAM

Recommended Resources and Readings

- The Association for Computing Machinery (ACM) is widely recognized as the premier membership organization for computing professionals, delivering resources that advance computing as a science and a profession; enable professional development; and promote policies and research that benefit society. Established in 1947. <http://www.acm.org/>
- ACM's Digital Library <http://portal.acm.org/dl.cfm> may be available through a library subscription.
- Current Events: <http://technews.acm.org/>

- Podcasts of discussions with IT experts, from the editors of ACM Queue <http://www.acmqueue.com/modules.php?name=Queuecasts>
- Ubiquity®, a new web resource from the ACM, provides a moderated, interactive community for IT professionals and others to discuss important issues <http://www.acm.org/ubiquity/> (see the Special Interest Group on Management Information Systems <http://www.sigmis.org/>)
- The Association of Information Technology Professionals (AITP) offers opportunities for IT leadership and education through partnerships with industry, government, and academia. AITP provides quality IT related education, information on relevant IT issues and forums for networking with experienced peers and other IT professionals for nearly 9,000 members. AITP is the Information Technology professional organization of choice for providing leadership opportunities, professional development and personal growth. Established in 1951. <http://www.aitp.org/index.jsp>
- The Association for Information Systems (AIS) is a professional organization whose purpose is to serve as the premier global organization for academics specializing in Information Systems. Established in 1994. <http://home.aisnet.org/>
- Journal of Computer Information Systems <http://www.iacis.org/jcis/index.htm>
- The McKinsey Quarterly (Information Technology category) http://www.mckinseyquarterly.com/category_editor.aspx?L2=13
- MISQ Central (electronic production of MIS Quarterly) <http://www.misq.org/>
- Harvard Business Online http://harvardbusinessonline.hbsp.harvard.edu/hbsp/index.jsp?_requestid=24880
- Managing the Digital Enterprise (by Michael Rappa) <http://digitalenterprise.org/index.html>
- Communications of the Association for Information Systems <http://cais.isworld.org/>
- Journal of the Association for Information Systems <http://jais.aisnet.org/>
- Journal of Information Technology <http://www.palgrave-journals.com/jit/index.html>
- Electronic Journal of Information Systems in Developing Countries <http://www.ejisdc.org/ojs2/index.php/ejisdc>
- Journal of Information Technology Education <http://jite.org/>
- Journal of Information, Information Technology, and Organizations <http://jiito.org/>
- Information Technology, Learning and Performance Journal <http://www.osra.org/journal.html>
- Journal of Information Technology Impact <http://www.jiti.com/>
- Information Systems Education Journal <http://isedj.org/>
- Proceedings of ISECON (Information Systems Education Conference) <http://isedj.org/isecon/xref/index.html>
- New York Times email headlines <http://www.nytimes.com>
- Newsweek <http://www.msnbc.msn.com/id/3032542/site/newsweek>

- Business Week <http://www.businessweek.com>
- Wall Street Journal <http://online.wsj.com/public/us>
- Reference Sites maintained by Diversity Business
- <http://www.diversitybusiness.com/Resources/ReferenceSites/Resource.asp>
- Management and Information Systems (provides links to case studies, books, and general MIS related links) <http://www-users.cs.york.ac.uk/~kimble/teaching/mis/mis.html>
- The Distance Learner's Guide <http://www.wcet.info/dlguide/ch3.asp>