

CALIFORNIA STATE UNIVERSITY, SACRAMENTO
College of Business Administration

MIS 270 –Strategic IT Analysis and Planning

Course Syllabus

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URL¹: www.csus.edu/indiv/c/chingr/mis270/index270.htm

Class Periods: 6:00-8:50 p.m., Monday and Wednesday

Office Hours: 5:00-5:45 p.m., Monday
And by appointment

Required Textbook: Corporate Information Strategy and Management: Text and Cases, 7th edition, Lynda M. Applegate, Robert D. Austin and F. Warren McFarlan. McGraw-Hill/Irwin (2005). ISBN: 0-07-294775-62.

Required Item: E-mail address³

Course Description

From the University's catalog... Emphasizes the process of analyzing and planning for the optimal

¹Uniform resource locator (web page address)

²Purchase this book through Barnes and Noble. See the MIS 270 web page for link. *Warning!* Amazon.com currently lists only the 6th edition.

³E-mail your address to me by Thursday, February 2. Please indicate in the subject line that you are an MIS 270 student. If you do not already have an e-mail address, open a Saclink account (it's free). Instructions are available in any of the campus' computer labs. Non-university e-mail addresses will be accepted. E-mail messages will be frequently sent throughout the semester.



utilization of information systems and information technology to achieve the strategic goals or competitive advantages in relation to organization's competitors, customers, suppliers, services and products.

Prerequisite: MIS 210 or equivalent. 3 units.

Note. This course is not open to MBA students who are required to complete MIS 271.

Course Objective

The primary 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.
- **Extension Subobjective**
Students will demonstrate their understanding of the course material with their development and presentation of a strategic planning model for an organization.

Goal

Upon completing this class, you will not necessarily be an expert in IT strategic planning. However, you should possess a background to make intelligence assessments and choices.

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 set.

Grades

Final letter grades will be assigned according to the total number of points you have obtained through exams, assignments and class participation relative to the total possible number of points.

Note. Listed are the maximum possible points. The actual total may be reduced for certain components. However, it will never exceed the maximum.

	Points
Midterm Exam	100
Final Exam	100
Case Study Paper	100
Case Study Presentation	75
Case Study Discussant (2) (class participation)	<u>50</u>
Total	425

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

382 - 425	(90 - 100%)	A
340 - 381	(80 - 89%)	B
297 - 339	(70 - 79%)	C
234 - 279	(55 - 69%)	D
< 234	(Less than 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 students' favor. If the median final grade falls below 80 percent, the final grade distribution will be adjusted accordingly.

Note. Percentages are rounded to the precision of the above scale.

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.



Incomplete Grade (I)

An incomplete grade (I) will only be issued in accordance with 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 boost 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.

Examinations

Two take-home examinations (i.e., midterm, final) will be given throughout the semester. They will consist of 3 to 5 essay questions. Material will be drawn from the textbook and other assigned readings, and class lectures and discussion. **Emphasis will be placed on your conceptual understanding of the material and your ability to apply them.** You will have a week to complete the exam. The exam dates appear in the tentative semester schedule.

Exams are due at the beginning of class on the day they are due. No late, faxed or e-mailed exams will be accepted, no exceptions.

Note. Because they are take-home exams, no make-up exams or delayed deadlines will be allowed (*no exceptions, please don't ask*).

Case Study Paper and Presentation

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.

During the last weeks of the semester, everyone will present his/her case study.

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

Classroom Etiquette (Civility)

The basic rule underlying classroom etiquette is *courtesy and 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 hearing. If you need to leave class early, please sit near the exit.
- Please, no eating in the classroom.
- Sleeping will not be tolerated. If you are tired, please excuse yourself and 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 yours 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 of 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 CLASS SCHEDULE⁴

Week	Week of...	Topic	Reading(s)
1	1/23	Introduction: IT and strategy	Chap. 1
2	1/30	IT and Organization	Chap. 2
3	2/6	Extending the Enterprise	Chap. 3
4	2/13	Making the Case for IT	Chap. 4
5	2/20	Understanding Internetworking Infrastructure	Chap. 5
6	2/27	Assuring Reliable and Secure IT Services	Chap. 6
7	3/6	Managing Diverse IT Infrastructures Midterm Exam due	Chap. 7
	3/13	Spring Break – No class	
8	3/20	Organizing and Leading the IT Function	Chap. 8
9	3/27	Managing IT Outsourcing	Chap. 9
10	4/3	A Portfolio Approach to Managing IT Projects	Chap. 10
11	4/10	Case Study Presentation and Discussion	
12	4/17	Case Study Presentation and Discussion	
13	4/24	Case Study Presentation and Discussion	
14	5/1	Case Study Presentation and Discussion	
15	5/8	Case Study Presentation and Discussion	
16	5/15	Final Exam due	

The University's final exam schedule can be viewed at

www.csus.edu/schedule/fall2005spring2006/exam.stm

⁴Topics and chapters may be dropped when time does not permit their inclusion. Guest speakers from industry may be added to the schedule.



Calendar for year 2006 (United States)

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Holidays and Observances

Jan 1 New Year's Day	May 29 Memorial Day	Nov 10 'Veterans Day' observed
Jan 2 'New Year's Day' observed	Jul 4 Independence Day	Nov 11 Veterans Day
Jan 16 Martin Luther King Day	Sep 4 Labor Day	Nov 23 Thanksgiving Day
Feb 14 Valentine's Day	Oct 9 Columbus Day	Dec 25 Christmas Day
Feb 20 Washington's Birthday	Oct 31 Halloween	

Calendar generated on www.timeanddate.com/calendar