

Running Head: COURSE SYLLABUS FOR IS 6700

IS 6700: Technology Strategy

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Hawaii Pacific University

Fall 2008

Course Description

IS 6700 is a capstone course for the MSIS program of study, and is designed to bring a strategic planning and policy-making perspective to the many issues studied in previous IS courses.

Because of the IS 6700 course material and the accompanying workload, MSIS students should complete IS 6700 before enrolling in IS 7000, 7100, 7150 or 7200. The course prerequisite for IS 6700 is IS 6230, IS 6100 or MGMT 6050. IS 6700 carried the course number IS 6700 before September 2008. (Course requirements for IS 6100 and MGMT 6050 are shown in Figure 1.)

The course focuses on two major areas of interest: (a) the process by which technology and innovation are used as integral elements of the strategic plans of an enterprise; and, (b) processes by which meaningful and effective policies are formulated, implemented, and evaluated as a means to move from vision to action. Course requirements for IS 6700 are shown in Figure 2.

This course does not concentrate on any specific area of technological or product development. This is an information systems course, so it is biased towards information systems and technologies. This course uses decision-making processes and theories that are essential for information systems management.

Communication skills are an important part of most course assignments. Students are required to submit work that is well organized and suitable for an executive audience. Additional assignments may require verbal presentations, online comments, slideshows, or other formats.

Course Management

The syllabus and schedule are subject to change without advance notice. The instructor uses WebCT. TurnItIn.com and <http://billso.com/tech>. Students are responsible for checking these announcements on a regular basis. Course assignments and a schedule are listed in Table 1. Updated course schedules will be posted at the 6700 website on a regular basis.

There are two sections in this course, and they share an identical same schedule. Students registered in Section A are required to meet at the scheduled course time and room on a weekly basis, and is designed for students who prefer or who may be required to attend a face-to-face course. While attendance is not part of the final course grade, the instructor will take attendance in Section A. Attendance in section EO is monitored through assignment submission and review of the section's WebCT student activity logs.

Information about the course and instructor is shown in Figure 4. *This section of IS 6700 uses the plus-minus grading system.* The grading scale is listed in Table 2.

Student Responsibilities

This is a graduate-level course. Individual students are responsible for reading the material and keeping pace with the course schedule. Students who fall behind in their readings may have problems later in the course.

Mastery of advanced communications, management, and critical analysis skills must be demonstrated in each assignment and examination. Consequently, the professor expects all readings and other assignments to be completed PRIOR to writing assignments and exams.

Additional readings will be posted in WebCT. Students are expected to check course web sites weekly for additional readings and schedule changes.

Assignments

All assignments and exams are to be done by the individual student. Some written assignments include peer reviews conducted by 1 or more students. After the peer reviews are completed, students have several days to revise and submit the final versions of their papers.

Textbook readings are listed in Table 1. The assignment details are posted at least two (2) weeks in advance for most assignments.

Students may receive a reduced grade or a zero for any assignments that they have missed or submitted late. The instructor expects students to turn in their best work on each assignment, and grades each assignment as a completed work. Resubmission of the final version of assignments is not permitted.

The instructor may return assignments without marking a grade. This indicates that the submission has major flaws or errors that must be corrected by the student. Reasons for an ungraded assignment are shown in Figure 3.

Assignments and examinations usually have a minimum word count for the body of the paper. Students may submit longer assignments.

Examinations

There is a final examination in this course. The instructor may also use quizzes during the term. The final examination is cumulative. An examination uses essay questions as the primary assessment tool. Exams are written by individual students in a word processor, and submitted as a DOC, PDF, or text file to TurnItIn.com.

APA Formatting of Written Assignments

Each written assignment submitted to TurnItIn.com is expected to be a finished piece of business correspondence that meets the highest professional standards with regards to content, research, logic, grammar, and spelling.

Specific written assignments use the format guidelines described in the 5th edition of the *Publication Manual for the American Psychological Association*. Students may also use the 2007 *APA Style Guide to Electronic References*. Formatting determines at least 10 percent of the total grade for these written assignments.

