

# Course Syllabus: BCIS 4690 (Fall 2007)

(SUBJECT TO CHANGE – 27-August-07 revision)

## The Management of Information & Technology Assets in Organizations

### General Information

#### Instructor

Leon A. Kappelman, Ph.D. (Dr.K)  
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Information Technology & Decision Sciences (ITDS) Department  
Office: COBA 336 – Open Monday thru Friday 8:00 am - 5:00 pm  
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#### Textbooks

Baschab, John and Piot, Jon. *The Executive's Guide to Information Technology*. John Wiley & Sons, Inc. (2003). ISBN 0-471-26609-4.

#### Course Description

The objective of this course is to provide an overview and an understanding of the issues involved in the management of information and information technology (IT) assets in organizations. The course examines a broad range of issues and problems associated with the management of IT, information systems (ISs), and information and communication technologies (ICTs). The course focuses on managerial rather than technical issues and views information systems from the perspective of managers at all levels -- from the boardroom to the front line. It is assumed that the student already has some understanding of management principles and theory, information technology, and information system development. The course presents fundamental knowledge essential to managing an IT/IS/ICT function within an organization. (See course description and prerequisites in college catalog for additional information.)

#### Grading

Quiz #1	25 points
Quiz #2	25 points
Team Paper (20%) & Presentation (10%)	30 points
Participation, weekly articles, presentation nights **	20 points
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	100 points

#### Class Participation & Attendance \*\*

**You are responsible for reading the assigned materials prior to class and being prepared to participate actively in class discussions. Points will be earned for your participation and at least one percentage point will be deducted from your semester grade each time you are not prepared or available (this includes preparing weekly articles, attendance, and participating in class discussions).**

## BCIS 4690: Course Outline & Calendar for Fall Semester 2007

Week	Date - Note	Textbook & Readings	Topic/Activity
1	8/30	1,2,3,+	Introduction Part 1: Nature and Importance of IS Management, Key Issues, Governance, Enterprise Architecture,...
	8/31		<b>Your first assignment is due via email by noon today</b>
2	9/6 - *B*	4,5,6,+	Introduction Part 2: Key Issues, Governance, Enterprise Architecture, IT industry structure, ...
3	9/13 - *T*	14.+	Changing Role of IS Management
4	9/20	12,17.+	Changing Role of End Users
5	9/27	15,+	Planning Part 1: Policy, Strategy, & Competitive Advantage; Resource Allocation; & Enterprise Architecture
6	10/4 - *F*	+	Planning Part 2: Enterprise Architecture - Implementation and Practice
7	10/11	9,+	Development & Motivation of IS Professionals: Career Management
8	10/18	13,16,+	IT Audit, Evaluation, Assessment, & Performance Measurement: Are IS Assets Efficient, Effective, Safe, and How Do They Contribute to the Success of the Organization?
9	10/25		<b>QUIZ #1</b>
10	11/1	8,10,11,15,+	Management of Application Development & Maintenance: Project Management and Technical Issues Change Management: Managing the People Side of System Development & Deployment
11	11/8	7,+	Managing IS Operations: Structure, Policies, Procedures, Security, Continuity, Recovery, & Control
12	11/15 - *D*	+	The Legal & Ethical Issues in IS Management
13	11/22		<b>THANKSGIVING — NO CLASS</b>
14	<b>11/28</b> *PPT*	<b>PPTs DUE</b>	<b>By 10:00 pm on 28-November your ppt must be sent to me via email</b>
	11/29 - *P*	<b>TPaper grades due</b>	Term Paper Presentations – Topic for weekly articles is “making professional presentation.”
15	12/6 - *P?*	+	Term Paper Presentations (continued if needed) Future of IT All: The Technology, Our Careers, Our Role in Organizations & Society, Our Profession, and the Industry.
16	12/13		<b>QUIZ #2</b>

**\*\*\* Schedule and Outline Subject to Change \*\*\***

<u>Key</u>		
+ = readings/case studies	*B* = Begin weekly articles – 9/6	*D* = Term/Team paper is due – 11/15
TBA = To be announced	*T* = First draft term/team proposal due – 9/13	*PPT* = Term/Team slides due 11/28 10: pm
	*F* = Finalize term paper proposal – 10/4	*P* = Term/Team present: 11/29 & ?12/6?

