

Professor Peter Meso, PhD, MBA

<b>General Information</b>																
<b>Course Number/CRN</b>	ISM6488/CRN 202001															
<b>Course Title</b>	Information Technology Strategy															
<b>Semester/Year</b>	Spring/2020															
<b>Offering College/Department</b>	Lutgert College of Business (LCOB)/ Information Systems and Operations Management (ISOM)															
<b>Credit Hours</b>	3															
<b>Meeting Times/Location</b>	<p><b>Room: VIRTUAL</b></p> <table border="1"> <thead> <tr> <th></th> <th>Start Date</th> <th>End Date</th> <th>Days</th> <th>Time</th> </tr> </thead> <tbody> <tr> <td>Class</td> <td>Jan 07, 2019</td> <td>April 26, 2019</td> <td>VIRTUAL</td> <td>N/A</td> </tr> <tr> <td>Exam</td> <td>April 28, 2019</td> <td>May 01, 2019</td> <td>VIRTUAL</td> <td></td> </tr> </tbody> </table>		Start Date	End Date	Days	Time	Class	Jan 07, 2019	April 26, 2019	VIRTUAL	N/A	Exam	April 28, 2019	May 01, 2019	VIRTUAL	
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Class	Jan 07, 2019	April 26, 2019	VIRTUAL	N/A												
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<b>Is this a DL Course?</b>	yes															
<b>Method of Delivery</b>	Online Readings, Online Written Assignments, Course Project, Online Quizzes and Exam															
<b>Course URL</b>	<a href="http://fgcu.instructure/login">http://fgcu.instructure/login</a> (select "ISM 6488" course and click "Modules")															
<b>Prerequisites</b>	ISM 6021 with a passing grade or ISM 3011 with a minimum grade of C															
<b>Mandatory Confirmation</b>																
<p>To comply with federal laws regarding financial aid, every course must have a mandatory assignment for students to complete during the first week of class. FGCU has chosen to implement this requirement by asking professors to add a simple assignment to Canvas to indicate that the student has participated. In our case, all you need to do is to make one post to the Confirmation of Attendance discussion (first module). <b>You must complete this assignment even if you do not receive financial aid.</b></p>																
<b>Instructor Information</b>																
<b>Instructor</b>	Peter Meso															
<b>Office Location</b>	Lutgert Hall 3349															
<b>Phone Number</b>	239-590-7489															
<b>E-Mail Address</b>	pmeso@fgcu.edu															
<b>Office Hours</b>	Virtual or on-site (at my office): Tuesdays and Thursdays - 4:30-6:00 pm, Wednesdays 3:00-5:00 pm, or by appointment															
<b>Course Information</b>																
<b>Description</b>	<p>ISM 6488 IT Strategy</p> <p>This course focuses on the design and management of an overall system of three interacting subsystems: the enterprise itself, the IS function, and the IT architecture. The alignment of competitive strategy, core competencies, and information systems, as well as approaches to managing the IS function will be covered.</p>															
<b>Teaching Philosophy</b>	<p>Managing the Information Technology function in an enterprise requires substantive business knowledge, technical knowledge, problem solving, and communications skills.</p> <p>On-going changes in business models and technology require CIO's to continually refresh their skills and develop new capabilities to work effectively in a global environment. Additionally, they must be able to select and apply technologies to meet business needs and to support the functioning of the IT organization.</p>															

Students will be introduced to key issues and management approaches relating to IT in global enterprises. Through individual learning activities (cases, discussions, quizzes, exam, research and chapter readings), students will explore alternatives, perform analysis and ultimately **develop a high level strategy for an IT organization.**

In addition to the text, cases and assignments will be used to reinforce understanding of the concepts, and provide an opportunity for enhancing communications skills (oral and written).

Current issues in information technology management may include (but not limited to):

- Cloud computing
- Virtualization
- Globalization
- Collaboration and knowledge management
- Governance and policies
- Sourcing approaches (on-shore, off-shore, consulting, internal)
- Legal and ethical
- Big data and analytics
- Cyber-security

Weekly virtual activities will include chapter readings, article readings, quizzes, and discussions. Students are expected to participate actively in class discussions, perform research and analysis, and submit their work and findings to the instructor in a timely fashion.

