

**CALIFORNIA STATE UNIVERSITY, SACRAMENTO**  
College of Business Administration

MIS 229 - Practicum in Strategic IT Planning

**Course Syllabus**

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Class Periods: 6:00-8:45 p.m. Wednesday

Office Hours: 4:30-5:30 p.m. Wednesday<sup>1</sup>

Required Textbook: Corporate Information Systems Management: Text and Cases, 5<sup>th</sup> edition, Lynda M. Applegate, F. Warren McFarlan, and James L. McKenny. McGraw-Hill, 1999.

Required Item: E-mail address<sup>2</sup>

Prerequisites: MSBA/MIS: MIS 219 and/or the completion of at least one other MSBA/MIS core course (i.e., MIS 214, 216, 217), or the consent of the instructor.

MBA MCAP concentration: MIS 221

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<sup>1</sup>Only when class is conducted on campus. Please call for an appointment.

<sup>2</sup>E-mail your address to me by Monday, September 9. If you do not already have one, open a SACLINK account. Instructions are available in any of the campus' computer labs. Accounts may be from any Internet service provider. Multiple addresses are acceptable.

## Course Objectives

The objective of this class is to expose students to information technology (IT) and organizational issues that have significant impact on strategic planning. Emphasis will be placed on examining future technology plans as they are influenced by the competitive environment, corporate culture and other organizational behavior aspects. This course will enable students to compare IT management concepts to their actual (practical) application, and the unique positions taken by organizations.

This objective will be carried out through three subobjectives:

- *Concepts Subobjective*

The *concepts* subobjective concentrates on examining the fundamental management concepts and issues presented in the textbook. The purpose is to build foundational knowledge.

- Application Subobjective

The *application* subobjective provides numerous opportunities to examine how strategic IT planning is practiced. Class sessions will be conducted by executives and managers who will present their organization's strategic IT planning process. (Travel to off-campus sites may be necessary.)

- *Extension Subjective*

Students will demonstrate their understanding of the course material with their development and presentation of a strategic planning model for an organization.

## *Three Rules for Success*

Your success in this class hinges upon three important *rules*:

- Take pride in your work and always present your best side,
- Learn to work smarter, not harder,
- Have fun doing the above.

Rather than approaching this class as another exercise in academe, think of it as a learning experience that adds value to your skill sets.

## Grades

Final letter grades will be assigned according to the total number of points you have obtained through



exams, assignments, class participation and the semester project relative to the total possible number of points. The following table summarizes the cumulative points for each segment and the total possible points.

Note. Listed are the maximum possible points. The points for a segment may be reduced, but will never exceed what is posted.

	<u>Points</u>
Term paper	100
Class journal	75
Class participation/attendance	25
Final exam	<u>100</u>
Total points	300

Final letter grades are assigned according to the following *rule of thumb*:

270 - 300	(90 - 100%)	A
240 - 269	(80 - 89%)	B
210 - 239	(70 - 79%)	C
165 - 209	(55 - 69%)	D
< 165	(< 55%)	Failing Grade

Pluses and minuses will be awarded along the extremes (i.e., 2% below the upper limit or the upper limit minus 2%, and 2% above the lower limit or the lower limit plus 2%, respectively). Because this is a rule of thumb, the final grade distribution is subject to change in the student's favor. If the median final grade falls below 85 percent, the final grade distribution will be adjusted accordingly.

To estimate your current grade, divide your accumulated points by the semester-to-date total possible points. The resulting percentage will indicate your letter grade (as shown in the above table).

### Absences

An absence or early departure from a guest lecturer's presentation will result in a loss of a letter to your semester grade. Two or more absences and/or early departures will result in a non-passing grade.



### Unauthorized Withdrawal (U) and Failing (F) Grades

An unauthorized withdrawal (“U” letter grade) will be awarded to students who fail to take the final exam since it is the last component to the semester’s requirements. An attempt at the final will be regarded as a student’s attempt to complete the course requirements. If the student does NOT possess sufficient points to pass, a letter grade of “F” will be assigned.

### Incomplete Grade (I)

An incomplete grade (I) will only be issued in accordance to College of Business Administration policy. Among the conditions imposed by the instructor that must be met (but are not limited to) are (1) a current passing grade (70 percent or better), (2) the successful completion of all prior assignments and exams, and (3) an unforeseen and unusual event beyond your control which prevents you from completing the semester, and can be documented and verified (employment-related events do not qualify). (4) An incomplete will only be considered after it has been determined that a withdrawal (W) cannot be issued. If you do not meet (1) through (4), you do not qualify for an incomplete. As stipulated by the University, an incomplete cannot be assigned when it is necessary for the student to attend additional class meetings to complete the course requirements.

### Et cetera

Please keep the following points in mind:

- Final grades can only be changed if a posting error has occurred. Grades cannot be changed for any other reason (per the Registrar’s Office).
- Grades are based on the published assignments. No extra credit assignments will be made available at the end of the semester to bolster your grade (i.e., *what you see is what you get*). However, changes to the grading policy can be applied to individual assignments.
- Reasons not related to your performance in this class (e.g., scholarships, grants, etc.) cannot be considered in determining your semester grade. Not only is this unethical, it is unfair to other students who have earned their grades.

Final grades cannot be changed unless a posting error has occurred per University policy. Please keep track of your grades throughout the semester. Your final grade should not be an unpleasant surprise to you.



### Grade Appeals

Grade appeals on assignments and exams must be made within 14 calendars from the date the item was returned to the class (not the date you received it), ***no exceptions***. All grade appeals must be in writing. Your appeal must specifically identify the grading error and suggest a correct answer, including references that support your argument. The original, unaltered document(s) and/or (when applicable) file(s) must be submitted with the grade appeal. Please be aware that an assignment or exam grade may be appealed only once.

