



Syllabus: Course INFSYS 5800 Professional MBA

About this course:

Required texts/Materials:

1. McAfee, A. and Brynjolfsson, E., *Machine | Platform | Crowd*, Norton, New York, ISBN 978-0-393-25427-7
2. Rogers, Everett, M., *Diffusion of Innovations*, 5th Edition, The Free Press, New York, 2005
3. Kappelman, L., et al. (2020), The 2019 SIM IT Issues and Trends Study, **March 2020 (19:1)** / *MIS Quarterly Executive*
4. Nelson, R, " IT Project Management: Infamous Failures, Classic Mistakes, and Best Practices" *MIS Quarterly Executive* Vol. 6 No. 2 / June 2007.
5. Christenson, C., "What is Disruptive Innovation?", *Harvard Business Review*, December 2015

Course Description

On average, companies spend 5% of revenues on information technology (IT). Thus, a company with \$2 billion in sales will, on average, spend \$100 million per year on IT. That same company may carry as much as \$200 million worth of IT assets on the balance sheet. Do such IT expenditures generate value? This course is designed for general managers to help ensure the answer is "yes" for their organizations. Your role as managers may very well entail the successful implementation and diffusion of information systems. The course focuses on the proven practices in organizing IT departments, core IT capabilities, systems development life cycles, diffusion of innovations, gaining a competitive advantage through IT, managing large IT-based investment projects, and managing stakeholder expectations and perceptions of IT.

Learning Objectives

By the end of the semester, students will be able to:

1. Understand why general managers need to participate in IT governance.
2. Understand how information systems enable competitive advantage and process excellence.
3. Understand the role of the CIO and IT trends.
4. Understand and apply the Rogers' diffusion of innovation model and how it can impact project success.
5. Successfully contribute to a team that conducts primary and secondary research on a major IT topic.
6. Successfully write and present the results of a research project.



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Assessment/Grading

Course Grades:

Assignments	Weight
1. Paper: Post Mortem of an IT Failure	200
2. Oral Group Presentation	350
3. Final Paper	450
Total:	1000

Assignments:

Assignment 1: Essay: Post Mortem of an IT Failure (200 points)

Read the following article: Nelson, R., "IT Project Management: Infamous Failures, Classic Mistakes and Best Practices, MIS Quarterly Executive, Vol. 6, 2, September 2007 pp. 67 – 78.

Complete the following Essay:

Nelson describes some infamous and colossal IT failures. Using either personal experience, or by interviewing an IT professional, conduct a *Post Mortem* on an IT failure. Utilize Nelson's framework and best practices, describe the mistakes made, and how; in retrospect, the failure could have been avoided. The bulk of the paper should be a description of the IT failure you are investigating and not a summation of Nelson's article.

The essay should be between 8 and 10 double spaced pages using a 12-point font.

Please turn it into Canvas by the Due Date above.



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Assignment 2: Oral Group Presentation (350 Points)

Each of the groups will present a 30-minute presentation to the class. These presentations will substantially explore a topic. Only one team per class can pick a particular topic. First come, first served. Possible topics include, ***but are not limited to:***

- The role of the CIO
- IT Entrepreneurship
- Business Intelligence
- IS Security
- Green IT
- A DOI Analysis of an emerging technology
- Customer Relationship Management
- Enterprise systems
- Social networking sites and their role (or potential role) in customer service, order fulfillment, etc.

RESEARCH BASE:

Primary Resources. Students should conduct original interviews. Case studies comprise original interviews and internal and external company documents, but refer to guidelines for your specific topic. Most students choose one to three organizations from among the group members' current or prior workplaces.

Another potential source of primary data is an original survey. For example, past groups have surveyed over 140 UMSL students about their open source software usage. Another group surveyed 35 lawyers to see if they would outsource any legal work.

Secondary Resources. Each group should research at least **20 external references** such as journal articles, newspapers, short videos, or relevant websites. Be sure to check high-quality but non-refereed publications such as the *Harvard Business Review*, *Wall Street Journal*, *Economist*, etc for relevant articles.

