

On the Case

Kent State University - Management and Information Systems

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Spring 2003

Office Hours

What's in a System?

Today, it can be said without qualification, that the success of modern enterprise is inextricably bound to the information systems that supports it.

Marshall McLuhan could not have imagined how prophetic his observation - "...the medium is the message..." would become in the 21st. Century.

Information systems once treated as mere utilities of the companies that deployed them, have grown beyond their operational and tactical limitations to become important strategic assets.

This course is designed to provide the student with a practical framework to explore the systems development process.



Course lectures, readings and other assignments will form the backdrop for this exploration.

Required Text:

Laudon, Jane and Kenneth Laudon, **Management Information Systems: Managing the Digital Firm**, Prentice-Hall, 2002, ISBN 0-13-033066-3.

Optional Text:

Murch, Richard, **Project Management: Best Practices for IT Professionals**, Prentice-Hall, 2001, ISBN 0-13-021914-2.

- **Tues.** 1:00-3:00pm
 - **Weds.** 3:00-5:00pm
- Staying in Touch!**

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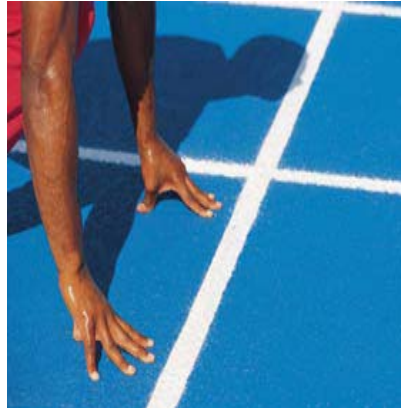
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FYI

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Course Objectives and Outcomes

- To provide the student with a comprehensive overview of systems development philosophies and practices.
- To provide the student with a template for integrating technology into traditional and e-enabled enterprises.
- To provide the student with a sampling of salient trends and issues related to global connectivity and commerce.



- To provide a template for analyzing the economic, operational, tactical and strategic implications of introducing technology into the workplace.
- To provide the student with “real world” experience in systems design.
- To have fun while doing it!

Goals

- To be able to conduct basic activities and procedures associated with the systems development life cycle.
- To conduct basic project management as part of the iterative SDLC (systems development life cycle).
- Enhanced business communications.
- Advanced proposal preparation.

Time management is perhaps the most important skill you can master in this course.

Enrollment and Registration

Students have responsibility to ensure that they are properly enrolled in classes. You are advised to review your official class schedule during the first two weeks of the semester to determine if you are properly enrolled in this class and section. Should you find an error in your schedule, you have until January 24, 2003 to correct it with you advising office.

If registration errors are corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are now advised that you will not receive a grade at the conclusion of the semester for any class in which you are not registered.

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 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.

Ethics and Academic Honesty

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 group projects). Cheating, plagiarism, and any 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.

Important Dates

- Week 1 CH. 1
 - Week 2 CHs. 2-3
 - Week 3 CHs. 4-5
 - Week 4 CHs. 6-7
 - Week 5 CHs. 8-9
 - Week 6 CHs. 10-11
 - Week 7 CHs. 12-13
 - Week 8 CH. 14
 - Week 9 CH. 15
 - Week 10 CH. 16
 - Week 11 - Work Week
 - Week 12 - Draft due 4/12/03
 - Week 13 - Presentations
 - Week 14 - Presentations
 - Week 15 - Final Draft Due 5/5/03
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The Project

- A case study will make up the major part of the course. Students will be assigned to teams based on skills and other selection criteria.
- A detailed case study overview will be distributed during week three of the course.
- Time will be allocated for the case during class, following lectures. The amount of time devoted to in-class case activity will be based on your attendance and commitment.
- A presentation by each team will be the culminating exercise.
- Once the course is completed the projects will be transferred to CD for your portfolio.



Evaluation Criteria

Calculating Your Grade		The following formula will be used to calculate your grade:	Grade Scale	
Project	60%	Step 1: Project score*12	A	90-100
Presentations	40%	Step 2: Presentation score*8	B	80-99
Total	100%	Step 3: Add the results from the first 2 steps and divide by 20.	C	70-79
			D	60-69
			F	0-59