**Note.** The number of points cannot be disputed since the same number of points is deducted for everyone with the same error. It would be unfair and unethical for me to reduce the number of points for the convenience of some (i.e., to be placed into a higher letter grade range), but not for others.

### **Exam**

The final examination will consist of a set of essay questions. Material will be drawn from the textbook readings, any other assigned readings, and class lectures and discussion. Emphasis will be placed on your conceptual understanding of the material and critical thinking, NOT on rote memory. Hence, understanding the application of the concepts will greatly enhance your grade. Although the final is open book and open notes, you are greatly encouraged to study before the exam.

### **Term Paper**

The term paper involves finding an organization, either actual (not presented in class) or a case study from the textbook, and developing a strategic IT planning model. Your model should incorporate the planning principles and concepts discussed in class (including guest lecturer presentations) and your textbook with characteristics unique to the organization and/or industry. The specifications and format of the paper will be distributed at a later date.

**No late, e-mailed or faxed papers will be accepted** (no exceptions, *please don't ask*).

### **Class Journal**

Prepare a formal book of notes taken during the guest lectures and tours. The notebook will be submitted for your grade at the end of the semester. Therefore, please be sure it is organized and legible (typed preferred). At the end of the week, summarize and synthesize the major (and to a lesser extent the minor) points presented (emphasized) during the lectures. Link these to the material presented in the textbook. *What can be construed from this information?*



## **Class Participation**

Class participation will include your presence in class (including tours) and active contributions to the discussions (*please ask and respond to questions*). Roll may be taken during class.

## **Classroom Etiquette (*Civility*)**

The basic rule underlying classroom etiquette is *have consideration for others*. The following list of *guidelines* has been assembled.

- Do not interrupt others while they have the floor. You will always be given a chance to contribute to the discussion.
- Be tactful and thoughtful when responding to another person's remarks.
- Do not conduct personal conversations during class. Even though you may be speaking in a very low tone, your voice will carry and disturb others around you. Please conduct your conversations outside of the classroom.
- Turn off all cell phones, pagers and wrist watch alarms.
- If you need to leave or enter the classroom while class is in session, please do so in a non-disruptive manner. This includes (but is not limited to) walking in front of the class, letting the door slam, and making noises that prevent others from listening.
- Please, no eating in the classroom.
- Sleeping will not be tolerated. If you are tired, please rest outside of the classroom. If you are caught sleeping during class, you will be asked to leave.

If you cause a disruption or disturbance, you will be asked to leave the classroom. Persistent and blatant disregard to etiquette will lead to a (maximum) 20 percent reduction in your final grade (or approximately 2 letter grades).

## **Academic Dishonesty**

Unfortunately, the subject of academic dishonesty must be discussed for those who are inclined toward such activities. The university's policy is discussed in the following paragraphs. Please, there is no need to engage in any unethical behavior in this class! If you need help, my door is always open.



Academic dishonesty involves acts which may subvert or compromise the integrity of the educational process of the university. Included is any act by which a student gains or attempts to gain an academic advantage for him/herself, or another, by misrepresenting his/her, or another's work or by interfering with the completion, submission, or evaluation of work. These include, but are not limited to, accomplishing or attempting any of the following acts:

- Using any materials that are not authorized by the instructor for use during an examination.
- Copying from another student's paper during an examination.
- Collaborating (i.e., talking, passing notes and/or signals, etc.) during an examination with any other person by giving or receiving information without specific permission of the instructor.
- Stealing, buying or otherwise obtaining information about an unadministered examination.
- Substituting for another person or permitting any other person to substitute for oneself to take an examination.
- Submitting another person's work as your's either in its original or altered form.
- Giving someone else your work to fulfill his/her assignment.
- Using the assignment of another class to fulfill an assignment for this class without authorized consent of the instructor.
- Plagiarizing.

**Violations to proper ethical conduct will NOT be tolerated.** A failing semester grade will be assigned to all involved parties (NO exceptions). Severe cases of academic dishonesty will be handled at the university level.

If you are aware of any academic dishonesty, please notify me either personally (your identity will remain confidential) or anonymously. **Cheating devalues everyone's grade and degree, including your own!**



## Tentative Semester Schedule

<i>Week</i>	<i>Date</i>	<i>Topic</i>	<i>Chapter</i>
1	9/4	Introduction: Challenge of IT and Trends Strategic Planning	1-2
2	9/11	Competitive IT, and Inter-organizational partnership E-commerce	3-4
3	9/18	IT and the organization	5-7
4	9/25	IT operations and processes IT resources and strategy	8-10
5	10/2	IT development Transitional issues IT business	11-13
6	10/9	<i>Reserved for guest lecturer (or class)</i>	
7	10/16	<i>Reserved for guest lecturer (or class)</i>	
8	10/23	<i>Reserved for guest lecturer (or class)</i>	
9	10/30	<i>Reserved for guest lecturer (or class)</i>	
10	11/6	<i>Reserved for guest lecturer (or class)</i>	
11	11/13	<i>Reserved for guest lecturer (or class)</i>	
12	11/20	<i>Reserved for guest lecturer (or class)</i>	
13	11/27	<b><i>No class scheduled</i></b>	
14	12/4	Semester wrap-up	
15	12/11	<b><i>No class scheduled</i></b>	
16	12/18* 5:15-7-15	<b><i>Final Exam</i></b>	Open book, open notes

\*As scheduled by the University



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