

**University of Saskatchewan
College of Commerce**

MBA 838.2 Leveraging Information Technology in Business

COURSE OUTLINE

Meets: November 24-27th and December 1-4th 6:30-9:45

Instructor: Mark Klassen

Office: ESB 80

Office Hours: by appointment or when the door is open – I am usually around.

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COURSE OVERVIEW

This is an applied course in management information systems which serves to give managers the tools they need to operate in a world influenced by technology. This is not a bits and bytes course where Java and XML are defined, explored and taught. What we will be exploring is how technology integrates with many of the concepts that are mission critical for successful business professionals. We will draw on your experiences and concepts that have been emphasized throughout the MBA program or that you will be exposed to at a later time. We will also introduce new material that often goes hand and hand with technology. For example tools such as business process improvement and change management can be applied in many settings, but we will learn methodologies and apply them in the context of management information systems. The style of teaching will be more facilitative than lecture oriented. Cases, exercises and discussion will be the normal daily pedagogy.

COURSE MATERIALS

Text: Management Information Systems, *Fourth* Canadian Edition, by Kenneth C. Laudon, Jane P. Laudon and May Elizabeth Brabston, Prentice Hall.

We may supplement this text with article readings from time to time. The articles will be referenced in class and can be downloaded from the library or my website.

EVALUATION

There will be an expectation that you have read and understood the University policy regarding student academic dishonesty. The policy can be found on the following web site link:

http://www.usask.ca/university_secretary/honesty/index.php

The following marks will determine your final grade:

Student Grading

1) Class Participation	10%
2) Proposal	40%
3) Final	50%
TOTAL	<u>100%</u>

1) Class Participation

You are expected to participate! In fact this will be a very ineffective class if people do not participate. As iterated in the course objective, this class will be taught with a facilitative style, utilizing cases, exercises and participative discussion.

Detailed guidelines are not provided for participation with the exception of the following criteria:

- Attitude
- Preparation
- Leadership

Note on in-class group work: Class participation includes in-class group work. During the class we will often break off into groups to explore concepts, complete exercises, analyze cases etc. Your ability to apply attitude, preparation and leadership applies to the small group setting. It's not all about participating in the full group setting.

2) Proposal

Your group will present a proposal to perform consulting services to a mock client. The context of the presentation will be an assigned case and the mock client will be myself and an executive from industry. We will discuss how to prepare an effective proposal in one of the classes. Essentially you will be asked to present your understanding of the issues, approach, methodology, resources, timing, etc. You will not only be asked to solve the client's issues, but to sell the client on the value proposition of why the client should engage you.

Presentation:

Each group will present one-on-one with the client. You will have approximately 20 minutes to present and 10 minutes for the client to ask questions. After the presentation and questions, the client will discuss your proposal privately (you will leave the room for ten minutes). After we (the client) have discussed the proposal privately, we will meet with you briefly and review your proposal with you. We will identify elements in the proposal we liked and things we were not comfortable with. The client will need to be comfortable with the proposal before we sign off on it. You may be asked to make adjustments before we approve the proposal. Your mark will be determined by the

amount of thought and preparation that has gone into your proposal and your ability to present and effectively sell the proposal.

All group members must participate in the presentation. You will need to hand in your proposal as per the instruction of the proposal case. The proposal case will be handed out in class. The client will not look favourably on late submissions.

Peer Evaluation: Included with each presentation, group members must assess the performance of each member in the group. The format is as follows: List your group number and the names of each member in your group. Next, assume all group members are to receive a bonus for work done on the case. Decide how you would divide the payment of \$40,000 your group of four will receive as a bonus for the presentations (groups of five will split \$50,000, groups of three will split \$30,000). The maximum any one member of the group can receive is \$12,000, the minimum is \$8,000 (keeping in mind the total for the group must equal \$40,000). I will prorate each group member's grade using the allocation given:

An individual's grade for the strategy project = \$ earned by individual x the group's grade for the project:
Example 1: Group Case Grade (80) x the individual's earnings (\$8,000) = 64% individual grade
Example 2: Group Case Grade (80) x the individual's earnings (\$11,000) = 88% individual grade

Be sure the amount of bonus allocated to each group member reflects the contribution of the member. Things to consider when evaluating your group member are pervasive qualities exhibited such as: attitude, share of work completed, attendance at group meetings, quality of work completed, and leadership displayed. You should also take into consideration the role played in preparing and presenting the class presentation. **Each member must initial the evaluation.** The proposal is not considered complete until a signed copy (by all members) is handed in (note there are penalties for late hand-ins - see above). Please attach the peer evaluation to the presentation slides you provide to the instructor.

3) Final

There will be a final exam in this course which will be scheduled on or close to the last day of class. The exam will be written in class. Further details of the exam content will be examined in class.

TOPIC SCHEDULE

The following schedule outlines the topics we will be covering in this course. We will use the text as a guide and expand on topics beyond the text (e.g. business process improvement, change management).

The following topics and text chapters will be covered in this course. They are presented in the order we will be taking them:

Information Systems in Global Business Today	Chapter 1
How Businesses Use Information Systems	Chapter 2
Information Systems, Organizations and Strategy	Chapter 3
Enterprise Applications to Manage Supply Chains and Response to Customers	Chapter 12
Social, Legal and Ethical Issues in the Digital Firm	Chapter 4, 8
Securing Information Systems	Chapter 9
Information Resource Management and Project Management	Chapter 10
E-Commerce: Digital Markets and Digital Goods	Chapter 13
Managing Knowledge	Chapter 15

Note: Chapters 5, 6 and 7 are more of the “bits and bytes” chapters. We will not cover these chapters in class because it is not the focus of the course. That being said, they are excellent reference chapters.

In addition to the text readings and topics, we will be “drilling down” into a few other topics to a varying degree. There will be further attention related to the topics below.

- Proposal Development (bigger emphasis)
- Customer Relationship Management (bigger emphasis)
- Organization Structures (smaller emphasis)
- Business Process Improvement (bigger emphasis)
- Change Management (smaller emphasis)