BUS 375 – Winter 2019

MANAGING INFORMATION SYSTEMS

Classes

Instructor: Bill Bonner, Ph.D.  
E-mail: bill.bonner@uregina.ca

Office: ED 540.10  
Telephone: 585-4794

Section 001  
T/Th 1:00 pm-2:15 pm ED623

Section 002  
M/W 4:00 pm-5:15 pm ED623

Office Hours:

Prerequisite Information: BUS 205 (or ADMN 205 or ADMN 265), BUS 210 (or ADMN 210), BUS 250 (or ADMN 250), BUS 275 (or ADMN 275), BUS 285 (or ADMN 285), BUS 288 (or ADMN 288), and BUS 290 (or ADMN 290), and BUS 007 **Note: Students may only receive credit for one of BUS 375, ADMN 375, and ADMN 435AI.

Course Description

Calendar Description: An overview of management and organizational issues surrounding the Information Systems/Information Technology function (IS/IT) and in its interaction with business functions within and between organizations. Topics will include: the evolution of the IS/IT functions, functional area systems, current trends, strategy, managing and acquiring IS resources and ethical issues surrounding IS/IT.

This is an overview course on managing information systems (IS) in which information technology (IT) is an element. IT is embedded in the organizational/ business unit/functional area and affects, shapes and is shaped by how work is done (processes), those who do and manage the work (people) and the way the business is organized (structure). These elements combined form the IS. Understanding the interrelationships between the elements and being able to anticipate and manage (do something about) them is integral to all managers, independent of area of speciality.

Course Objectives

On successful completion of this course, students should be able to:

1. Understand, anticipate and address managerial issues around the organization and management of information systems, in your functional areas and organization wide.
2. Bridge the communication gap between business users and IT personnel by developing the vocabulary and understanding and taking on your role as part of the information system.
3. Demonstrate knowledge and understanding of IT/IS and confidently interact with internal user groups and technology vendors.
4. Contribute to the group evaluation, development and acquisition of information systems that are consistent with organizational needs and abilities.
5. Read and interpret business and IT press articles and papers and distil the essential managerial and organizational issues, implications, and challenges.
6. Be aware of and understand the challenges of information security and the responsibility organizations have to protect their own data and personal information collected from others.

7. Identify potential ethical issues that emerge from the development and implementation of information systems both within and beyond organizational boundaries.

8. Seek out and understand the unique contextual factors that define all information system issues within individual organizations and the influence these factors have on the viability of options within that organization.

TEXT AND RESOURCE MATERIALS

COURSE WEB SITE: UR Courses
Any changes or announcements to the course will be posted or sent through UR Courses.

COURSE TEXTS:

This is text is only available for purchase online.
All Sections got to https://students.flatworldknowledge.com/course/2587625
Your options are presented below, in US $.

The professor assigns the textbook. You choose your preferred format.

- Online Access [Required] $29.95
- Online Access [Required] + Ebook Downloads $49.95
- Online Access [Required] + Color Textbook $54.95
- Online Access [Required] + Ebook Downloads + Color Textbook $74.95

Secondary Texts: Both are Open Source (free to you) texts (chapters used and licenses to use them are posted in UR Courses)


   Chapter 2 Achieving Efficiency and Effectiveness through systems
   Especially, What is an Information System?


   Chapter 10: Information Systems Development

Cases: There will be 4 Ivey cases and perhaps a short Harvard case that will be provided through UR Courses, the costs will be charged directly to students’ accounts. These costs will show up at the end of the term.
ARTICLES: The URL links of articles listed under Other Readings, in the Class Schedule below were verified at the time the outline was printed. If you have trouble with the links, experiment with searching for the title using a search engine.

GRADING COMPONENTS

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>20%</td>
</tr>
<tr>
<td>Contribution</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>4%</td>
</tr>
<tr>
<td>Issue/Tech Talks</td>
<td>12%</td>
</tr>
<tr>
<td>Ivey case questions</td>
<td>14%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
</tr>
</tbody>
</table>

Total: 100%

To receive credit for the course you must achieve at least 50% on the Final Examination and have a total course mark, per above, of at least 50%.