**Open, direct, and informed discussion** is expected by all participants in the class. This requires each student to have read the textbook, completed the necessary assignments, and conducted additional research as required.

**Student Learning Outcomes**

After successfully completing this course, students will be able to:

Learning Objective	Assessment Strategy
Explain how an Enterprise Information Technology Strategy is aligned with the business strategy of an organization.	<ol style="list-style-type: none"> <li>1. Project 1;</li> <li>2. Reading/Case Assignments;</li> <li>3. Research Paper</li> <li>4. Weekly Quizzes</li> </ol>
Describe the components of an Enterprise Information Technology Strategy.	<ol style="list-style-type: none"> <li>1. Project 1;</li> <li>2. Reading/Case Assignments;</li> <li>3. Weekly Quizzes</li> </ol>
Identify alternative approaches for meeting IT infrastructure and operational needs (e.g. security, outsourcing, SaaS, cloud computing, consulting services)	<ol style="list-style-type: none"> <li>1. Project 1 &amp; 2;</li> <li>2. Reading/Case Assignments;</li> <li>3. Research Paper</li> <li>4. Weekly Quizzes</li> </ol>
Identify the major components of an IT budget including development, operations, telecommunications, maintenance, customer service, security, and quality.	<ol style="list-style-type: none"> <li>1. Project 2;</li> <li>2. Reading/Case Assignments;</li> <li>3. Weekly Quizzes</li> </ol>
Prepare a simple IT Strategy	<ol style="list-style-type: none"> <li>1. Project 1</li> </ol>

<p><b>Required Materials</b></p>	<p><b>Required textbook:</b> Pearlson &amp; Saunders, <i>Managing and Using Information Systems, Sixth</i>. Wiley Publishing, 2015, ISBN-978-1-119-14877-7.</p> <p><b>Other Required Resources:</b></p> <ul style="list-style-type: none"> <li>• Microsoft Office (Excel, PowerPoint, Word)</li> </ul>
<p><b>Course Topics</b></p>	<p>The semester is devoted to developing an understanding of;</p> <ul style="list-style-type: none"> <li>• What Information Systems strategy is,</li> <li>• how IT and IS Strategy support and enable business strategy</li> <li>• how the IS function is organized to support development, operations and maintenance of business information systems, and; business processes</li> <li>• In-house Infrastructure and alternatives to in-house infrastructure including cloud computing, SaaS, and outsourcing.</li> </ul> <p><b>Important Dates (tentative)</b> See Tentative schedule for important dates – dates when assignments are due; exams are scheduled; university is closed due to formal holidays; etc.</p> <p>Much of the learning in this course comes from readings and virtual discussion. Your classroom participation grade will be based on posts and the quality of your contributions to the weekly discussion forums.</p>
<p><b>Grading Policy</b></p>	<p><b>Graded Learning Activities in this course:</b> Your learning and acquisition of knowledge will be assessed via a number of learning tasks including:</p> <p><b>Reading Articles for Discussion Forum:</b> Each week (with the exception of weeks when a project is due), students will read an assigned case or scholarly article that corresponds to the week’s assigned chapter reading; and then develop a (500-to-700-word count) report that critically analyzes and critiques the assigned case / scholarly article. The report will be submitted to the course’s weekly discussion forum. The entire class shall then engage in a discussion about the chapter reading and scholarly article/ case as part of the coverage of each topic. You are expected to respond to the posts made by your classmates; and, to answer any questions that your classmates make about your posts. [Note: You will use <a href="#">the LCOB Descriptive-Assignment writing guidelines and style</a> for your reading-articles summary-critique and critical analysis reports]:</p> <p><b>Responses to other students’ Discussion Forum Reports and Posts:</b> During each weekly discussion forum, each student will be expected to respond to at <u>least three (3) reports filed</u> by other members of the class. A response to another classmate’s posted report must be at least 300 words in length(size) and provide an introspective (deep), well-thought-out “reflection” or “debate” or “examination” of the thesis, ideas, positions espoused by the other student. The objective is to engage in a civilized scholarly “<u>exchange of ideas</u>”. The objective is NOT to judge or “attack” the other students. NOTE: There are MANY valid but perhaps conflicting opinions, solutions, approaches, etc. to the topics that we shall cover and discuss across the semester. Students must also respond to all questions directed to their original posts.</p>

