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BMIS 674.60: Management of Information Systems

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BMIS 674 Management Information Systems

Fall 2014 (Evening)

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COURSE DESCRIPTION:

Welcome! This class is designed to expose business leaders to major themes in the field of management information systems. Throughout the course we will examine the transformative effect digital technology is having on business and society. This will be accomplished by the exploration of six major themes during this ten week MBA course.

The themes include:

- 1) Technology and Society
- 2) Digital Infrastructure
- 3) Technology and Innovation
- 4) Technology and Entrepreneurship
- 5) Big Data
- 6) Security and Privacy in the Digital World

In addition, to the examination of these major themes participants will also be exposed to innovative and interesting technologies that are widely available to consumers and businesses. This is intended to help us go beyond the typical technologies we use on a daily basis and to learn about and experiment with a diverse array of applications and web services.

HOW THE COURSE WILL BE TAUGHT:

This course draws on a diverse mix of outside readings, real world examples and classroom discussions. The assigned readings are written by leaders in technology and business and are used to stimulate class discussions. This class *is not* a traditional course in which I speak, you take notes and later regurgitate the material on an exam. Instead most class sessions will center around the deeper exploration of the major course themes. Accordingly, you need to be present and engaged to derive the greatest benefit from the course. My expectation is that you

learn the material well enough to add value to the organization(s) you are involved with by being able to identify and manage the opportunities and risks presented by technology. Finally, at the graduate level my role is to be a facilitator of learning. Many of you possess significant experience in specific industries that can enrich our class discussions, so please do not hesitate to share. I am confident that you will take away valuable material, but I am equally confident I will learn new things from you.

REQUIRED MATERIAL:

All course material is provided by the professor and you will not need to purchase any outside resources to participate in BMIS 674. The required reading for each week's lectures will be made available through Moodle on a rolling basis. Typically course readings will be posted to Moodle Thursday afternoon and will be required reading for the following week.

SOBA MISSION STATEMENT:

The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

MBA MISSION STATEMENT:

The University of Montana MBA Program's mission is to serve our region by educating leaders to effectively manage organizations in a global business environment.

As part of our assessment process and assurance-of-learning standards, the MBA program has adopted six learning goals for our students.

MBA graduates will demonstrate...

1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

COURSE LEARNING GOALS:

1. Appreciate the profound role technology is playing in business and society.
2. Understand basic concepts around technical architectures including common operating environments and the cloud.
3. Distinguish between sustaining and disruptive innovations as well as proprietary and infrastructural technologies.
4. Appreciate how entrepreneurs are leveraging technology to disrupt established markets.
5. Understand the challenges managers face in protecting and securing information systems.
6. Identify business challenges and creatively apply technology to solve problems.
7. Experiment with diverse technologies.

| COURSE GRADING: | WEIGHT (%) |
|---------------------------------------|-------------------|
| Discussion Leader (Individual) | 15 |
| Group Innovation Presentation (Group) | 10 |
| Comprehensive Oral Exam (Individual) | 40 |
| Final Project (Group) | 35 |
| Total | 100 |

DESCRIPTION OF GRADED ACTIVITIES:

Discussion Leader (15% of course grade and this is an individual activity):

Each lecture in BMIS 674 will have two or three discussion leaders, which are assigned by me. Every Thursday the following week's leaders will be announced so these individuals will have ample time to thoroughly prepare. During the lecture I will actively engage the discussion leaders for the purpose of illuminating the concepts and ideas contained within the assigned readings. The nature of the interaction is generally positive and supportive. The leaders are expected to be thoroughly prepared and to have a COMMAND of the assigned material.

Discussion leaders should be prepared to discuss the following:

- 1) Provide background information on the authors of the assigned material.
- 2) Thoroughly review and be prepared to discuss all elements of the assigned work. Again, you should have a command of the material and simply reading from your notes is not acceptable.
- 3) Relate the assigned reading to previously discussed material.
- 4) Following the day's lecture the discussion leaders will collaborate and produce a document that identifies and discusses the major takeaways from the assigned reading and class lecture. This document will be used by your peers to prepare for the oral comprehensive examination. This document should be written in such a way that it will be a good study guide for the comprehensive exam. The summary document is due within one week from the time you serve as a discussion leader.