For information purposes, the following is taken directly from the 2018-2019 University Calendar, Academic Regulations https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2018-2019/2018-19-UG-Calendar-05b-Academic-Regulations.pdf

GRADING GUIDE

- 90-100: Outstanding
- 80-89: Very good
- 70-79: Above average
- 60-69: Generally satisfactory
- 50-59: Barely acceptable
- 0-49: Unacceptable

CONTRIBUTION

A significant amount of the learning in this course will occur as a result of contributions directly from the members of the class. The course has been designed to reflect this expectation in meeting the course objectives.

Contribution is thus an important part of the course and can occur in a variety of ways

a) active in-class discussion on text readings,
b) active in-class discussion on article readings,
c) active in-class discussion on cases
d) active discussion on Issue Talks (on UR Courses),
e) active discussion on other topics discussion board topics (on UR Courses),
asking questions and/or helping to answer questions,
f) connecting current topics to prior material or other classes

g) offering insights based on past or current experience

The 10% contribution component of the final grade will reflect the quality of your contributions to the learning of others in the class. Participation will be on a voluntary basis or through warm or cold calls. Contribution grades will be the instructor’s assessment of the quality (not quantity) of individual student contributions to the learning of the class and recorded after every class and every discussion thread.

**Note: Contribution and Discussion Threads:** I have seen students post Yes, or No as responses to the questions posed by the group that presented. Those responses earn negative contribution marks as they add nothing and are disrespectful. This also happens when moderators ask for further comments from individuals and get no response. Given that threads are open for a week I ignore lone posts made ‘strategically’ just hours before the thread closes.

Class attendance is not considered a contribution to the learning of others and therefore is not a positive factor in determining the contribution grade. A consistent failure to attend class indicates a deliberate decision to pass on the opportunity to contribute to the learning of others.

### ISSUE/TECH TALK

To be done in groups in the time slots specified in the class schedule below. Students are responsible for signing up for one of these time slots. No other slots will be created. Three is the maximum per group. A signup sheet is posted outside my office. First come, first serve on time slots and topics. **Students are responsible for getting their names and topics on the sheet.**

Deliverable: A 15 minute (maximum) presentation on a specific current IT/IS issue taken from newspapers or other sources that involves a use or potential use of technology that has implications for management and/or organizations.

*The topic is to be chosen with the instructor and the direction is to be agreed upon in advance.* Students are expected prepare a brief (one paragraph) proposal that identifies, articulates and justifies their proposed topic.

**Presentation Expectation:** Teams are expected to identify the relevance of their topic to their peers, and present their research and findings. The goal is to bring the class up to speed on the issues(s) for subsequent discussion on UR Courses by the class. Your goal is to raise and describe the issue(s), not solve it (them). That is for class discussion on UR Courses.

**Moderation Expectation:** A UR Courses discussion thread will be open for one week after the presentation. The team presenting will moderate the discussion on the thread, adding information as necessary as well as directing and responding to the discussion.

**Final Act:** The team presenting has one week after the discussion thread closes to prepare a one page written summary of the discussion that took place and reflections on what the team might have done differently in presenting the topic or moderating it.
**Non-Presenting Students Expectation:** Students are expected to contribute to Discussion threads and offer considered, reflective opinions. Your turn will come and you need others to participate in your discussion. Last minute opinions will not be read. Failure to respond to the moderators will count as negative contribution.

*Topics:* In general, students choose their own topic based on personal interest, experience, or an issue seen in the news, business press, privacy commissioner reports, government auditor reports or other sources. Recent topics include Sony Hack #2, Cyber Security, Phoenix Payroll System (federal government) iPhone’s facial recognition, PIPEDA (private sector personal information protection legislation), big data, online grocery shopping (Superstore), dynamic pricing, microchip implants in employees, Wannacry and Petya malware, and the massive credit bureau breach (Equifax). Personal experience with IS related issues have been used in the past and that can add realism to the issues. If you have an interest in HR, I could suggest a case that might be useful.

**Ivey case questions**

We will do 3 case question hand-in assignments this term due **March 7, March 21 and April 2.** Each assignment is due no later than the start of class on the above dates. They are to be submitted through the Assignments tab on UR Courses.

