

**IS 5800 -- INFORMATION SYSTEMS
SECTION G01 -- WINTER 2010**

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or by **scheduled** appointment

TEXTS: Joe Valacich and Christoph Schneider, *Information Systems Today: Managing in the Digital World*, Fourth Edition, Prentice-Hall (Pearson), 2009.

Nolan Hester, *Creating a Web Site in Dreamweaver CS4: Visual QuickProject Guide*, Peachpit Press, 2008.

Available at the Library or MyGateway

- Carr, N., "IT Doesn't Matter," *Harvard Business Review*, 81(5), May 2003, p. 41-49.
- Dhar, V. and A. Sundararajan, "Does IT Matter in Business Education? Interviews with Business School Deans?" Working Paper CeDER-06-08, Center for Digital Economy Research, New York University, Leonard N. Stern School of Business, June 17, 2006.
- Luftman, J., R. Kempaiah, and E.H. Rigoni, "Key Issues for IT Executives 2008," *MIS Quarterly Executive*, 8(3), September 2009, p. 151-159.
- McAfee, A., "Enterprise 2.0," *MIT Sloan Management Review*, 47(3), Spring 2006, p. 21-28.
- Nelson, R.R., "IT Project Management: Infamous Failures, Classic Mistakes, and Best Practices," *MIS Quarterly Executive*, 6(2), June 2007, p. 67-78.
- Suitt, H., D. Weinberger, P. Samuelson, R. Ozzie, and E. Motameni, "A Blogger in Their Midst," *Harvard Business Review*, 81(9), September 2003, p. 30-40.

Available Online

- Cusamano, M.A., *The Business of Software*, Free Press, 2004. -- Chapter 1.
- Friedman, T.L., *The World is Flat*, Farrar, Strauss and Giroux, 2007 -- Chapter 1.
- Friedman, T.L., *Hot, Flat and Crowded*, Pan Books Limited, 2009. -- Chapter 1.
- Raymond, E.S., *The Cathedral and the Bazaar, Musings on Linux and Open Source by an Accidental Revolutionary Thyrsus Enterprises, Version 3.0*, O'Reilly Media, 2001.
- Rogers, E.M., *Diffusion of Innovations*, New York, Free Press, 2006, forth or fifth edition -- Chapter 1.
- Tapscott, D., Williams, A.D., *Wikinomics: How Mass Collaboration Changes Everything*, Portfolio, 2008. -- Chapter 1.

SUPPLEMENTAL MATERIALS:

Class Home Page	http://www.umsl.edu/~sauter/5800/index.html
Current Page:	http://www.umsl.edu/~sauter/5800/current.html
Readings	http://www.umsl.edu/~sauter/5800/links.html
Schedule	http://www.umsl.edu/~sauter/5800/schedule.html
Web Materials	http://www.umsl.edu/~sauter/help/index.html

PREREQUISITES: none

MY EXPECTATIONS:

- I assume you are here to learn about information systems in preparation for your ultimate career. To accomplish that:
 - You must come to class prepared; you must read and think about the material before you get here.
 - You must demonstrate critical thinking skills.
 - You to participate in class discussions and class activities.

· You must participate fully in the group projects. This means that you will think about your project, go to group meetings, participate in the data collection and analysis. Each person must accept the responsibility for the project.

- It is your responsibility to ask questions in class or office hours when you are confused.
- I expect you to be courteous and respectful to me and your classmates, and professional to class visitors and to your clients.
- While I will not monitor your use of the computers during class, I expect you to be respectful in your use of the computer and I expect you to pay attention regardless of what you are doing with the computer.

Your success in this course is important to me. When I believe that the programs offered at the Center for Student Success (CSS) will help you academically, I will send a referral.

ASSIGNMENTS: There are individual assignments and group assignments.

Due Dates: Due dates are listed for each project. In each case, the assignment is due at the end of the class period on the due date. NO late assignments will be accepted.

