Instructor: Larry Gee
Telephone: 408-712-8092
Office and Office Hours: BT 264
Wednesday, 8:50-9:50 pm by appointment for Bus 119B students only.

Office Hours: You are encouraged to see me anytime about course activities, materials covered in class, and including difficulty, you may experience with the course content.

Course Prerequisites:

To successfully complete this course, a student needs the following knowledge and skills:

- Ability to apply information systems to solve business problems, i.e., an understanding of management challenges and the fundamentals of systems analysis and design, data management, and telecommunications.
- Excellent written communication skills, including report writing and the use of library research sources. Bus100W is a pre-requisite to this course. All written assignments and presentations will be proofread and formatted in a professional manner before they are submitted and/or presented in class. Every submission will be graded on format as well as content.
- Ability to use word processing, presentation, and spreadsheet tools to craft a formal report.

Course Description:

As one of two capstone classes for your MIS degree, this class is the setting for demonstrating your mastery of the skills that you have gained while in the program. While 119A focuses on your project management technical skills, this class draws and builds on your knowledge of MIS strategy and management. The skills you will be expected to display are: knowledge and application of key concepts in MIS strategy and management, insight into the impact of information technologies on industry and society, clear and concise oral and written communications, professional oral and written presentations, and responsible teamwork.

Semester Learning Objectives:

Upon successful completion of this course, the student will be able to:

1. Clearly and specifically explain what the MIS concentration has prepared them to accomplish in a wide variety of MIS positions.
2. Articulate the multiple roles of information systems within an enterprise, both conceptually and in terms of specific company examples.

3. Conduct a systematic, structured analysis of the factors in using information systems successfully and represent this analysis in the form of a scholarly research report.

4. Provide specific company examples of the use of information systems in support of organizational efficiency, effectiveness, and competitiveness.

5. Explain concepts related to and the implications of inter-organizational information systems.

6. Explain how the global economy is driving the need for information technology to facilitate timely communication and coordination between Intra and Inter business partners.

7. Discuss information systems management issues, eg. such as organization and personnel, user relationships, financial justification, information security, integration of IS and business strategies, emerging technologies, and the role of information systems in reengineering and quality management. To reinforce this area big data, cloud computing, mobile technologies, and social business will be covered.

**Class Materials**


Two packages of 882-E scantrons, two 8.5x11 greenbooks, one blue ink pen, two No. 2 pencils, and one good eraser.

Two information systems business cases, and several articles from the Harvard Business Education Program website. Refer to assignment sheet.

**Team Formation**

Form a team of 4 classmates by the second class meeting, for team projects. Team creation is self-directed. Each team will elect a working leader who will coordinate team activity and its deliverables. Select your team members with great care as it will have a direct result to class performance. Use project team roster and charter as a tool to ensure member participation.

**Class Participation**

This is a discussion-oriented course that makes use of case studies or current/emerging technologies, class discussion, and the personal experiences of the members of the class. For this approach to succeed students will have to carefully prepare cases, in certain situation students will prepare in class impromptu, and participate in class. Each student is expected to add to the learning experience of others.

The following areas are used in evaluating student’s performance:

- Good ideas that are well presented
- Analysis supported by case facts
- Analysis supported by experience
- Analysis supported by readings or lecture
- Ties to previous discussion contributions
- Building on comments of others
- Constructive disagreement
- Respect and acknowledgment of other’s contributions
- Ability to field, and preparation for “cold calls.”
- Tasteful displays of humor

On the other hand, the following approaches don’t usually register positive evaluations.

- Lack of involvement
- Digressions
- Off point comments
- Wandering into unrelated topics
- Too much time on minor points
- Redundancy
- Comments already made by others
- Long rambling comments
- Talking a lot but not saying much
- Absence or lack of preparation
- Reading from the case
- Working on laptop / smart phone on none class related tasks

There is also a great deal of knowledge from current newspapers, personal experiences, and so on that can add a great deal to the class. I encourage you to select some good source of technology news and try to look at least once a week. The generic business press, such as the Wall Street Journal, is one such source. So too are newspapers such as The New York Times or the San Jose Mercury News. As interesting stories emerge I will bring them to your attention. You will be asked, from week to week, to read materials that were not initially in the syllabus.

I would like students to contribute to the collective learning of the class by bringing articles from magazines, web sites, newspapers, etc. to class, and sharing them with your fellow students. This does not mean reading the article to the class. You will be expected to summarize the article in a few sentences, and highlight why you thought it is something that your fellow students should be aware of. You will give me a copy of the article with your name on it. This will count towards your class participation grade.

Remember, your grade will be affected if you miss more than one class (roll will be taken in every class and class participation noted), treat a participant disrespectfully (that isn’t intended to keep you from disagreeing, however), or do things like read the newspaper, do homework, or process your email in class.