This syllabus is formatted to APA standards, and may be used by students as a convenient example. Please see the additional documents on APA formatting posted at <http://billso.com/apa/> and <http://www.apastyle.org>

Sources and references

Students should use the textbook as their primary reference when preparing assignments. Use authoritative, reliable external sources as needed. Be careful when using marketing and sales materials, including “white papers”, corporate web sites, advertising supplements, and press releases. Students are encouraged to use the university’s library resources, including several excellent databases available on the *Library* tab in Campus Pipeline.

All sources and external materials used in written assignments and discussion materials must be properly cited according to APA standards. Accurate citations and reference lists provide additional evidence that each student has mastered and understood the course material.

Academic Honesty

It is the professor's position that experienced graduate students are *honorable, hard working, and ethical*. This capstone course has been designed as a challenging intellectual experience that depends upon these qualities. In the unexpected event that this trust is abused, the students involved may expect to be referred to an academic conduct board. Please see the attached handout for the University's academic honesty policies for more information about this topic.

References

Burgelman, R. A. & Grove, A. S. (2006). *Strategic dynamics: Concepts and cases*.

Boston: McGraw-Hill Irwin.

Sodeman, W. (2007, January 31). Competitive advantage and key success factors.

Retrieved August 22, 2007, from <http://billso.com/2007/01/31/ca-ksf/>

Venkatraman, N. V. (2003, June 23). Other voices: The real impact of IT is just

beginning. *InformationWeek*. Retrieved June 27, 2003, from

<http://www.informationweek.com/story/showArticle.jhtml?articleID=10700309>

Knowledge

1. Understand how businesses use information operationally, managerially, and strategically
2. Understand key computer and communications vocabulary and concepts (hardware, software, networking)
3. Classification of systems architectures (e.g. centralized, distributed)
4. Differentiation of applications by function (e.g. transaction, decision support, management reporting).
5. The role and use of systems development life cycles
6. Methods for evaluating the efficacy of new and existing information systems.

Skills

1. Ability to scope business problems and identify key IS. elements
2. Apply Porter's strategic models to organizational information systems
3. Identify and classify systems architectures
4. Evaluate the feasibility of proposed IS solutions and choose among alternatives in a professionally supportable way.
5. Write well focused executive summaries of IS problems and proposed solutions
6. Produce professional level analyses as part of a project team
7. Use online research and communications tools to coordinate and complete studies.

Figure 1. IS 6100 and MGMT 6050 course objectives.

1. Understand the role of information and information systems in the health and growth of business entities.
2. Be able to analyze and identify external and internal forces contributing to the competitive position of the enterprise.
3. Be able to direct activities designed to create, implement, and evaluate strategic planning in the organization.
4. Be able to identify the constraints and responsibilities associated with strategic planning and policy making in the corporate environment.
5. Understand how technology and innovation can be leveraged for competitive organizational and industrial advantage.

Figure 2. IS 6700 course objectives.

- 1) *Assignment was submitted late, without prior notice or discussion with the instructor.*
- 2) *Poor or insufficient discussion of assigned reading(s).*
- 3) *Poor or insufficient coverage of assignment requirements.*
- 4) *Grammar or writing.* All assignments should be carefully written and prepared for an audience of CXOs and executives. Clarity of written communication is an important component of this course.
- 5) *TurnItIn.com originality index is more than 20 percent.* This metric indicates possible problems with quotations or paraphrasing. Avoid the clipboard – do your own writing.
- 6) *Inadequate URL, reference list or citations.* All sources must be cited, including accurate URLs, cases and textbook readings. *Students may use page numbers to cite the textbook and their assigned case, instead of a full in-text citation.*
- 7) *Poor APA formatting.* All students are required to use the APA Publication Manual while preparing written assignments.

Figure 3. Typical reasons that written assignments are returned ungraded.

