BUS 6180

INFORMATION TECHNOLOGY MANAGEMENT
(Technological & Innovations Management)
Spring 2011

MBA Goal
To provide excellent targeted education, primarily for business professionals and international students.

Instructor: Prof. Dr. Andrew Targowski

Office: 3326 HCOB
E-Mail: targowski@wmich.edu
Phone: 387-5406
FAX: 387-5710 – ATTN: Targowski/BIS

Course Description:
BUS 618 enables the student to understand the use of information technology as part of business strategy. Issues surrounding information technology such as information and communication systems and services, and enterprise-wide systems—traditional, networked, and virtual—in organizations will be explored. The growing convergence of technologies—computer video, and telecommunications—within sophisticated information networks will also be examined. Students should gain knowledge about strategic issues involving information technology management, as well as the development of specific computer skills.

Required Materials:
• Andrew Targowski: Electronic Enterprise, Strategy and Architecture, 2003
• BUS 6180-4990 SAP Course Pack

Course Objectives:
After completing this course students should be able to:
1. Recognize, analyze, and suggest various types of information-communication systems/services that are encountered in everyday life and in the business world.
2. Integrate business and IT strategies and services, and analyze their strategic impact on the business world.
3. Identify issues and implications of IT management.

Career Goal:
Graduates of this course will be prepared to work as follows:
1. Business professional as an IT end-user and IT committee member,
2. Business executive-IT oriented, (ex. general manager, business function mgr)
3. Information technology executive (ex. CIO, application development manager, operations manager, network administrator, etc.).
Course Structure:
The purpose of this course is to prepare managers with adequate knowledge and skills in the area of information-communication systems/services. The students, therefore, will be actively involved in:

1. **Class, Lectures, and Discussions:** To gain a conceptual understanding of information-communication systems/services and related technologies.

2. **Project Reports:** To gain a theoretical knowledge and understanding of information-communication systems/services.

3. **Project Presentation:** To gain a hands-on experience of IT project presentation to the enterprise’s executives. The presentations are computer-supported in PowerPoint.

Course Theme:

How general managers are using IT services to change organizations. The underlying thread woven throughout this course encompasses these areas:

<table>
<thead>
<tr>
<th>Knowledge (Lectures and Exams)</th>
<th>50% of grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills (Projects and Presentations)</td>
<td>25% of grades</td>
</tr>
<tr>
<td>Attitude (Readiness and Project Quality)</td>
<td>25% of grades</td>
</tr>
</tbody>
</table>

Skills/Projects of a BUS 618 graduate:

<table>
<thead>
<tr>
<th>Target Groups</th>
<th>Target Groups of BUS 618</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT End-Users</td>
<td>IT Executives</td>
</tr>
<tr>
<td>To learn how to apply the most popular IT Techniques</td>
<td>To learn the business side of IT</td>
</tr>
<tr>
<td>Enterprise software</td>
<td>L2 SAP BW</td>
</tr>
<tr>
<td>L1 - SAP Transaction</td>
<td></td>
</tr>
<tr>
<td>L2 – SAP BW</td>
<td></td>
</tr>
<tr>
<td>L3 – MS GP Transaction</td>
<td></td>
</tr>
<tr>
<td>Office productive software</td>
<td></td>
</tr>
<tr>
<td>P3b – PowerPoint/Visio</td>
<td></td>
</tr>
<tr>
<td>P4b – SS-Excel, MS Project</td>
<td></td>
</tr>
<tr>
<td>IT Technical Skills (Hands-on) (30%)</td>
<td></td>
</tr>
<tr>
<td>IT Conceptual Skills (Management) (70%)</td>
<td></td>
</tr>
<tr>
<td>Case analysis from your work or Fortune 500 for P3 and P4 - transformed into a managerial picture of an IT-driven enterprise</td>
<td></td>
</tr>
<tr>
<td>P3 – Business &amp; System Strategies Integration</td>
<td></td>
</tr>
<tr>
<td>P4 - IT-oriented Enterprise Planning</td>
<td></td>
</tr>
</tbody>
</table>

BUS 6180 - 2
Projects

| Lab 1 | SAP-Business Warehouse |
| Lab 2 | SAP or ERP-Transaction Processing |
| Lab 3 | TBA |
| Project 1 | Innovation Transfer to Your Business |
| Project 2 | Application of Strategic Rules to Innovate Your Business |
| Project 3 | The Integration of Business and Systems Strategies |
| Project 4 | Technology-driven Enterprise |