**Quizzes**

There will be a total of ten scheduled/unscheduled quizzes given during the semester to ensure class preparation. Each quiz will account for **1.7%** of the total grade (based on ten quizzes). If less than ten quizzes are given, I will divide the total number of quiz points by the number of quizzes and allocate. Quizzes will cover materials in the readings and cases and will be given at the beginning of the class. I encourage everyone to keep up with the reading to ensure we spend our time in class discussing the application of these materials and not lecturing directly from the book.
**Company Research (Extra Credit)**

- Obtain professor’s approval in doing this assignment at the earliest. You may request a date in advanced base on class schedule available slots; valid for one time use only.
- Form 2 persons team. Maximum of 2 team presentations per class session.
- Teams will have to present a summary of information about the company.
- To make this task easier, here is the template you will have to fill out. You are not expected to do any analysis for this task. You have to merely gather facts and present them verbally and in writing.
- Create 15 multiple choice questions with answer key. Use Excel template on CANVAS. You have an option to share half with the class to reinforce topic. However you may not provide questions / answer afterward the presentation.
- A one page handout will be given to each student and to the instructor.
- Each Team will have 15 minutes (includes Q&As) at the beginning of each class to make a presentation about that company.
- Give a one minute elevator pitch about the company.
- Company Research outline:
  - Name of the company:
  - Ticker symbol (if listed)
  - Size (market capitalization/sales numbers/number of employees/global presence)
  - Name/s of founder/s and Year established
  - Current CEO/President
  - Headquarters
  - Primary business (describe products/services)
  - Key competitors
  - A brief account of its history
  - Interesting facts/anecdotes?
  - Web site
  - Include top 6 suggestions to improve student’s chances to get hired by this company; be specific.
  - Identify three key take a ways about the company that will enhance student’s value to current or future employer.

**Technical Brief (Extra Credit)**

Obtain professor’s approval in doing this assignment at the earliest. You will be assign a technology topic to work on and present. You may request a date in advanced base on class schedule available slots; valid for one time use only.

Form 2 persons team. Maximum of 2 presentations per class session.

Points to Cover: What is this technology? How does it work? Where does it come from? What does it cost today? What enhancements can be expected? What industries will likely be impacted? What products and services are likely to be impacted? Who are likely to be the key players who will benefit most from this ie competitors, customers, suppliers, distributors (or, how can we use this to achieve a competitive advantage in our business)? Are there standards? Who seems to control them? If applicable, include answer to questions given with assignment.
There are three deliverables for this exercise:

- **PowerPoint presentation file**
  - Presentation must have diagrams and tables. “Talk to the chart”.
  - Must use presentation notes area to supplement and support slide contents
  - Create a minimum of three backup charts (aka supplemental charts) to anticipate potential questions.
- Each Team will have 15 minutes to make a presentation.
- Create 15 multiple choice questions with answer key. Use template on CANVAS.
  You have an option to share half with the class to reinforce topic. However you may not provide questions / answer afterward the presentation.

The presentations should last fifteen minutes at the maximum (leave room for questions/answers at the end) and should be accompanied by a two page handout providing an executive overview and useful references for those wishing to pursue the technology further prior to presentation. Presentation slides and questions must be posted on CANVAS one day prior to the day of the class. See Canvas “Technology Briefing” assignment section page for additional information eg file naming convention, etc.

**Technical Briefing outline:**

- What is this technology topic?
- Why is it important to understand as a student and CIO?
- What is the wow factor?
- How is it used (or integrated within a system)?
- What is its MOV? You may need to create implementation scenario to complete this item.
- Issues / Implementation details if applicable?
- Summary - Three key take a ways
- <Three backup charts>
- 5 Question and Answer questions from class
- Quiz questions to class if time allowed
- Include “Points to Cover” questions in presentation.

Assume that your audience (your fellow students and me) as having a limited knowledge of the technology but is interested in the strategic value of the technology in the business enterprise.

Packaging your presentation will differentiate you from others, when everything is equal (ideas, recommendations, proposals, etc), in your organization. Because of this your presentation must be enclosed in an A4 folder. This is my lessons learned tip to you as a way to stand out from the “pack”.

Your grade will be a combination of your research, presentation contents / delivery, selected input from students in class, and your insights.

**IBM Mobile or Cloud Computing Case Study (Cancelled as of March 2, 2016)**

This is a team case study focus on mobile or cloud computing strategy in a business enterprise. Mobile and Cloud Computing are hot growth areas internally (operational) and
externally (strategic) to a company’s value chain. The looming question is where the initial investment should be focus on. A problem is assign to examine the project value proposition. The team will work on the problem to create a 10 minute executive presentation. Ensure speaker’s name is identified on lower right corner, page number, and speaker notes are included on each slide. It is appropriate to have backup slides to support your position. The case is graded on problem statement, business strategy approach, research / analysis, recommendation(s), presentation style. IBM is hosting this case study and will have subject matter experts (SMEs) to comment on your recommendation. Refer to Canvas for due date and material handouts. **Note** In an event IBM is unable to host the case study an alternative assignment and/or assignment consolidation will be identified to take its place.

**Team Technology Term Paper**

Special information systems technology topic will be assign to each team for analysis, evaluation, and recommendation at the enterprise level. Term paper should be a minimum of 25 pages (not including table of contents, tables, graphics, pictures, references, endnote) using MLA format.