At least 10 of these references must be from **refereed journals**, such as *Sloan Management Review*, *MIS Quarterly*, and *MIS Quarterly Executive*. Refereed journals assure some level of validation. The best source to find refereed journal articles is ABI-INFORM, available online to UMSL students. To find refereed articles, simply tick the box for "Scholarly journals, including peer-reviewed" while in Summon Search

Many students liven up their presentations by including short video clips about their topic (such as a YouTube video) or demos of software applications These can be very effective at showing the audience certain technologies.

Presentation Content

5 Minutes: Overview of topic including: general statistics, importance to general managers, and economic impact of topic.

15 Minutes: Detailed, concrete illustration of topic using case data.



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5 Minutes: Extrapolation and generalization of topic including best practices for general managers. Goal here is to engage the audience.

5 Minutes: Detailed and interactive questions and answers. The team should budget this time throughout the presentation (not only at the end). Learn and incorporate lessons from your audience into the presentation.

General Notes:

DO NOT PLAGIARIZE!!! YOU CANNOT USE ANYONE ELSE'S WORDS OR IDEAS UNLESS YOU CITE THEM.

The sources you find are the beginning of the content, not the end.

Submit your slides (a draft of the presentation) to me via e-mail at least a week prior to the presentation for review and feedback.



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Assignment 3: Final Group Paper (450 Points)

In addition to the presentation on your topic, your group will develop a research paper on your topic. Groups should use your presentation as an outline of a much more detailed report. Be sure to cite all inputs into your paper. Feel free to submit a draft of the paper and I will give you high-level feedback.

The papers are typically 30 pages double-spaced. However, quality is more important than quantity. You are encouraged to submit drafts for a quick read and directional feedback.

Turn in the paper via Canvas by the deadline above.

Detailed Class Schedule

Day 1

- Topics:**
1. Course overview, introductions, individuals assigned to groups, group interaction/acclimation and group topics discussed.
 2. Why General Managers need to understand IS
 3. Trends in IS
 - 3: Management of IS Projects

Day 2

- Topics:**
1. Acceptance of Innovation (***Rogers: Skim Chapters 1, 5, 6, 9 and 10***)
 2. Library resources and disruptive innovations (***Read Christensen***)
 3. Machine | Platform | Crowd discussion (***Skim Parts 2 and 3***)
 4. Team Time

Day 3

Group Presentations

Day 4

Nature of IT across industries: Guest Speakers: Prominent area CIOs
Final Papers Due

Absentee Policy for Professional MBA – IS 5800

As our course only meets face-to-face four times, it is vital that students attend all sessions. Please make attendance your number one priority. Your attendance is vital not only because you will be absorbing information, but because your class participation and insights are very valuable--you each add value to the quality of the contact hours. In the rare circumstance that a student must miss a class, please follow the following absentee procedure:

Please notify me (314-368-7370) and the graduate office (314-516-5885) as soon as possible.



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Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the [University's Campus Policies](#) and [Code of Student Conduct](#) found in the UMSL Bulletin
- Academic dishonesty is a serious offense that may lead to [probation, suspension, or dismissal from the University](#). One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by using any unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member (e.g., copying someone else's answers on tests and quizzes). Unauthorized possession or distribution of academic materials is another type of academic misconduct. It includes the unauthorized use, selling or purchasing of examinations or other academic work, using or stealing another student's work, unauthorized entry or use of material in a computer file, and using information from or possessing exams that an instructor did not authorize for release to students. Falsification is any untruth, either verbal or written, in one's academic work. Facilitation is knowingly assisting another to commit an act of academic misconduct. **Plagiarism, cheating, and falsification are not acceptable.**
- All instances of academic dishonesty will be reported to the Office of Academic Affairs who will determine whether you will appear before the Student Conduct Committee for possible administrative sanctions such as dismissal from the university. The instructor will make an academic judgment about the student's grade on that work in this course. The campus process regarding academic dishonesty is [described in the "Policies" section of the Academic Affairs website](#).
- *Follow the AMA style for your reports.*
- Plagiarism is the use of another person's words or ideas without crediting that person.
- Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the University, per the [UMSL academic dishonesty policy](#).
- Students are responsible for being attentive to and observant of campus policies about academic honesty as stated in the [University's Student Conduct Code](#).
- To avoid accusations of academic dishonesty, please submit all written work to the Turnitin System before finalizing what you submit for evaluation. Check information about The Writing Center on UMSL's website.