For each case, a question will be posted. **Be concise and to the point. Address the question.**

These are NOT intended to be group submissions. While group discussion is encouraged, each individual is expected to provide their own, unique, submission. Copying between students will result in a mark of zero (0).

Each submission shall be a maximum two pages, double-spaced, 12 pt. Arial font or equivalent. The write-ups are to be submitted using the UR Courses assignment submission tool. The challenge is to be concise. Note, 1) If you are running out of space,
   a. you are not being concise and/or
   b. you have repeated unnecessary information from the case or wasted space by typing out the question (I have already read the case and I wrote the question!).

**NOTE:** Please be sure to submit your write-ups by the due date. Late submissions are not acceptable (It would make no sense. We discuss the case in that class!)

**EXPECTATIONS**

**Class Preparation**

Students are expected to read the assigned chapter material and articles before class and to contribute to the discussion. *The above is the answer to the question, “How do I prepare for the exam”? I usually get this question just before the midterm. If you are just starting to read then, good luck to you. It is also the answer I give to the question I get after an exam, “How do I do better next time”?*

Class time will be used to stress aspects of the chapter or readings and potentially supplement them with additional materials not included in the text. The text is not the course. It is supplemental to the course.
Articles
The article readings are selected to help achieve the course objectives and expose you to a wide range of IS issues. Fifteen-twenty minutes will be set aside to discuss articles, in classes where articles are assigned. In class discussion will be based on questions designed to focus on organizational/managerial lessons within the articles.

Contribution
The course is designed to create discussion opportunities through the inclusion of articles, Issue Talks and in-class exercises. Discussion is expected and time is provided for discussion. Students may be called upon.

Class Attendance
Regular and punctual attendance provides a foundation for academic success, and is expected of all students. The persistent lateness or absence of a student may result in the student being dropped from the course or being barred from writing the final examination. I do keep track of who is in each class, at the start of the class only.

Missing Classes:
Students are expected to buddy up and catch up on notes or notices about upcoming classes on their own.

Class Courtesy
Class will start on time and students are expected to be punctual. Issue Talks by your fellow students will usually lead off the class and it is very disrespectful to have their presentations disrupted by people drifting into the room late. If a student must leave early then please, out of courtesy, advise the instructor in advance that you are leaving early.

Cell Phones
Turn off cell phones or leave them somewhere else altogether.

Class Notes
I post slides to UR Courses for the week, by Sunday evening. I provide them to facilitate note taking. By themselves they are not study guides for exams.

CLASS POLICIES

Student Identification
For all quizzes and exams, your student id is required.

Exam Deferrals
Deferrals will only be granted for the following reasons:
- Illness, accident, death of a family member, other extreme circumstances beyond the student’s control.

Any requests for deferrals must be supported by appropriate written documentation and pass through the appropriate channels, as per Student Code of Conduct and Right of Appeal, https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2018-2019/2018-19-UG-Calendar-05a-Student-Code-of-Conduct-Right-to-Appeal.pdf

Dictionary Use
Use of paper dictionaries in the exam will be permitted (even encouraged). To ensure the integrity of the process and the appearance of that integrity the instructor will check all
dictionaries at the start of an exam. The can be no writing or loose pieces of paper in the dictionary.

**Students with Disabilities**

Students with a verifiable need for accommodation please register with the Centre for Student Accessibility (306 – 585 - 4631) or at [https://www.uregina.ca/student/accessibility/students/index.html](https://www.uregina.ca/student/accessibility/students/index.html).

**Academic Misconduct**

*Academic misconduct will not be tolerated and will be dealt with swiftly.* Any instance of a student will be referred to the Associate Dean, without exception. Be familiar with University Regulation on Academic Misconduct 5.14.2 (link below) of the current University Calendar and the Faculty of Business Administration has included the following statement in the Undergraduate Calendar: [https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2018-2019/2018-19-UG-Calendar-Full.pdf](https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2018-2019/2018-19-UG-Calendar-Full.pdf)

“Academic Misconduct Students enrolled in business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Plagiarism is a form of intellectual dishonesty in which another person’s work is presented as one’s own. Plagiarism or cheating on examinations/assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course, or expulsion from the University. For more information on this matter, please consult the Student Code of Conduct and Right to appeal section of this Calendar.” Page 140.