	<p><b>Projects:</b> [Note: You will use <a href="#">the LCOB Analytical-Assignment writing guidelines and style</a> for your project reports]: Students will also participate in two projects: An individual project to develop an IT strategy, and a group (or individual) project focused on resourcing of the IT function via development of an IT budget.</p> <p><b>Quizzes:</b> Students will complete weekly (module) quizzes in this course. Each quiz will be made up of 2-4 questions (if short-answer written responses are expected from the students) or 10-20 questions (if multiple-choice format is used).</p> <p><b>Breakdown of Course Credit based on Graded Learning Activities</b></p> <p>Discussion Forum Research Article Report (best 5 of 6 reports, 6 points each) __ 30%</p> <p>Responses to other students' Reports and Posts (best 5 cycles, 4 points each) __ 20%</p> <p>Project 1: IS Strategy Development _____ 20%</p> <p>Project 2: Budget Development _____ 10%</p> <p>Weekly Quizzes (Best 5 of 6 quizzes, each 4 points) _____ 20%</p> <p><b>Grading Scale</b></p> <p>90-100% A</p> <p>80-89% B</p> <p>70-79% C</p> <p>0- 69% F</p> <p>+ and - grades may be given to borderline students at the discretion of the instructor</p>
<p><b>Policy regarding missed exams and assignment completion deadlines</b></p>	<p>Per policy, no make-ups for missed deadlines (regardless of type of learning task) will be administered (except for authorized and excused absences specified in the university catalog). A student who seeks an authorized make-up must submit documentation (such as a physician's note) to the instructor in a timely manner. See the university catalog for more information.</p> <p>Unfortunately, "dropped by the University for not paying the full tuition" is not an authorized excuse for missed deadlines as specified in the university catalog.</p> <p>An emergency situation such as unavailability of or inaccessibility to CANVAS due to network problems will be considered by the instructor on a case by case basis. Students must submit documentation (such as a screenshot of error messages) to the instructor in a timely manner.</p>
<p><b>Statement on e-mail usage in Eagle mail and/or Canvas email</b></p>	<p>Canvas will be used to submit assignments, course mail, and to post course notes.</p>
<p><b>Last Day to withdrawal</b></p>	<p>March 27 is the last day to withdrawal without academic penalty.</p>
<p><b>Disclaimer</b></p>	<p>Assignments, schedules &amp; due dates, instructions, and other course information presented in Canvas are integral components of the course material and are hereby incorporated as part of this syllabus.</p> <p>The instructor reserves the right to change, modify, alter, or transform any part of this syllabus, provided only that notice thereof is given to or at any party or parties that are thereby affected, subject to the rules and regulations of Florida Gulf Coast University.</p>
<p><b>University Statements</b></p>	
<p><b>Academic Behavior Standards and Academic Dishonesty</b></p> <p>All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the <b><i>Student Code of Conduct</i></b> and <b><i>Policies and Procedures</i></b> sections. All students are expected to study this document which outlines their responsibilities and</p>	

consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

Sanctions for academic dishonesty may include receiving an “F” in this course – FGCU may impose additional penalties.

Any incidents of academic dishonesty may be referred to the FGCU Office of Judicial Affairs. Please look up the definition of plagiarism – it includes copying something off the Internet & submitting it as your own work.

Some examples of what is **NOT** OK to do:

- Working with another student & turning in the same work (e.g. spreadsheet, database, etc).
- Emailing or posting your work to let someone else “just see how you did it”.
- Copying someone’s assignment or copying something from a book or the Internet.
- Giving or receiving help from someone (in person, on line or on the phone) during an online test.
- Telling someone else what is on a test.