- **Term/team paper proposal not approved by 4-Oct then >30% off assignment grade (see details).**
- **Assignments due beginning of class unless otherwise specified. Late assignments will not be accepted; grade = zero.**
- **First Assignment is due 31-August at noon.**

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### The Management of Information & Technology Assets in Organizations

### Course Policies and Administration

1. **No make-ups** for exams or anything else.
2. Written assignments are due at the beginning of class. **No late assignments** will be accepted.
3. If you miss class, you miss the classroom activity and will (a) receive a grade of zero on it, and/or (b) have other points deducted (e.g., participation). As far as class participation and attendance, I will allow for one missed class, no more.
4. Exceptions to rules 1, 2, and 3 are possible only when advance arrangements are made in the event of extraordinary, well-documented, circumstances.
5. All **written assignments** (a) will be quality of laser print, (b) double-spaced, (c) on white paper, (d) with a cover page (no cover for weekly articles and term paper proposals/outlines), (e) using 12 point fonts, and (f) stapled in the upper left-hand corner. The cover page (or first page for weekly articles and outlines) will contain in the upper right-hand corner: your name(s) (and team number if appropriate), course number, due date, and assignment number/name. Pages should be numbered and references single-spaced with hanging indents. Do not use folders or plastic binders. Grammar and spelling count on everything. Weekly articles are to be numbered by week number. See “Course Assignments” pages 4 through 6 for details.
6. I assume all of my students are honest and trustworthy. **Academic dishonesty** (i.e., plagiarism, cheating, coaching during class discussions, etc.) will result in a grade of zero (0) for that activity and the maximum possible disciplinary action, including possible **dismissal from class, expulsion, and revocation or denial of degree**, as provided in *Code of Student Conduct and Discipline* (for further information see *Policy Manual: University of North Texas* (Volume III Section 18.1.11, etc.) at [www.unt.edu/policy](http://www.unt.edu/policy) and “**ETHICAL BEHAVIOR IN ITDS CLASSES**” form at end of syllabus).
7. You are expected to keep yourself informed of University, College, Department, and course deadlines/schedules, etc. Your failure to keep informed and to plan is your own plan for failure.
8. You will have one week after the return of any assignment or exam **to request a review of your grade**. Your instructor is the final authority on course grades as provided in *Policy Manual: University of North Texas*.
9. This entire **syllabus is subject to changes**, additions, deletions, and other modifications.
10. I will not read past the specified **word limit on written assignments, including exams**. So stay within the assigned parameters.
11. The College of Business Administration complies with the **Americans with Disabilities Act** in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible. My office hours, office numbers, and home office numbers are shown on this syllabus. Note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed.

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### Course Assignments

**CAREFULLY READ THESE DIRECTIONS AND FOLLOW THEM!!**

#### “Send an Email” Assignment

By noon CST on Friday, 31-August send one email to kapp@unt.edu *from each email address* to which you want course-related messages sent. In the subject line of the message(s) put only “4690” and your name. Cost for late or missed assignment is 25% of course participation grade (5% of course grade).

#### Weekly Topic Articles

Please bring ONE ARTICLE TO CLASS EACH WEEK beginning 6-September. The article that you select should be on the topic to be discussed that night. Write a short (150-250 words) executive summary of the article and a statement of what you learned from the article that you think will help you in your career. Turn in a copy of your article with your summary at the beginning of class. **No cover page is necessary**, just put identifying information (as described in “Course Policy” number 5) in the upper right corner and a **proper APA-style citation of the article either before or after your summary**. You will be called on AT RANDOM to discuss your article so it’s a good idea to keep a copy of your article and summary handy for discussion that night. If you have no article, or if you are not prepared to contribute, or if your article is not on topic, you will have points deducted from the participation portion of your semester grade. Please start looking for your articles immediately. It may take you a while to find information on some of these topics. Weekly articles are number by the week in which they are due.

