CISC 7534X [758X] Information Systems Planning and Policy

Prerequisite: CISC 7500X [757X] Introduction to Management Information Systems

Synopsis:

CISC 7534 is strategic in nature and focuses on Information Technology’s (IT’s) external roles, its impact on the overall enterprise, internal and external organizational issues, and an in-depth discussion of the types of IT planning including techniques for determining the optimum process for a particular organization at a particular point in time.

The information covered in CISC 7500 gives students a better background on which to build for this course. Students, especially those without a CISC undergraduate degree, who have not taken 7500 are at a disadvantage and 7500 is now a prerequisite.

All lectures relate the subject matter to case studies, real-life situations and/or student experiences. In addition, students are required to prepare at least two formal case studies, which are discussed and dissected in class. The planning assignment requires students to apply lecture material, complete research, prepare a handout and present their recommendations to the class.

Exams:

1. Minimum of two case studies prepared by students requiring application of material to real-life situations, ability to “communicate” in writing and capability to defend position (i.e. there is no “cookbook” right answer) and discussed in class

2. Planning Assignment and Presentation to propose, detail and defend plan and development process for one of several type organizations

3. Periodic unannounced quizzes and/or collected homework

4. Midterm and final exams

Topics:

1. Course synopsis; differences between 7500, 7534, 7532, and 7540; expectations; reading material to be covered; experience survey and grading structure
2. Information Technology (IT) – business perspective, management concepts and challenges, contemporary approaches, role of IT within overall organization, relationship of IT to type of organization and positioning within its market, methodologies for IT effectiveness assessments – e.g. capability maturity model

3. Effects of IT on Strategy and Competition – IT value chain analysis, manageable trends, different approaches, assimilating new technologies, IT and business strategy, using systems for competitive advantage, risks of IT success

4. Information, Organization and Control – traditional organization design models, independence and interdependence, evaluation of organization effectiveness, IT architecture vs. IT organization vs. overall organization – relationships and impacts, role of organization “culture,” value creation, “Information Age” organizational options

5. Information, Management and Decision Making – individual and organizational models of decision making, pressures toward user dominance and toward IT control, coordination of IT policy, IT impact on overall management process, centralization vs. decentralization and hybrid models

6. Redesigning the Organization with IT – evolution and revolution, systems as planned change, business value of IT, IT architecture and value creation, implementation issues, merging islands of automation, is IT only a means to an end?

7. Information Systems Planning – strategic, tactical and operational planning – differences and similarities, level of formality, linkage to business plans, alternative processes and deliverables, credibility issues, participants in the process, assessment of plan impact on IT and overall organization, determination of appropriate planning posture for a given organization

8. Management Processes – management control issues, results control, audit processes, portfolio approach, types of risk, contingency approach to management, evaluation methodologies


10. Electronic Commerce and Electronic Business – what is new and what is the same, management challenges and opportunities, internal vs. external implications, risks of technocentric view vs. business enabler

11. Human and Ethical Issues – ethical concerns contrasted with legal concerns, impact on employees and customers, cultural differences, corporate image issues
9. In-depth case study discussions – minimum of two (representative list though assigned cases may not be listed here)

a. A Tale of Two Airlines in the Information Age
b. Taco Bell, Inc.
c. Frito-Lay, Inc.
d. MicroAge, Inc.
e. Xerox
f. Sears
g. A Tale of Two Cities’ Information Systems
h. Citigroup

Book List

Required:

1. Corporate Information Strategy and Management
   Text and Cases
   L. M. Applegate, et al
   Irwin/McGraw-Hill
   ISBN 0-07-340293-1
   Chapters: Intro, 1 with Appendices, 2, 3 with Appendix, 4, 5, 9, 10 with Appendix

2. IT Strategy in Action
   McKeen and Smith
   Pearson Prentice Hall, 2009
   ISBN-13 9780136036319
   Chapters: 2, 3, 4, 11, (12), (14), 17, 18

3. Schaum’s Quick Guide to Great Presentations
   Templeton-Fitzgerald
   McGraw Hill, 1999
   ISBN 0-07-022061-1

Optional:

1. Strategic Planning for Information Systems
   John Ward and Joe Peppard
   John Wiley & Sons
   ISBN 0-470-84147-8
   Chapters: 2, 3, 6, 8, 12