Exams: 2 Essays

Points Distribution:

<table>
<thead>
<tr>
<th>PROJECTS -500</th>
<th>MAX PTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab 1</td>
<td>50</td>
</tr>
<tr>
<td>Lab 2</td>
<td>50</td>
</tr>
<tr>
<td>Project 1</td>
<td>50</td>
</tr>
<tr>
<td>Project 2</td>
<td>50</td>
</tr>
<tr>
<td>Project 3</td>
<td>150</td>
</tr>
<tr>
<td>Project 4</td>
<td>150</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>300</td>
</tr>
</tbody>
</table>

Team Project/Cases
A. Project Report
This should be about 10-15 pages long (typed, 1.5-spaced). The table of content is provided in the syllabus. Cases should be selected from the student’s practice.

Common elements of a project report

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Report Main Body
- Conclusion
- Self-evaluation by each student
  a. What did you learn in this project?
  b. How are you going to apply this project’s skills in your profession?
  c. How are you going to apply this project’s skills in your life?
  d. Other
- References
- Appendix

B. Project Presentation:
The presentation should be your professional best, which can last 20-30 minutes. Visual aids will affect your presentation grade. Generate interest in the case. Number of questions asked by other students in the class and the interaction and discussion will determine part of the success of presentation. Students are expected to read the assigned case of the week ahead of class, and actively participate in the discussion.
### Total Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95.0-100.0</td>
</tr>
<tr>
<td>BA</td>
<td>89.0-94.99</td>
</tr>
<tr>
<td>B</td>
<td>83.0-88.99</td>
</tr>
<tr>
<td>CB</td>
<td>76.0-82.99</td>
</tr>
<tr>
<td>C</td>
<td>70.0-75.99</td>
</tr>
<tr>
<td>DC</td>
<td>65.0-69.99</td>
</tr>
<tr>
<td>D</td>
<td>60.0-64.99</td>
</tr>
<tr>
<td>E</td>
<td>Below 60.0</td>
</tr>
</tbody>
</table>

### Team Firing and Resigning Policy

Although students are expected to participate in their assigned teams, the course does provide a last resort mechanism to quit a team or fire non-performing members. Anyone leaving a team is responsible for finding another team to join in the same class section. If students leaving assigned teams are unable to join other teams, they must complete all designated project activities by themselves, and will be eligible for no more than 80 percent of the maximum points possible for each group project.

#### Firing

Non-performing group members can be dismissed using the following process:

1. Team creates and signs a group dismissal policy
2. Group provides specific requirements for non-performing members and documents them in writing
4. Group produces a memo notifying non-performer that he/she is off the team and copies instructor.

#### Resigning

Students believing they are unfairly performing a disproportionate share of project work may resign from a team using the following process:

1. Compose a memo to the team describing specific reasons for dissatisfaction and specific changes desired. Memo must state that resignation will follow if changes are not implemented. Instructor must be copied.
2. Compose resignation memo and resign from team. Copy instructor.

Remember, anyone leaving his or her assigned team must find another team in the same section, or complete all future assignments individually, and be eligible for no more than 80 percent of group project points.

### Academic Honesty:

Western Michigan University’s Policy on Academic Honesty, stated in the Undergraduate Catalog 1997-1999, page 58, will be enforced fully in this course. Violations of this Policy include cheating, fabrication, falsification, forgery, multiple submission, plagiarism, complicity, and computer misuse, as described in the Catalog. Students found in violation of this Policy will be disciplined, which may include suspension or expulsion from the University. If you have any questions concerning what may constitute academic dishonesty, please consult the catalog or discuss questions with the faculty member in charge of the course.

### Attendance Policy:

Given the nature of this course and the value added by attending the class, attendance is mandatory. Students are expected to contribute in the class and have the responsibility, not only for their own learning, but also to contribute to the learning of their fellow students. Students with 4 or more class absences shall lose 1/2 grade from their overall course grade. In the event a student must miss more than 3 classes because of extenuating circumstances such as a lengthy illness, or other reasonable cause, the instructor of the course can make allowances at their discretion.
Late Assignment Policy:
All assignments are due by the end of the class period on the date in the syllabus. Late assignments will be docked 5% of the maximum grade obtainable for that assignment if late up to one week, 10% if over one week late. The course instructor can take into account extenuating circumstances such as illness at their discretion.