Format: All assignments must be typed (or word-processed) and must be double-spaced; use page numbers. Margins must be at least one inch (1") on all sides. Staple assignments in upper left corner; do not provide folders with your work. Not only will I grade on the basis of the content of the material, but also the presentation of the material. I expect the writing to be of the caliber of college graduates; I expect good grammar and accurate spelling.

Individual Assignments

- **The Blogs:** This course is designed to help students understand how information systems and technology are used and how they impact (positively or negatively) the competitive position of organizations. Through an overview of the technologies, activities, and applications of IS, this course will help you in acquiring an appreciation for the possibilities created by IT based solutions in today's organizations.

To facilitate this effort, students will blog regularly (at least once per week) on some technology or information system. It might be a technology that you encounter at work, or something new that has hit the market. You must discuss your impressions of it, and what is being said about it. While web-based materials and popular press articles will be important, students must also cite research-oriented, peer-reviewed journals in their blogs. Students must have at least one substantive blog entry each week that summarizes what they have found, how it relates to the industry of choice and how it relates (if it does) to what we have discussed in class. An example of using a blog for this purpose can be found at <http://blog.hbs.edu/faculty/amcafee/>.

There will be at least one question on the final exam pertaining to the blogs.

Due Date: by Tuesday night each week

Deliverable: send URL to Professor Sauter (only the first time)

- **Email 1:** Send an email message to Dr. Sauter Due Date: January 27.
- **Email 2:** Create a "signature" for your email and send an email message to Dr. Sauter. Due Date: January 27.
- **Facebook:** Create a profile on Facebook. Join at least two groups and link to at least two fan pages. Connect to my profile by February 3.
- **LinkedIn:** Create a profile on LinkedIn that presents your professional side. Post a complete profile, including an appropriate photograph. Join at least two appropriate professional groups. Connect to my profile by February 10.

- **Twitter:** Create a Twitter Account. Tweet at least three times this semester on some technology development you encounter. You might want to link these tweets to your blogs. Send me your account by February 10.

- **Web Page Development:** For this assignment, you will create a personal home page, and put it up on the World Wide Web. The page should include some basic information about you, and some links to sites related to you and your interests. Your home page should have a title (what the browser displays at the top of the window). I suggest you call it Home Page of , but you can use any title. You must include at least two images or graphics on your home page. You may either copy the image to your html directory, or you may create a direct link to the image's original site.

The body of the personal home page should have your name and e-mail address. Make use of the available headings to give a professional appearance to your page. The e-mail address should include a "hot link," so that any person with proper settings in their browser should be able to send you a message directly from your home page.

Following your name and e-mail address, you should have a section describing yourself. You might entitle it "About Me." In this section you should include links to the class page, the IS Area, the College of Business Administration and the University of Missouri - St. Louis. State your education background, and include a link to other colleges and universities you have attended. If you are employed, state where you work, and include a link to the company home page if it exists. You may then include any additional information you would like to share with us (remembering that the page can be accessed by anyone in the world). If there are sites related to this information, include a link to them.

The next section should include information about your interests, hobbies, etc.; you might entitle it "My Interests and Favorite Links." Search the Web and find pages which relate to your interests. You must include at least four more links of your choice.

Another section should include information about your professional interests. This might be technological pages you believe to be interesting. Or, it might include information of interest to your current employer, job or industry. You must include at least four more links in this area.

Your personal home page file should be named "index.htm" or "index.html." If you created the page in Windows, you will need to transfer it to the html directory on your Admiral account. This directory is the public directory. You can do this transfer using the FTP program demonstrated in class or use of your SAMBA drive.

You can use my sample page as a reference to how to do your home page. Of course, you are free to add more and make your page more "cool." After you create your home page, ensure that all of the links are working properly. Once your page has passed the final quality check, send me an email message providing me with the location of your page. On the due date, print a copy of your home page and turn it in.

Due Date: March 3

Deliverable: send URL to Professor Sauter

- **Wiki's:** Create a user-id in Wikipedia. Edit an entry or create a new entry using that user-id. Send me the topic and the user-id. Due Date: February 24.