**Optional** A PowerPoint slide presentation will supplement the paper as if an information systems functional manager will give the presentation. Include a minimum of 6 (six) backup slides. Ensure speaker notes are included on each slide to give an outside speaker enough information to deliver the presentation. Also, include speaker’s name and page number on lower right corner of each slide. Although this is optional, I highly recommend putting this together, it will be required for all MIS professionals who have aspiration to climb the corporate ladder.

**Evaluation Criteria**

Your class grade is based on:

<table>
<thead>
<tr>
<th>Evaluation Category</th>
<th>Percent of Grade (%)</th>
<th>Possible points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exam (Individual)</td>
<td>28</td>
<td>280</td>
</tr>
<tr>
<td>Final Exam (Individual)</td>
<td>30</td>
<td>300</td>
</tr>
<tr>
<td>Quiz (Individual)</td>
<td>17</td>
<td>170</td>
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<tr>
<td>Technology Term Paper (4 persons team)</td>
<td>20</td>
<td>200</td>
</tr>
<tr>
<td>Class Participation (Individual)</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>1000</td>
</tr>
</tbody>
</table>

Extra Credit – Company Research (2 persons team) 5
Extra Credit – Technology Brief (2 persons team) 10
Grading
Course grades based on the following scale:

A  (93-100);  A–  (90-92.999);  B+  (87-89.999);  B   (83-86.999);  B–  (80-82.999);
C+ (77-79.999);  C (73-76.999);  C–  (70-72.999);  D+  (67-69.999);  D (63-66.999);
D–  (60-62.999);   F   (below 60)

Extra Credit
No additional extra credit assignment is given other than mentioned in the syllabus.

Policy Statements and Classroom Practices

a) A measurement of success for our class has a direct correlation to students taking
responsibility for their own learning. Students must do all reading and homework
preparation and participate actively in the classroom.

b) If you require course adaptations or accommodations because of a disability, or if you
have emergency medical information to share with me, or if you need special
arrangements in case the building must be evacuated, please notify me as soon as
possible or see me during office hours.

c) Students are responsible for adhering to all Federal, State, Local, University and
Department laws, regulations, policies, and guidelines. Failure to comply will be
addressed as prescribed under such law, regulation, policy, or guideline. This includes
but is not limited to alcohol and drug use, cheating, plagiarizing, disruptive behavior in
class, etc..

d) Please arrive to class on time, prepared to begin promptly at the appointed hour.
Students arriving more than 5 minutes after the scheduled start of class will not be
admitted to class until the mid-session break. Please plan ahead with regard to traffic,
parking, etc.. See me after class or during the break if there are extraordinary
circumstances you wish me to consider otherwise your participation grade will be
significantly negatively affected.

e) All assignments must be posted on CANVAS prior to due date/time, and papers are
due at the beginning of class. Please don’t ask if it is ok to turn in assignment late. No
late work will be accepted.

f) All written assignments and presentations will be proofread and formatted in a
professional manner before they are submitted and/or presented in class. Every
submission will be graded on format as well as content.

g) All worked that is handed in for a grade must be typed and/or prepared electronically
with a word processing and or graphical tool (diagrams) such as Lotus Freelance or
Microsoft PowerPoint. Work that is not typed will not be graded.
h) It is recommended that you make copies of all assignments, including homework exercises, before submitting them. It protects you from accidental loss on my part and allows you to continue working while the assignment is being graded.

i) Please be prepared to participate in class discussions and exercises every class period unless informing the instructor in writing at the beginning of class that you are not prepared that day and do not wish to be called upon. Each student may exercise this practice once per semester without penalty. Subsequent instances shall result in a zero participation grade for that session.

j) Makeups will only be authorized in the event of very extraordinary circumstances.

k) Please communicate all individual or personal matters to me during scheduled office hours, through email, or by appointment as necessary. It is difficult to give these issues appropriate attention during class time.

l) Food is not allowed in class. Please bring beverages in a container that can be sealed between drinks (i.e. bottled water or a sports bottle).

m) Respect ideas of others and constructive use of “airtime” while participating in class is also expected.

n) Please turn off beepers and cell phones during class time.

o) Classroom laptop use policy. Laptop use during class lecture to take notes is permitted. When this is the case then: 1) Write your name on the whiteboard, 2) Post your class notes on CANVAS 1 hour after class. You are encouraged to leave the classroom for remaining of class if you need to use your laptop for non-class purposes.

p) Student must not add, remove, move, view class and/or personal belongings on instructor's desk and / or his immediate area unless permission is given in advance. Students who violate this will automatically receive a letter grade of "F" in class and is reported to San Jose State’s Judicial Affairs Officer.

q) Sign class sign-in sheet before leaving each class meeting.

Change Log:

Date / Description

3/16/16 – IBM Mobile Case cancelled and points redistributed per Mar 9th class discussion. See announcement on Canvas. Category changes: Midterm Exam to 28% from 25%, Quiz to 17% from 15%, Team Technology Term Paper to 20% from 15%.

Acknowledgement note: I thank Professor Shailaja Venkatsubramanyan for her help and providing the foundation of this syllabus. (Spring 2011)