#### Semester (Term/Team) Paper

1. Your semester paper is due on or before 15-November, **in both printed and electronic form** (as a .doc or .rtf file). The subject of the paper should be relevant to the management of information assets and can be based on one of the topics covered in class, mentioned in your textbook, or any other topic relevant to IT management.
2. **You must turn in a first draft of your written proposal on or before 13-September in hard and soft copy**. My written approval of this proposal will serve as our "contract" regarding your term paper. **It will probably take a couple revisions until your proposal is approved. YOUR PROPOSAL MUST BE APPROVED BY ME IN WRITING by 4-October: A 25% plus 5% per day late-proposal charge begins 5-October.**
3. Your **proposal will be in the form of an outline** consisting of the following and containing at least 400 but no more than 750 words (excluding references). **Outlines** help you organize your material but **YOUR TERM PAPER IS NOT AN ANNOTATED OR EXPANDED OUTLINE, IT IS AN EXPERT’S REPORT (WHITE PAPER) ON A SPECIFIC TOPIC**. There is a **guide to outlining on the teaching page of my website -- use it**.
4. The semester paper must meet the requirements stated in your approved proposal. It must be **between 2500 and 3000 words** in length (excluding cover page, graphics, and references, but including tables). It must follow **APA formatting, citation, and reference guidelines**.
5. **You must use this organization for both report & presentation:**
  - I. **Introduction** to topic. Title and statement of the topic (100 to 250 words). The topic statement is the only part of this that can be in paragraph, rather than outline, form. Answer the question: *Why should we care about your topic?*

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- II. **Key Issues (KIs)** for management of topic. Answer the question: *To what things (i.e., nouns) must you pay attention in order to be successful at managing topic?* You cannot have more than 10 or fewer than 5 KIs, preferably 6 to 8.
- III. **Model/framework/theory/taxonomies**. Answer the question: *What concepts, paradigms, approaches, etc. are there to help us understand and/or organize the subject matter?*
- IV. **Primary content** -- Cover the subject matter – Provide management with the “*how to do it*” details. Ideally the content of section III and/or II provides you with a way to organize this section into several sub-headings. Case examples could go here too.
- V. **Critical success factors (CSFs)** for successful management of this area. Answer the question: *What things must be done right in order to be successful at managing this?* Ideally this section links back to section II’s KIs. Section V’s CSFs should serve as your conclusions and summary section; but, if necessary, include a separate section before this one to deal with additional conclusions. You cannot have more than 10 or fewer than 5 CSFs, preferably 6 to 8.
- VI. **References**. A preliminary bibliography of at least 6 references not otherwise assigned in this class must be included in your proposal. You must consistently follow the style guidelines of the American Psychology Association (APA) for style, titles, citations, and references as found in the current edition of the APA’s *Publication Manual*, available online at [www.library.unt.edu/genref/quickref/manuals.htm](http://www.library.unt.edu/genref/quickref/manuals.htm). Regardless of any style guideline, use italics not underlining for book and journal title.

NOTE: Wikipedia (<http://wikipedia.org/>) is NOT AN ACCEPTABLE SOLE SOURCE REFERENCE. If you chose to use it you must also have at least one credible corroborating reference (or disconfirming one if appropriate).