Examples of what is OK:

- Discussing how to approach an assignment with another student.
- Showing someone where they might have made a mistake on an assignment.
- Asking the professor for help.

### **Disability Accommodations Services**

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930

### **Student Observance of Religious Holidays**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

### **Counseling Services**

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at [www.fgcu.edu/caps](http://www.fgcu.edu/caps) for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

### **How To Log Into the Course in CANVAS**

- Activate your FGCU EagleMail Account (if you have not done this yet). Your FGCU EagleMail account **MUST** be activated to log in to CANVAS. If you are a first time student, you will need your PIN and Eagle ID, both of which are assigned at registration.
  - If you don’t know your PIN, you will need to go to the Registrar’s office to retrieve it.
  - To activate your account, visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>.
- Log in to Canvas at <https://fgcu.instructure.com/login> . You need to use FGCU EagleMail account and password to log in.
  - Click ISM6488 IT Strategy

**ISM6488 Spring 2020 Tentative Schedule (Subject to change)**

<b>Weeks/Dates</b>	<b>Topics</b>	<b>Chapter Readings</b>	<b>Assignments / Projects / Exam</b>
Monday Jan 6 <sup>th</sup> to Wednesday Jan 8 <sup>th</sup>	<ul style="list-style-type: none"> <li>Syllabus</li> <li>Introduction</li> </ul>	Introduction	Introduce yourself: Mandatory confirmation of attendance
Thursday Jan 9 <sup>th</sup> to Wednesday Jan 15 <sup>th</sup>	<ul style="list-style-type: none"> <li>Information Systems Strategy Triangle</li> <li>Strategic Use of Information Resources</li> </ul>	Chapter 1 Chapter 2	<b>Quiz: Chapter 1, 2 – Due Wednesday (11:59pm)</b>
Thursday Jan 16 <sup>th</sup> to Wednesday Jan 22 <sup>th</sup>	Chapter 1 and 2 Discussion		<p><b>Discussion Forum Assignment 1:</b> Read and post critical assessment of “Looking towards the future of IT-Business strategic alignment through the past: a meta-analysis (Gerow, Grover, Thatcher, Roth)” - <b>Due Monday (11:59pm)</b></p> <p>Reply to Other students’ Posts: <a href="#">Discussion 1</a> - <b>Due Wednesday (11:59pm)</b></p>
Thursday Jan 23 <sup>th</sup> to Wednesday Jan 29 <sup>th</sup>	<ul style="list-style-type: none"> <li>Organizational Strategy &amp; Information Systems</li> <li>Digital Systems and Design of Work</li> </ul>	Chapter 3 Chapter 4	<b>Quiz: Chapter 3, 4 - Due Wednesday (11:59pm)</b>
Thursday Jan 30 <sup>th</sup> to Wednesday Feb 5 <sup>th</sup>	Chapter 3 and 4 Discussion		<p><b>Discussion Forum Assignment 2:</b> Read and post critical assessment of “A reflection on IS Strategizing (Marabello and Galliers)” - <b>Due Monday (11:59pm)</b></p> <p>Reply to Other students’ Posts: <a href="#">Discussion 2</a> - <b>Due Wednesday (11:59pm)</b></p>
Thursday Feb 6 <sup>th</sup> to Wednesday Feb 12 <sup>th</sup>	<ul style="list-style-type: none"> <li>IS and Business Transformation</li> <li>Architecture and Infrastructure</li> </ul>	Chapter 5 Chapter 6	<b>Weekly Quiz: Chapter 5,6 - Due Wednesday (11:59pm)</b>
Thursday Feb 13 <sup>th</sup> to Wednesday Feb 19 <sup>th</sup>	Chapter 5 and 6 Discussion		<p><b>Discussion Forum Assignment 3:</b> Read and post critical assessment of “<b>How Big Old Companies Navigate Digital Transformation (Sebastian)</b>” and “The Battle is for the Customer Interface (Tom Goodwin) - <a href="https://techcrunch.com/2015/03/03/in-the-age-of-disintermediation-the-battle-is-all-for-the-customer-interface/">https://techcrunch.com/2015/03/03/in-the-age-of-disintermediation-the-battle-is-all-for-the-customer-interface/</a>” - <b>Due Monday (11:59pm)</b></p> <p>Reply to Other Students’ Posts: <a href="#">Discussion 3</a> - <b>Due Wednesday (11:59pm)</b></p>
Thursday Feb 20 <sup>th</sup> to Wednesday Feb 26 <sup>th</sup>	<ul style="list-style-type: none"> <li>Business of Information Technology</li> <li>Governance</li> </ul>	Chapter 8 Chapter 9,	<p><b>Weekly Quiz: Chapter 8, 9 - Due Wednesday (11:59pm)</b></p> <p><a href="#">First Draft of IS Strategy</a> - <b>Due Wednesday (11:59pm)</b></p>