Group Assignments

- **Current Topics in IS:** Visit the website of an Information Systems-related content provider and scan its contents. What is the focus of the different websites? What are the hot technologies and related issues? What are the most important for business managers? Each group must select a different website; all choices must be approved. Some possible sites include:

- Information Week (information-week.com),
- Computerworld (computerworld.com),
- CIO Magazine (cio.com),
- Datamation (<http://itmanagement.earthweb.com/>),
- News Factor (newsfactor.com),

PC Magazine (pcmag.com/),
Wired (wired.com),
InfoWorld (infoworld.com),
InfoWeek (informationweek.com),
Technology Review (techreview.com/),
ZD Net (zdnet.com/),
New York Times Technology Pages (<http://www.nytimes.com/pages/technology/index.html>),
Business Week Technology Section (<http://www.businessweek.com/technology/>),
Washington Post Technology Section (<http://www.washingtonpost.com/wp-dyn/content/technology/>)
(requires free registration).

Deliverables: A short class presentation; electronic copies of the slides for your presentation (these will be posted online for the class)

Presentation Date: January 27

• **Internet Tools and Business:** Select four companies that exist in a particular segment of business. For example, you might select companies in the steel manufacturing business, or in the logistics business, or small theatres. You will, as a group, evaluate how they are using the Internet as part of their business plan. Discuss what it is, how it helps their business, who seems to be using it (especially blogs and social networking services), why they use it and, if possible, when they started using the Internet. Describe the use and evaluate its effectiveness. Identify whether a company's strategy is useful, and how you expect their use to evolve. In addition, identify whether the different companies follow similar or different strategies and, if different, if one (or more) seem more successful than others. Develop some general guidelines to help other companies in this industry design their Internet. This analysis will be summarized in a paper and a presentation to the class. You must examine at least three specific components: the website, blog use, and social networking group use, as described below, but may look more broadly. It is expected that you will look not only at what they are doing, but what people write about what they are doing in publications.

- Website:
 - What is the purpose of the company in developing the site?
 - Does the site convey a positive or useful message for the company?
 - Who is the intended audience?
 - What information content is provided?
 - What functions are provided?
 - Can the user purchase goods?
 - Is the site well designed from the point-of-view of clarity, ease of use, speed of access?
 - Is the site aesthetically pleasing?
- Blogging:
 - Do the companies sponsor blogging sites? If so, what are the policies they have on their site?
 - What kinds of information are found on the blogging sites?
 - Are there non-company-sponsored blogging sites regarding their products? If so, how does the information on these sites compare to the corporate-sponsored sites?
 - What are the ranges of people who blog about the products? Do you know anything about their background?
 - How do the efforts of the various companies compare?
 - How do the corporate websites and blogging sites compare in terms of message and format?
 - Develop some general guidelines to help other companies in this industry design their blogging effort.
- Social Network Use Evaluation: (include, at the very least, Facebook, LinkedIn and Twitter)
 - Do they sponsor social networking sites? If so, what kinds? If so, what are the policies they have on their site?
 - What kinds of information is found on their social networking sites?

Are there non-company-sponsored social networking sites regarding their products? If so, how does the information on these sites compare to the corporate-sponsored sites? What are the ranges of people who are engaged on these sites? Do you know anything about their background? How do the efforts of the various companies compare? How do the corporate websites, blogging sites and social networking sites compare in terms of message and format? Develop some general guidelines to help other companies in this industry design their social networking efforts.

Due Date: February 24; Submit presentation electronically by February 23.

Deliverables: A paper and a class presentation. The paper does not have a length requirement. The presentation should be about 15 minutes.

- **Technology Trends:** Select an item or group of items in Grace's Place and research it. Learn when the item was used in business, why it was used, its capabilities, and what benefits and capabilities it provided over its predecessor technology. Discuss the descendent technology that is in use today and how it evolved from that which is in Grace's Place. In addition to its history, write a description of your item that could be used for someone who does not know about technology. Do NOT simply copy your report from Wikipedia or some other summary. Each group must do something different; all choices must be pre-approved.

Deliverables: A Class Presentation; Submit presentation to professor electronically by

Presentation Date: March 24; Submit presentation electronically by March 23.