### 6. **Term/Team Presentations:**

- (a) On 29-November each student/team will present their term paper research.
- (b) There is a 10 minute minimum and a 12 minute maximum time limit on presentations.
- (c) **Every team member must present.**
- (d) Presentations are followed by question-&-answer/discussion; although, these often happen simultaneously. Time limits will be adjusted for discussion/questions that occur during your presentation.
- (e) **Your ppt files must be delivered to me via email as an attachment by 10:00 pm on 28-November, the day before your presentation** – These will be loaded on the classroom computer by the instructor BUT you should have a contingency plan and at least bring your own copy ready to run.
- (f) **A/V Equipment Needs:** I encourage the use of high quality videos, slides, overheads, and/or computer-based media in your presentations. Only constraint is you need to use what is in our classroom.

### 7. **Presentation Handouts:**

- (a). **On the night of their presentation, each student will provide me and the rest of the class with a hard copy of their overheads. Failure to do this will result in minimum deduction of 25% of your overall project grade.**

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(b). These **handouts must be two slides to a page maximum** BUT if they are not readable your grade will be reduced accordingly.

### 8. **Grading of Term/Team Projects:**

(a). Grading is based on the quality and accuracy of the written report and in-class presentation, including the visuals and handouts utilized, as well as the content and sufficiency of the materials you provide. **The bottom line question answered by my grading this assignment is: *Would I hire or do business with this subject matter expert (SME)?***

(b). **Each class member will complete a written evaluation form and assign a grade to the each presentation and to the written report** (see sample evaluation form on page 8). This evaluation will have a significant impact on the term paper assignment's grade.

(c) The term paper itself should be read and graded prior to class, and questions developed by each student for the Q&A session. The quality of each student's questions will have a significant impact on their participation grade.

(d) For teams, **each team member will also evaluate their teammates** using a form similar to the sample provided on page 9.

(e) Probable grading scale for term/team project is:

	<u>Solo (Team of 1)</u>	<u>Team</u>
Class grade (average) of presentation & paper:	25%	15%
Instructor grade of presentation:	35%	35%
Instructor grade of paper:	40%	40%
Team members grades of individual teammates	0%	10%

9. **Plagiarism:** It is illegal and unethical. Using someone else's ideas without giving them proper credit with a contemporaneous in-text citation is plagiarism. Quoting someone else's writings without giving them proper credit with quotation marks and a contemporaneous in-text citation is plagiarism. If you plagiarize, you will get a zero on this assignment, likely fail this course, and risk all of the other sanctions available (including expulsion and revocation or denial of degree). I have powerful tools for search and comparison capable of accessing all digital libraries, so if you plagiarize, I will probably catch you. **You can cite and quote as much of the work of others as you wish; so don't be a fool, give credit where credit is due.**

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## SOME JOURNALS OF RELEVANCE TO IS MANAGEMENT

### **PRIMARILY ACADEMIC-, RESEARCH-, TECHNICALLY-ORIENTED**

<i>ACM Computing Surveys</i>	<i>Journal of Computer Information Systems</i>
<i>Communications of the ACM</i>	<i>Journal of Database Management (IGP)</i>
<i>Communications of the AIS</i>	<i>Journal of End-User Computing (IGP)</i>
<i>Computer Personnel (ACM-SIG)</i>	<i>Journal of Electronic Commerce Research</i>
<i>Computer (IEEE)</i>	<i>Journal of Global Information Management (IGP)</i>
<i>Computers &amp; Human Interaction (ACM-SIG)</i>	<i>Journal of Information Systems</i>
<i>Computers &amp; Society (ACM-SIG)</i>	<i>Journal of Information Technology Management</i>
<i>Cyber Psychology and Behavior</i>	<i>Journal of Internet Banking and Commerce</i>
<i>Data Base (ACM)</i>	<i>Journal of Management Information Systems</i>
<i>Decision Sciences (DSI)</i>	<i>Journal of Management Systems</i>
<i>Expert Systems With Applications (UK)</i>	<i>Journal of Strategic Information Systems (UK)</i>
<i>IEEE Expert</i>	<i>Journal of Systems and Software</i>
<i>IEEE Transactions</i>	<i>Journal of the ACM</i>
<i>Information Resources Management Journal</i>	<i>Journal of the AIS</i>
<i>Information Systems Management</i>	<i>Logistics and Information Management</i>
<i>Information Systems Research (INFORMS)</i>	<i>Management Science (INFORMS)</i>
<i>International Journal of Electronic Commerce</i>	<i>MIS Quarterly and MISQ Executive</i>
<i>International Journal of Information Management</i>	<i>Software (IEEE)</i>
<i>International Journal of Man-Machine Studies</i>	

