



# Managing High Technology

FALL 2003

PROFESSOR A'ISHA AJAYI

Kent State University—College of Business

## Staying in touch:

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BAD 64285

**Section:**

001

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20542



## Inside this issue:

Course Goals	2
Course Schedule	2
Course Assignments	2
The Paper	3
Exams	3
From the Instructor	3
Evaluation Criteria	4
Enrollment	4
Students with Disabilities	4
Ethics and Academic Honesty	5

## Course Description

Perhaps it can be said without qualification that the success of any enterprise is inextricably tied to its use and integration of information technology (IT) in every aspect of its strategy.

While this makes perfectly good sense, accomplishing the task of integrating technology into business practices is fraught with peril.

Resistance to change, the speed of innovation, and technological obsolescence has made managing these strategic resources a quest not for the faint of heart.

### Required Text(s):

Houston H. Carr & Charles Snyder, *Management of Telecommunications: Business Solutions to Business Problems*, 2/e, McGraw-Hill/Irwin, 2003.



This course is designed to provide the participant with the technical and theoretical basis for managing high technology.

Lectures, assigned and other readings will form the backdrop for this exploration.

Students are encouraged to add to the dynamics of the course by providing additional resources such as articles or Web sites of interest.

This is your course! You will get out of it what you put into it. Time management is important.

This text is a primer for the course. Additional materials will be added to Web CT for your use. These materials will help to update lecture materials and demonstrate the use of IT and its applications in the modern enterprise.

If you have articles or other materials that you would like to share with the class, please

submit them to the instructor in digital form.

While attendance is not taken, it is your responsibility to get notes or other materials from your classmate should you miss classes. Good luck and enjoy the class.



submit them to the instructor in digital form.

Web CT is a Kent State University resource used to augment the course. Students will be advised when access is available and how to log in.

The URL for the site is:

class.kent.edu

## Course Goals

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- To provide the participant with a comprehensive overview of current trends in information technology and applications.
- Enhanced business communications skills through written assignments and other course elements.
- To provide the participant with a template for analyzing IT requirements within an organization.
- Basic needs assessments techniques.
- Exposure to current trends in the use of IT (information Technology) in e-Commerce.
- To have fun!



## Course Schedule

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Week 1	Chapter 1	Week 9	Chapter 9-10
Week 2	Chapter 2	Week 10	Chapter 11-12
Week 3	Chapter 3	Week 11	Chapter 13
Week 4	Chapter 4	Week 12	Chapter 14-15
Week 5	Chapter 5	Week 13	Exam 4
Week 6	Chapter 6	Week 14	Presentations
Week 7	Chapter 7	Week 15	Presentations
Week 8	Chapter 8		

### Course Assignments

## Important dates

Class Duration:	6:15–8:45pm	Monday A404 conference room		
Exam 1	9/22/03	Chapters 1-4 and lectures	Exam 3	11/3/03 Chapters 9-12 and lectures
Exam 2	10/22/03	Chapters 5-8 and lectures	Exam 4	11/17/03 Chapters 13-15 and lectures
Paper	11/24/03	Due at start of class.		
Final Exam	TBA	2hr 30 min. duration		
Presentations	TBA			

## About the Paper

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A ten (10) page paper will be required as part of this course. The 10 pages are counted from introduction to conclusions.

Students are responsible for topic selection.

Required Elements:

- Headings, titles, etc.
- Introduction and conclusion
- Page numbers
- MLA or other standard citations
- Table of contents

- List of acronyms
- Bibliography
- List of figures

Please note that you must demonstrate your topic choice within the context of current business applications or environments.

The following metrics will be used to determine your grade for this element:

- Technical depth and accuracy 20%
- Written communications 20%
- Organization and flow 20%
- Integration of theory and practices 20%
- Execution 20%

## Exams

Four exams and a final are required as part of this course. These elements are designed to test the student's mastery of lectures, readings and theory related to the disciplines of communications and networking. The following question formats will be used on exams:

- Fill-in or short answer
- Matching
- Multiple choice
- Acronyms

Please note that the instructor will return each exam no later than 1 week from its scheduled date. The instructor will not answer any questions during the exam. No make-ups or rescheduling of the exams is permitted. A grade of 0 will be given if an exam is missed. There will be no exceptions to the aforementioned points.

## From the Instructor

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Managing technology is a difficult subject to master in a single semester or session. Reading assigned materials prior to lectures will help increase your mastery of associated theory and practices.

Here are a few of my favorite places to help you with this material.

[www.techguide.com](http://www.techguide.com)

[www.whatis.com](http://www.whatis.com)

## Evaluation Criteria



Exam 1	10%	The following formula will be used to calculate your grade: $\frac{(E1+E2+E3+E4)}{4} * 8 + (\text{paper} * 4) + (\text{pres.} * 2) + (\text{final} * 6) / 20$	A	90-100
Exam 2	10%		B	80-89
Exam 3	10%		C	70-79
Exam 4	10%		D	60-69
Paper	20%	Please note: The instructor will not discuss grades prior to returning assignments, via email	F	59 and lower
Presentation	10%			
Final	30%			
Total	100%			

## Enrollment and Registration

Students have responsibility to ensure that they are properly enrolled in classes. You are advised to review your official course schedule during the first two weeks of the semester (session) to ensure that you are properly enrolled in this class and section. Should you find an error in your class schedule you must correct it immediately with your advising office. If registration errors are not corrected by the date specified by the Office of the Registrar for this session and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the conclusion of this semester for any class in which you are not properly enrolled.

## Students with Disabilities

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please contact the instructor at the beginning of the semester (session) or when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the Office of Student Disability Services (SDS) in the Michael Schwartz Service Center (330) 672-3391.





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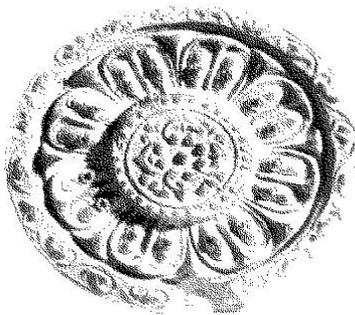
We're on the Web!

[class.kent.edu](http://class.kent.edu)—Web CT  
[mismain.bsa.kent.edu/](http://mismain.bsa.kent.edu/)

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## Ethics and Academic Honesty

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You are encouraged to work together and help one another learn the material, but all submissions must be your own unique work (or those of your team for team projects). Cheating, plagiarism, copying and other behavior that is contrary to University standards will not be tolerated.

Any students found guilty of such offenses will be given a grade of “F” as a final grade. Additional penalties may be imposed; these will be determined on a case-by-case basis. Any student aiding another student will be considered to be an accessory and will be subject to the same penalties.