Late Exams Policy:
Students are expected to take exams when scheduled. In the event a student misses an exam, they must arrange with the instructor for a make-up. This option is at the discretion of the instructor.

Make-Up Exams:
Make-up exams will be given if the student has a valid University-approved excuse. Once again, most scheduling problems should be discussed with the instructor prior to the exam.

Class Schedule:

<table>
<thead>
<tr>
<th>SESSIONS-WED</th>
<th>ACTIVITIES</th>
<th>DUE TIME</th>
<th>SOURCE</th>
</tr>
</thead>
</table>

Project 1
The Innovation Transfer to Your Business

Objective: To increase your knowledge about how to transfer innovations
from the most innovative companies your business

1. Executive Summary (1/2 page)
2. Introduction (1/2 page)
3. Review the most innovative companies in the world, whose innovation fit to your business.
4. Select three most important solutions (Product, Process, Systems, or Business Model), which could be transferred into your business.
5. Explain what will take to transfer selected innovations to your business
6. Evaluate the success factors leading to implementation of these innovations
7. Conclusion
8. References

Attention: Look at the general requirements for the project reports above.

**Project 2**
The Application of Strategic Rules to Innovate your Business

Objective: To increase your knowledge about how to innovate your business

1. Executive Summary (1/2 page)
2. Introduction (1/2 page)
3. Review the 10 strategic rules for innovators from their application in your business point of view
4. Select three most important, generic innovation rules for your business
5. Identify and characterize the formal pathways for innovation that already exist in your organization
6. Find opportunities to make both your processes and the business more innovation friendly
7. Discover systematic ways to track innovations and measure their success
8. Develop processes that will help you to manage innovation across your organization
9. Conclusion
10. References

Attention: Look at the general requirements for the project reports above.

**Project 3**
The Integration of Business and Systems Strategies

Project 3b – Power Point Presentation
Objective: To learn how to support business aims by IT aims to achieve a competitive advantage

1. Executive Summary.........................................................................................................................5
2. Introduction......................................................................................................................................10
3. Select a company from your practice
4. Sustainability concepts for your company....................................................................................15
5. Define the case’s business aims (Model 8-6)..................................................................................25
   a. Industrial strategy
   b. Business creed
   c. Business mission
   d. Business culture
   e. Business goal
   f. Business objectives
   g. Business tasks
   h. Business activities
   i. Business strategy
   j. Business policy
   k. Business practice

6. Define the case’s IT aims (Model 8-9)..........................................................................................40
   a. IT creed
   b. IT mission
   c. IT paradigm-goal
   d. IT strategy
      • IT target results
      • Application strategic domains
      • IT differential advantage
      • Strategic thrust

7. Rationalize the defined IT aims......................................................................................................20
8. Conclusion......................................................................................................................................10
9. Self-evaluation (each teammate)....................................................................................................10
7. References
   Total..............................................................................................................................................150

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Project 4

Project 4a - Plan a Innovation-Technology-driven Enterprise
Objective: To learn how to computerize an enterprise

1. Executive summary ........................................................................................................5
2. Introduction ..................................................................................................................10
3. For a Project 1 select an IT-driven enterprise configuration ...........................................10
   a. Evaluate the case’s enterprise IT aims in terms of IT advancement
   b. Provide stages of IT-driven enterprise configurations that are right for the case (apply a Gantt chart – timeline MS Project)
   c. Design a graphic model of an IT-driven enterprise configuration with all specific solutions for the case
4. Select a strategic application system domain and defined its architecture ..........................15
5. Define developmental issues associated with the implementation of the selected IT-driven enterprise configuration ..................................................................................................................20
   Apply advanced spreadsheet for budgeting-5a .................................................................25
6. Define management issues associated with the operations of the selected IT-driven enterprise configuration .................................................................20
   Apply advanced spreadsheet for budgeting-5a .................................................................15
7. Rational ..........................................................................................................................10
8. Conclusion .......................................................................................................................5
9. Self-evaluation (each teammate) .....................................................................................5
10. References

   Total ....................................................................................................................................150