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|--------------------|--|---------------------|--|
| Instructor: | William A. Sodeman, Ph.D., Associate Professor, Information Systems | Course meetings: | Section A: Tuesdays, FC 102 from 1715 to 2010 HT Section EO: None scheduled. |
| Office: | 1188 Fort Street Mall, Room 323, Honolulu, HI 96813 808-544-1463 (voicemail), 808-791-8990 (FAX) | | |
| E-Mail: | wsodeman@hpu.edu | Office hours: | Tuesdays and Thursdays, 1400 to 1600 HT, and by appointment. |
| Web sites: | WebCT is the course management system for IS 6700. http://billso.com/ism/ is the instructor's web site, which provides access to course materials and information. http://billso.com/apa/ is the instructor's web page for APA formatting tips. | | |
| Required texts: | American Psychological Association. (2001). <i>Publication manual of the American Psychological Association</i> (5 th ed.). Washington, D.C.: Author. Burgelman, R. A. & Grove, A. S. (2006). <i>Strategic dynamics: Concepts and cases</i> . Boston: McGraw-Hill Irwin. (Note: students should not list the APA manual in the reference lists for their assignments.) | | |
| Optional texts: | American Psychological Association. (2007). <i>Electronic media and URLs</i> . Retrieved from http://www.apastyle.org/electmedia.html American Psychological Association. (2007). <i>APA style guide to electronic references</i> . Washington, D.C.: Author. (The above text is available as a PDF file for a nominal fee. See http://books.apa.org/books.cfm?id=4200061 .) | | |

Figure 4. IS 6700 course and instructor information.

Table 1. Assignment weighting and schedule for IS 6700, Fall 2008

| Week | Readings in text | Topics and activities | Assignments | Total points | Due date |
|---|-------------------------------|--|------------------|--------------|----------|
| 1: 2 Sep | pp. 3-14 | Introductions Web site sign-ins SWOT P vs E | | | |
| 2: 9 Sep | pp. 14-15 | Value chain 9 forces model | Paper 1 | 10 | 9 Sep |
| <i>Friday, 12 September 2008 is the last day to register for this course.</i> | | | | | |
| 3: 16 Sep | pp. 14-15 pp. 23-51 | Case analysis tips Dynamic forces Key success factors Competitive advantage Intel DRAM | Case notes 1 | 20 | 16 Sep |
| 4: 23 Sep | p. 4 pp. 15-16, 23-77 | Intel in 1999 Strategic inflection points Driving forces | Paper 2 draft | 30 | 23 Sep |
| <i>Friday, 26 September 2008 is the last day to drop this course without a W grade.</i> | | | | | |
| 5: 30 Sep | | | | | |
| 6: 7 Oct | pp. 16-21, 245-283 | Strategy and inertia The valley of death Intel beyond 2003 | Paper 2 revision | 50 | 7 Oct |
| 7: 14 Oct | | | | | |
| 8: 21 Oct | pp. 5, 284-318 | Convergence Nokia vs Samsung | Case notes 3 | 30 | 21 Oct |
| 9: 28 Oct | | | | | |
| 10: 4 Nov | pp. 6, 365-366, 389-414 | Intellectual property Fair use Disney in 2001 & 2003 | Paper 3 revision | 60 | 4 Nov |
| <i>Tuesday, 11 November 2008, is an HPU holiday.</i> | | | | | |
| 12: 18 Nov | pp. 415-435 | Universal Music Group | Case notes 4 | 30 | 18 Nov |
| 13: 25 Nov | | | | | |
| <i>Thursday and Friday, 27 and 28 November 2008, are HPU holidays.</i> | | | | | |
| 14: 1 Dec | pp. 7, 437-469 | Telecommunications | Paper 4 revision | 60 | 1 Dec |
| 15: 8 Dec | pp. 470-492 | | Final exam | 100 | 8 Dec |
| | | Final grades posted | | | 17 Dec |

Note: Schedule and assignments may be revised during the term.

Table 2. Grading scale

| Total Points Earned | Final letter grade |
|---------------------|--------------------|
| 372 and above | A |
| 360-371 | A- |
| 344-359 | B+ |
| 332-343 | B |
| 320-331 | B- |
| 308-319 | C+ |
| 280-307 | C |
| 279 and below | F |