- **Cyber Crime:** Select a current example of Cyber Crime, Cyberwar, Cyberterrorism or I.S. Ethics that is in the news. Research it. Discuss the issues, technology and the applicable federal, state and local laws that impact it. Identify the issues which enable problematic behavior. What kinds of penalties have been imposed for such behavior in the past? How should this example affect your management in an IT world?

Deliverables: A class presentation; electronic copies of the slides for your presentation (these will be posted online for the class)

Presentation Date: May 5; Submit presentation electronically by May 4.

"Networking" Activities: Learning to network, and learning to learn about new topics is an important part of any IS Professional's life. Therefore, you are going to practice that activity this semester by attending at least three external events. These might include the IS Mentoring Program, the IS Programming Club, the Career Services Mentoring Activities, the Executive Leadership Institute Events, the Distinguished Lecture program, Student Night Seminars sponsored by the Institute of Internal Auditors and the Information Systems Audit and Control Associations, the local Web Developers Chapter, Saint Louis Visual Basic Users Group, the XPSTL Group, the Wireless SIG or any other IS-related seminar by a campus based or local professional organization (if it is not in this list, be sure to get permission before you go). The base grade will be the percentage of the expected events (3) you attend. Any you attend above three will count as extra credit. To get credit for attendance, you must bring a note from an officer of the organization noting the date of your attendance, your name and the speaker's topic. Things that I know about are listed online (http://www.umsl.edu/~sauterv/analysis/event_schedule.html) . You may attend other appropriate, professional activities as well.

Due Date: three by the end of the semester

Deliverables: documented attendance

(form at <http://www.umsl.edu/~sauterv/analysis/networkingactivity.pdf>)

EXAMS: There will be a midterm and a final exam

Midterm Exam: **Distributed on March 3, Due on March 10.**

Final Exam: **May 12 7:45 - 9:45 pm**

Make-up exams will be provided *only* for those students who have spoken with the professor *prior* to the exam *and* who have a *justifiable* reason for missing the exam. In add other cases, the student will receive a grade of zero (0) on the exam.

GRADING POLICY: The following proportions will be used for grading.

Individual Homework	
Email	1%
Email with Signature	1%
Facebook Page and Connection	4%
LinkedIn Page and Connection	4%
Twitter	1%
Wikipedia Entry	1%
Webpages	10%
The Blog	10%
Group Homework	
Review of the Periodicals	4%
Internet Tools and Business	10%
Technology Trends Review	4%
Cyber Crime Review	4%
Networking Activities	6%
Midterm	20%
Final	20%

Approximate letter grades will be assigned when exams and projects are returned. Students should remember, however, that the term average is a weighted average of the *numerical* grades, not an average of the approximate letter grades.

DROP POLICY: For the purposes of this policy, the "effective drop date" is the date which I am informed of the drop or the actual date of the drop, which ever is *later*. Students can and may inform me by leaving me a note in my mailbox, leaving me a message (on voice mail or email) or by speaking to me in person or over the telephone.

A student may drop this class until **March 11** with a passing grade. (Note the University policy states that you may drop until February 15 without receiving a grade; this policy is simply an extension of the University policy.) Between **March 12 and April 12**, a student will receive either a passing grade (excused) or a failing grade (F) depending upon his or her performance (current grade) in the course. A student may withdraw after **April 13** *only with and solely with* the approval of the dean of his or her division. If you want to withdraw after this date, go directly to your dean; do not ask for my signature -- my signature is not needed and I will not provide it. *Under no circumstance* may a student drop this class after **May 5, 2010**.

CLASSROOM COURTESY: I realize that I should not have to tell you these things, and I apologize to those of you for whom this is unnecessary, but in the past few years I have noticed a significant increase in bad classroom manners and inconsiderate behavior. So please adhere to the following rules. Repeated violations of these will be grounds for reducing your course grade.

- Adherence to the Student Conduct Code is expected.