### **PRIMARILY PRACTITIONER/MANAGER-ORIENTED**

<i>AI Expert</i>	<i>Harvard Business Review</i>
<i>AI Magazine</i>	<i>IBM Systems Journal</i>
<i>Byte</i>	<i>Information Strategy (Auerbach)</i>
<i>C I O (CIO.com)</i>	<i>Industry Standard</i>
<i>Computer Executive (DAMA)</i>	<i>INFOWorld</i>
<i>Computer world (computerworld.com)</i>	<i>InformationWeek (informationweek.com)</i>
<i>Corporate Computing</i>	<i>IS Analyzer</i>
<i>E-Commerce Times</i>	<i>Journal of Information Systems Management (Auerbach)</i>
<i>Federal Computer Weekly</i>	<i>MISQuarterly Executive</i>
<i>Financial &amp; Accounting Systems (Auerbach)</i>	<i>Sloan Management Review</i>
<i>Wall Street Journal</i>	<i>Financial Times</i>
<i>BusinessWeek</i>	<i>IntelligentEnterprise.com</i>
<i>Business 2.0</i>	<i>Ebiz.net</i>
<i>FCW.com (Federal Computer Week)</i>	<i>CIO Insight( CIOInsight.com)</i>
<i>Benchmarks</i>	<i>Innovations</i>

**Please note: UNT is endowed with excellent on-line (as well as other) library resources which allow one to search many of these as well as other journals quickly, easily, and virtually simultaneously. Also see the ISRC's electronic library at <http://www.unt.edu/isrc>.**

**SAMPLE EVALUATION FORM: TERM PAPER & PRESENTATION**

DATE: \_\_\_\_\_ AUTHOR/PRESENTER: \_\_\_\_\_

QUALITY OF PRESENTATION:

Content: Informative? Knowledgeable? Did you learn something new?

Organization: Interesting? Organized? Parts too long, boring, irrelevant?

Delivery: Prepared? Well rehearsed? Proper attire? Professionalism?

Visuals? Could you read ALL handouts and overheads clearly?

QUALITY OF PAPER:

Informative? Management oriented? Will it help you prepare for exams?  
Did you learn something new?

Professionalism? Format? Well organized? Grammar? Spelling?

Research: Bibliography sufficient? Was topic researched adequately?

ADDITIONAL COMMENTS?

GRADE:

1. Written (Executive Report)	(0-100).....	_____	50%
2. Oral (Presentation)	(0-100).....	_____	50%
Overall Grade (Average 1 & 2)	(0-100).....	_____	100%

Evaluation completed by: \_\_\_\_\_

## Sample Team Member Evaluation Form

Team: \_\_\_\_\_ Topic: \_\_\_\_\_

Name of Person Evaluated: \_\_\_\_\_

### Instructions

Please evaluate each of the members in your group on his or her contribution to the accomplishment of the project tasks. You are asked to rate the person in three areas. For each area, please use the following guidelines:

90-100: Exceeded all requirements or expectations for that area.

80-89: Accomplished all area requirements or expectations very well.

70-79: Satisfactory accomplishment of all area requirements or expectations.

50-69: Accomplished some but not all area requirements or expectations.

01-49: Accomplished very few area requirements or expectations.

0: No contribution at all, did not participate.