Innovation Presentation (10% of course grade and group project):

The goal of this project is to get a snapshot of the incredible technical innovations that are changing our world. Each group needs to identify a technology that will be of interest to your peers. Each group will give a 15 minute presentation on the technology with most of the presentation focused on demonstrating its capabilities (**note: not all group members have to participate in the delivery of the presentation, but all group members must contribute to its preparation**). Your presentation will be followed by five minutes of Q and A. You are strongly encouraged to be creative and please know that humor is always welcome in BMIS 674.

All topics must be approved by me.

Comprehensive Oral Exam (40% of course grade and individual activity):

During week 10 of the class each student will take a 15 minute comprehensive oral examination. I will randomly select one or two of the major course themes and ask you to discuss the material in detail. In addition, you may be asked to discuss and demonstrate the use of the various technologies demonstrated in class. The best way to prepare for the examination is to thoroughly prepare prior to each class period and to take good notes. In addition, the discussion leaders for each class session will prepare study guides based upon the course readings and our class discussion. The examination is closed book and you are not allowed any additional resources other than what might be provided to you. All oral exams will be digitally recorded.

You are responsible for the following themes:

- 1) Technology and Society
- 2) Digital Infrastructure
- 3) Technology and Innovation
- 4) Technology and entrepreneurship
- 5) Big Data
- 6) Security and privacy in the digital world

Final Project (35% of course grade and group activity):

For your final project you will write a complete business case study utilizing technology to solve a major business problem. I want this to be leading-edge technologies, written and presented in an appropriate graduate level style. Your group will be given great latitude in determining a topic and the appropriate technologies, but all topics must be approved by me. This is intended to give you the opportunity to think through a problem and devise a solution to a business problem you encountered prior to graduate school, or to address an issue that is related to your future career plans. The final project will be discussed in greater detail during Week 4 of the class. The case is due on the last day of the course.

COURSE GRADING SCALE:

This course employs +/- grading. The following grade scale will be used to calculate final grades.

| | | | | | |
|----|-----------|---|--------|----|--------|
| A+ | 100-97% | A | 96-93% | A- | 92-90% |
| B+ | 89-87% | B | 86-83% | B- | 82-80% |
| C+ | 79-77% | C | 76-73% | C- | 72-70% |
| D+ | 69-67% | D | 66-63% | D- | 62-60% |
| F | Below 60% | | | | |

ATTENDANCE:

Attendance is mandatory, meaning that you are expected to attend each class period. In addition, you are expected to be on time for all classes and your actions should reflect the respect you have for your peers and the institution. Getting up during class to get a drink of water, etc. is not acceptable. When you arrive you should be prepared to stay for the entire class period. If a student misses or is late for more than two class sessions during the course their final course grade will be lowered by a full letter grade.

EXPECTATIONS FOR WRITTEN ASSIGNMENTS:

Your success in the business world will depend, to a large extent, on your ability to communicate. This course will provide you with the opportunity to further develop both of these skills. Of course, all assignments should be clear, concise and substantive. My policy is not to review student papers before they are turned in for grading. However, I am willing to discuss the logical reasoning and proposed content of your written work.

Grading of your written work will be competitive. That is, your work will be graded relative to your classmates. Proper spelling, syntax, grammar, punctuation, bibliography, citations, footnotes, and professional appearance are expected. Your grade may be lowered as much as two full letter grades if these areas are lacking. All written work should be submitted on 8.5" x 11" paper using 1.5 spacing and 1" margins. Please be sure to document your sources and I strongly encourage you to use Zotero to manage your citations and bibliography.

Finally, late work will not be accepted.

BMIS 674 Schedule Evening

| | Date | Topic |
|---------|--------|---|
| Week 1 | 2-Oct | Course Intro, group assignments, technology & your career |
| Week 2 | 9-Oct | Tech and society |
| Week 3 | 16-Oct | Digital Infrastructure |
| | 17-Oct | Cocktail party at Paul's house |
| Week 4 | 23-Oct | Technology and Innovation |
| Week 5 | 30-Oct | Tech and Entrepreneurship |
| Week 6 | 6-Nov | Big Data |
| Week 7 | 13-Nov | Security and Privacy |
| Week 8 | 20-Nov | Preparing for the oral exam and group meetings with professor |
| Week 9 | 27-Nov | Thanksgiving Break |
| Week 10 | 4-Dec | Oral Exams |
| Week 11 | 11-Dec | Wrapping up Technology, business and getting a life |