- Adherence to the Acceptable Use of Computing Code is expected.
- I commit to create a climate for learning characterized by intellectual diversity and a respect for each other and the contributions each person makes to class. I expect you to make a similar commitment.
- I am committed to insuring a positive learning environment by respecting that University policy. I expect you to make a similar commitment.
- Turn off your phones and pagers before entering class; do not talk on the phone in class.
- Come to class on time. In those rare cases where being late is unavoidable, please enter the classroom quietly and take a seat as close to the door as possible. If the class period is more than half done, do not bother to come to the class. Once in class, do not get up and leave unless it is truly an emergency.
- Open beverage cans and bottles and snack bags before class starts. If you eat during class, please do so quietly. Clean up afterwards; wipe up spills and throw away trash.
- Keep talking with your neighbor to a minimum. If you are confused about something in class, please ask me - that is my job.
- When you use the laptop computers, do so quietly. Recently the typing by students has gotten so loud that it is very distracting both to me and the members of the class.
- When we have guest speakers, I expect that you will pay attention and will not be improperly using the computer or talking to neighbors.
- Bring a handkerchief or tissue to class to blow your nose in case you get the sniffles.
- I am not going to supervise your use of the computer in class. However, you are responsible for all the material covered in class -- if you do not pay attention and miss important material, I am not going to go over it again.

DISABILITIES: Students requiring special accommodations should meet with me during office hours so that we can discuss how to meet your needs this semester. Prior to our meeting be sure you have met with someone in the campus offices that supports student with disabilities (MSC 144). If, during the semester, you are experiencing a serious emotional trauma, please inform me of this before taking an exam; once an exam is taken the grade must be counted and no "retake" is possible.

ACADEMIC HONESTY: According to the *University Standard of Conduct*, Section 6.0101,

The Board of Curators recognizes that academic honesty is essential for the intellectual life of the University. Faculty members have a special obligation to expect high standards of academic honesty in all student work. Students have a special obligation to adhere to such standards.

Furthermore, note that the University's Collected Rules 200.010 B.1 REQUIRE faculty to notify Academic Affairs of suspected cases of dishonesty. It states, "In all cases of academic dishonesty, the instructor shall make an academic judgment about the student's grade on that work and in that course. The instructor shall report the alleged academic dishonesty to the Primary Administrative Officer."

For the purposes of this class, cheating will include: plagiarism (using the writings of another without proper citation), copying of another (either current or past student's work), working with another on individually assigned work or exams, unauthorized marking on a graded paper or exam, or in any other way presenting as one's own work that which is not entirely one's own work. Any student who is caught cheating on any assignment or exam will receive a grade of zero (0) for that assignment or exam. Further, a recommendation will be made to the appropriate university officials that additional disciplinary action be taken.

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Schedule and Readings

<i>Week</i>	<i>Topic</i>	<i>Text Readings</i>	<i>Readings</i>
1/20	Introduction Introduction to Blogging		Why Study MIS? IT back on the MBA agenda IT Doesn't Matter
1/27	Managing in a Digital World	V&S: Chapter 1	Key Issues for IT Executives IT Doesn't Matter Does IT Matter in Business Education? Federal CIO Vivek Kundra
2/3 - 2/10	The Web and Web 2.0	V&S: Chapter 5-6	Early visionaries Enterprise 2.0 A Blogger in their Midst You Are Never Too Old to Surf Wikinomics
2/17 - 2/24	Designing Web Pages	Hester	HTML Javascript
3/3	Globalization and IS	V&S: Chapter 2	The World Is Flat
3/10	Managing Infrastructure	V&S: Chapter 4	Diffusion of Innovation IT Project Management
3/17	Valuing System Investments	V&S: Chapter 3	
3/24-4/7	Developing and Acquiring Systems	V&S: Chapter 9-10	The Cathedral and the Bazaar Diffusion of Innovations
4/14-4/28	Business Intelligence and DSS	V&S: Chapter 8	
4/21	Green I.T.	V&S: Chapter	Hot, Flat and Crowded
5/5	Security, Privacy and Ethics	V&S: Chapter 7-11	

*Check the online schedule (<http://www.umsl.edu/~sauterv/5800/schedule.html>) for specific web links.