If you wish to write in any comments regarding your ratings, please do so in the space provided below each grade. ENTER A SINGLE INTEGER VALUE FROM 0 TO 100 FOR EACH CRITERIA. DO NOT ENTER A RANGE.

### Task Accomplishment

It is assumed that each person had a role or set of roles in the completion of the project. Rate the person on his or her ability to complete the tasks accurately and in a timely manner.

GRADE = \_\_\_\_\_

### Group Functioning

This refers to the person's ability to work in a group setting. Namely, how well did the person openly listen to others? Was he or she a source of dysfunctional conflict? Did he or she allow his or her ideas to be criticized? Was he or she open to change?

GRADE = \_\_\_\_\_

### Overall Grade

This refers to your assessment of the person's overall grade for the project. It includes your assessment of their contribution to the success of the project as a whole.

GRADE = \_\_\_\_\_

Evaluation completed by: \_\_\_\_\_

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## **ETHICAL BEHAVIOR IN ITDS CLASSES**

The ITDS Department expects its students to behave at all times in an ethical and legal manner. There are at least two reasons for this. First, ethical behavior affirms the personal value and worth of the individual. Second, both IT and Decision Science professionals frequently handle confidential information on behalf of their employers and clients. Thus employers of BCIS and DSCI graduates expect ethical conduct from their employees because that behavior is crucial to the success of the organization.

Academic dishonesty is a major violation of ethical and legal behavior. The ITDS Department defines academic dishonesty as claiming the work of others as your own, or using illegal or unapproved means to raise your grade in a class. Examples include: copying answers from another person's paper; using unapproved notes during an exam; copying computer code from another person's work; having someone else complete your assignments or take tests on your behalf; stealing code printouts, software, or exams; recycling assignments submitted by others in prior or current semesters as your own; and copying the words or ideas of others from books, articles, reports, presentations, etc. for use as your own thoughts without proper attribution (i.e., plagiarism). It does not matter whether you received permission from the owner of the copied work; claiming the material as your own is still academic dishonesty.

**The ITDS Department believes it is very important to protect honest students from unfair competition with anyone trying to gain an advantage through academic dishonesty. Consequently, there will be in-class testing to validate all major assignments you complete out of class. This may be accomplished by examination, oral reports, individual interviews or any other means your professor may deem appropriate. You must pass these validation tests with a grade of "C" or better to have your out-of-class work count in your term grade. Further, the student grade for academic dishonesty in ITDS classes is an immediate "F" for the course involved and referral of the case to the COBA Academic Advising Office.**

By my signature below, I attest that I understand the above policy. I will behave ethically in this class, and will encourage my classmates to behave ethically. I also understand that I have a moral responsibility to report to my instructor any suspected case of academic dishonesty in this class.

<b>Your signature:</b>	
<b>Please print your name:</b>	
<b>Your student ID number:</b>	
<b>Today's date:</b>	

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**STUDENT INFORMATION FORM -- BCIS 4690 (Please print.)**

Please complete and return this form to your instructor after you have studied the syllabus.

Name: \_\_\_\_\_ Prefer to be called: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Home/Cell phone: \_\_\_\_\_ Email: \_\_\_\_\_

**STATEMENT ON UNDERSTANDING THE SYLLABUS**

I have read and I understand the syllabus and the information it contains on course administration, policies, assignments, schedule, and requirements.

(your signature)		(today's date)

**STATEMENT ON POSTING GRADES**

Recognizing the privacy in education provisions, I hereby request that my grades for this course (check one):

\_\_\_\_\_ be posted  
\_\_\_\_\_ NOT be posted

by the last four (4) digits of my student ID number (#s sorted numerically)

(your signature)		(today's date)

**Optional Information**

In order to get acquainted with you more quickly, please complete the following. Doing so is completely optional. I will use this information to better plan the course to meet your needs.

Experience and skills in IT/IS:

Brief statement of your career goals:

What do you hope to learn in this course?

Other comments:

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