Title IX Policies

In adherence to the policies of Title IX and to promote a safe and secure educational environment, it is strongly recommended statements similar to those



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below be added to your course syllabus:

- **Mandatory Reporting:** Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.
- **Content Advisory:** The course requires good logical skills and knowledge of materials from the pre-requisite courses. Some of the concepts require abstract thinking and ability of apply college level algebra.

1. Student Resources

Access, Disability and Communication

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact Disability Access Services (DAS) immediately. Students must provide documentation of their disability to the office of Disability Access Services in order to receive official University services and accommodations. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. Information about your disability is confidential. Once DAS reviews your medical documentation, they will provide you with the information and steps to inform me about the accommodations to which you are entitled. Your accommodations will begin as soon as we discuss your approved accommodations.

- 144 Millennium Student Center (MSC)
- Phone: (314) 516-6554
- [Email: Tara Cramer, cramert@umsl.edu](mailto:cramert@umsl.edu)
- [Website: http://www.umsl.edu/services/disability/](http://www.umsl.edu/services/disability/)

Office of International Students and Scholar Services

If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 362 Social Sciences & Business Building (SSB)
- Phone: (314) 516-5229
- [Email: iss@umsl.edu](mailto:iss@umsl.edu)
- [Website: http://www.umsl.edu/~intelstu/contact.html](http://www.umsl.edu/~intelstu/contact.html)



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Student Enrichment and Achievement

SEA provides comprehensive support and intervention strategies that support your road to graduation!

- 107 Lucas Hall
- Phone: (314) 516-5300
- [Email: umslsea@umsl.edu](mailto:umslsea@umsl.edu)
- [Website: https://www.umsl.edu/services/sea/](https://www.umsl.edu/services/sea/)

Office of Multicultural Student Services (MSS) and the University Tutoring Center (UTC)

MSS provides comprehensive student retention services to diverse student populations; through their tutoring center, the MSS offers comprehensive tutoring services free to students at UMSL.

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-6807
- [Email: multicultural@umsl.edu](mailto:multicultural@umsl.edu)
- [Website: https://www.umsl.edu/~mcraa/index.html](https://www.umsl.edu/~mcraa/index.html)

More Student Resources are on the [Learning Resource Lab website](#).

2. Technical Support

Canvas

If you have problems logging into your online course, or an issue within the course site, please contact the

Technology Support Center:

- Phone: (314) 516-6034
- [Email: helpdesk@umsl.edu](mailto:helpdesk@umsl.edu)
- [Website : http://www.umsl.edu/technology/tsc/](http://www.umsl.edu/technology/tsc/)

If you are having difficulty with a technology tool in Canvas, consider visiting the [Canvas Student Guides](#), which has overviews of each tool and tutorials on how to use them.

If you continue to experience problems or just have questions, you can also contact the **Learning Resource Lab:**

- Phone: (314) 516-6704
- [Email: lrl@umsl.edu](mailto:lrl@umsl.edu)
- [Website: http://www.umsl.edu/technology/lrl/](http://www.umsl.edu/technology/lrl/)



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VoiceThread

- [Online Contact Form: https://voicethread.com/support/contact/](https://voicethread.com/support/contact/)
- [Website: https://voicethread.com/howto/](https://voicethread.com/howto/)

3. Academic Support

Math Academic Center (Math Lab)

The Math Academic Center offers free individual assistance on a walk-in basis to students needing help with any mathematics from basic math through calculus or any course involving mathematical skills.

- 222 Social Sciences and Business Building (SSB)
- [Website: http://www.umsl.edu/mathcs/math-academic-center/](http://www.umsl.edu/mathcs/math-academic-center/)