Thursday Feb 27 <sup>th</sup> to Wednesday Mar 12 <sup>th</sup>	<ul style="list-style-type: none"> <li>Spring Break- No Classes</li> </ul>		
Thursday Mar 12 <sup>th</sup> to Wednesday Mar 18 <sup>th</sup>	Chapter 8 and 9 Discussion		<p><b>Discussion Forum Assignment 4:</b> Read and post critical assessment of "Board Level IT Governance (Turel)" and "Data Governance as the Enabler of the Data Economy [Engels]" - <b>Due Monday (11:59pm)</b></p> <p><a href="#">Reply to Other Students' Posts: Discussion 4</a> - <b>Due Wednesday (11:59pm)</b></p>
Thursday Mar 19 <sup>th</sup> to Wednesday Mar 25 <sup>th</sup>	<ul style="list-style-type: none"> <li>Sourcing for IT</li> <li>Managing IT Projects</li> </ul>	Chapter 10 Chapter 11	<b>Weekly Quiz: Chapter 10, 11 - Due Wednesday (11:59pm)</b>
Thursday Mar 26 <sup>th</sup> to Wednesday Apr 1 <sup>st</sup>	Chapter 10 and 11 Discussion		<p><b>Discussion Forum Assignment 5:</b> Read and post critical assessment of "Information technology, revenues and profits: exploring the role of foreign and domestic operations (Mithas, Whitaker, Tafti)" - <b>Due Monday (11:59pm)</b></p> <p><a href="#">Reply to Other Students' Posts: Discussion 5</a> - <b>Due Wednesday (11:59pm)</b></p>
Thursday Apr 2 <sup>nd</sup> to Wednesday Apr 8 <sup>th</sup>	<ul style="list-style-type: none"> <li>Business Intelligence</li> <li>Ethics and Legal Issues</li> </ul>	Chapter 12 Chapter 13	<b>Weekly Quiz: Chapter 12, 13 - Due Wednesday (11:59pm)</b>
Thursday Apr 9 <sup>th</sup> to Wednesday Apr 15 <sup>th</sup>	Chapter 12 and 13 Discussion		<p><b>Discussion Forum Assignment 6:</b> Read and post critical assessment of "Managing our HUB economy (Iansiti)" - <b>Due Monday (11:59pm)</b></p> <p><a href="#">Reply to Other Students' Posts: Discussion 6</a> - <b>Due Wednesday (11:59pm)</b></p>
Thursday Apr 16 <sup>th</sup> to Wednesday Apr 22 <sup>th</sup>	<ul style="list-style-type: none"> <li>Project 1</li> <li>Budgeting</li> </ul>		<b>Project 1: IS Strategy Development - Due Wednesday (11:59pm)</b>
Thursday Apr 23 <sup>th</sup> to Wednesday Apr 29 <sup>th</sup>			<b>First Draft of IS Budget - Due Wednesday (11:59pm)</b>
Thursday Apr 30 <sup>th</sup> to Wednesday May 6 <sup>th</sup>	<ul style="list-style-type: none"> <li>Project 2</li> <li>Budgeting</li> </ul>		<b>Project 1: IS Budget Development - Due Wednesday (11:59pm)</b>