MET-CS382 Information Systems for Management
Boston University Metropolitan College, Computer Science Department
September 4- Dec 6, 2012 6:00-9:PM
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Course Description and Objectives: The student will acquire an understanding of the basic components of IT such as: hardware, software, operating systems, networks, intranets, extranets and the basics of e-Commerce. The goal of this course is to help students understand how to use Information Technology to revitalize business processes, improve managerial decision making and gain competitive advantage. This is accomplished through the use of business cases, class presentations and chapter assignments.

1) Required text: McGraw-Hill, "Introduction to Information Systems 15/e"

James A. O'Brien, Northern Arizona University
George M. Marakas, University of Kansas
ISBN: 0073376779
Copyright year: 2010

2)Required Casebook:
Package of Harvard Business School cases:
                http://cb.hbsp.harvard.edu/cb/access/14442626

- ➢ Zara: IT for Fast Fashion case #9-604-081
- ➢ On-line Marketing at Big Skinny N9-911-033
- ➢ MusicJuice.net The Challenge of Starting a New Internet Business
- ➢ News in a Digital World, Who Pays? #9710456
- ➢ Oracle vs. Salesforce.com #9705440
- ➢ Harrah's Entertainment Co. 9-502-011
- ➢ The ITC e-Choupal Initiative

Sept 6
- ▪ Overview of Syllabus
- ▪ Group Formation
- ▪ Overview of the Internet presentation

Sept 13   Overview of Chapter: 1 Foundations of Information Systems in Business
- • **Individual** New Hardware presentations

Sept 20
- • Overview of Chapter: 2 Competing with Information Technology.
- ▪ *Individual Case* 1: Zara: IT for Fast Fashion

Sept 27
- • Overview of Chapter 3 Computer Hardware
  Group 1 presentation

Oct 4

- Overview of Chapter 4 Computer Software
- **Individual Case 2:** Oracle vs. Salesforce.com

Oct 11

- Overview of Chapter 5 Data Resource Management
- **Individual Case 3:** Harrah's Entertainment Co
- **Group 1** presentation

Oct 18

- Overview of Chapter 6 Telecommunications and Networks
- **Group 2** presentation

Oct 25

- Overview of Phishing, farming and computer scams
- **Individual** key logging, computer scams**,** Phishing Presentations

Nov1

- Overview of Chapter 7 Electronic Business Systems
- **Individual Case 4**: MusicJuice.net The Challenge of Starting a New Internet Business
- **Group 3** presentation

Nov 8

- Overview of Chapter 9 Decision Support Systems
- **Group 4** presentation

Nov 15

- Overview of Chapter 10 Developing Business/ IT Solutions
- **Group 5** presentation
- **Individual case 5**: News in a Digital World, who pays?

Nov 22   Thanksgiving Break

- Overview of Chapter 11 Security and Ethical Challenges
- **Individual Case: 6** On-line Marketing at Big Skinny
- **Group 6 Presentation**

Nov 29

- Overview of Chapter 12 Enterprise and Global Mgm't of IT
- **Individual case 7:** The ITC e-Choupal Initiative
- **Group 7 Presentation**

Dec 6   **Individual** Final IT Outsourcing 3 page mini paper.
               A minimum 3 page single spaced, maximum 12 pt font,
               with at least 3 references

Grading
- Presentation   30 points
- Individual case papers (4@10)   40 points
- Individual Final   20 points
- Individual presentations (2@5)   10 points

Presentation
Each group will select a topic that is of interest and present it to the class. This is an opportunity to investigate an area of interest and present your findings to the class in a relaxed atmosphere. Some of the topics that have been well received are: biometrics, smart homes, next generation computer/cell phones, wireless technology, security, E-commerce privacy issues, etc. Have your topic approved by me but virtually any topic that relates to IT is acceptable.

Presentation Topics
- ➢ Internet Security
- ➢ Credit card fraud
- ➢ Smart homes
- ➢ Cloud Computing
- ➢ Biometrics
- ➢ Nanotechnology
- ➢ Wireless technology
- ➢ Satellite Internet
- ➢ VeriChip
- ➢ Information Technology as a Business Tool
- ➢ Information Technology in Medicine
- ➢ Information Technology in Education
- ➢ IT at Disney Land
- ➢ Social Changes, Implications with technology
- ➢ Security Issues in Business
- ➢ Identity Theft
- ➢ Mobile technology
- ➢ IT at the Olympics
- ➢ Changing History with Technology
- ➢ How technology is changing Music/Art
- ➢ Dark side of Social Networks

<u>Attendance Policy</u>
It is expected that you make every class. However, sometimes personal circumstances arise that make this difficult to accomplish. Therefore, I am allowing a maximum of 1 missed class without penalty, absence number 2 and beyond you will lose **½** of a grade for each absence from your final mark.

Case Questions

Zara

- How would you advise Salgado to proceed on the issue of upgrading POS terminals?

- Should the POS applications be re-written to include additional functionality?

- Is the current approach reasonable?

- Should they upgrade for the sake of upgrading?

- Benefits to existing?

  Benefits to upgrading?

On-line Marketing at Big Skinny

- What should Kiril focus on next? What should be his lowest priority? Why?

- Evaluate Big Skinny's sponsored search strategy. Are there any keywords for which you would encourage him to increase his bid? To lower his bid?

- How effective is Big Skinny using its social media to sell wallets?

- Should Big Skinny expand its marketing with on-line retailers?

MusicJuice.Net

- What are the major advantages and disadvantages to an internet business vs. Brick and Mortar?

- What are the major challenges and opportunities facing MusicJuice.net?

- What should the entrepreneurs do to revitalize the business?

News in a Digital World, Who Pays?
SWOT analysis and Recommendations

Oracle vs. Salesforce.com

- How would you describe Oracle's strategy to achieve dominance in the CRM market?

- What has been the strategy of Salesforce.com? Any contrasts?

- What are the costs and benefits of a hosted software solution?

- How should Oracle compete in the on-demand CRM market? What advice would you give to Larry Ellison?

- What are the challenges of moving from selling a product (software in a box) to services? What other industries do you see this happening?

Harrah's
SWOT Analysis and Recommendations

The ITC eChoupal Initiative
- How should ITC develop this platform for the future?

- Can everyone in the supply chain win?

- Can this model be successful for other crops?

- Other countries?