In our class the above is most likely applicable to the quizzes, the written case summary hand-ins and the Issue Talk presentations. Cite your sources. For Issue Talks it can be in small fonts within the slides or a slide at the end. Any suspected cheating will be acted upon.

**Email**

Email is a limited tool best for communication on single and simple topics or questions. Emails received dealing with complex or multiple topics will result in the suggestion to meet face to face. I check my email daily during the week, but I do not track it all day long or on weekends. Please do not email me to ask me what we covered today in class (see Missing Classes, under Expectations).

**Laptop/tablet use in the classroom**

I have no particular objections to the use of laptops in the classroom for note taking, but if individual use of a laptop/phones becomes a distraction to me or students I reserve the right to limit it. The same is true of other technologies, including cell phones.
Jan 8, 10
Week 1

<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction:</strong> Course set up, outline review, IS defined.</td>
<td>Article handed out for in-class discussion</td>
</tr>
<tr>
<td><strong>Supplementary Text</strong></td>
<td><strong>Supplementary Text</strong></td>
</tr>
<tr>
<td>Chapter 2: Achieving Efficiency and Effectiveness through Systems.</td>
<td></td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td><strong>Thursday</strong></td>
</tr>
</tbody>
</table>

Jan 15, 17
Week 2

<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong></td>
<td><strong>Tuesday</strong></td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td><strong>Thursday</strong></td>
</tr>
</tbody>
</table>

Jan 22, 24
Week 3

<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong></td>
<td><strong>Tuesday</strong></td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td><strong>Thursday</strong></td>
</tr>
</tbody>
</table>

Jan 29, 31
Week 4

<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday</strong></td>
<td><strong>Tuesday</strong></td>
</tr>
</tbody>
</table>

**Quiz 1: Online Quiz over coming weekend**
<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter 8</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 5, 7</td>
<td>Network effects</td>
<td><strong>Quiz 2: Online Quiz over coming weekend</strong></td>
</tr>
<tr>
<td>Mar 5,7</td>
<td><strong>Tuesday</strong></td>
<td><strong>Ivey Case: Allied Founders: Surviving internationally</strong></td>
</tr>
<tr>
<td>Week 8</td>
<td><strong>Thursday</strong></td>
<td><strong>Case hand-in due today</strong></td>
</tr>
<tr>
<td></td>
<td>UBERX: Driving into London, Ontario</td>
<td></td>
</tr>
<tr>
<td>Mar 12, 14</td>
<td><strong>Tuesday</strong></td>
<td>Issue Talk</td>
</tr>
<tr>
<td>Mar 19, 21</td>
<td><strong>Tuesday</strong></td>
<td>Issue Talk</td>
</tr>
<tr>
<td>Mar 5,7</td>
<td><strong>Tuesday</strong></td>
<td>Issue Talk</td>
</tr>
</tbody>
</table>
**Thursday**  
*Case*  
Information Systems Development con't

Case hand-in due today  
Ivey Case: Liferay: A portal and content management platform.

| Mar 26, 28 Week 11 | **Tuesday**  
Chapter 10: Information systems development, con't. | **Tuesday**  
|------------------|---------------------------------|--------------------------------------------------|
| **Thursday**  
Chapter 15: The Data Assets: Databases, Business Intelligence and Competitive Advantage | **Thursday**  
Issue Talk  

| Apr 2, 4 Week 12 | **Tuesday**  
Case  
Chapter 15: The Data Assets, con't. | **Tuesday**  
Case hand-in due today  
Ivey Case: Business Intelligence Strategy at Canadian |
|------------------|---------------------------------|--------------------------------------------------|
| **Thursday**  
Chapter 17: Information Security: Barbarians at the Gateway (and Just About Everywhere Else | **Thursday**  
Issue Talk  
|------------------|---------------------------------|--------------------------------------------------|
| **Thursday**  
Privacy ethics and catch up | **Thursday**  

| Apr 9, 11 Week 13 | **Tuesday**  
Information security, con't | **Tuesday**  
|------------------|---------------------------------|--------------------------------------------------|