University of Missouri – St. Louis
Professional MBA: IS 5800

Syllabus
Fall 2013

Instructor:
Dr. Joseph W. Rottman
456 Social Sciences and Business Building (SSB)
314.516.6286 (office)
314.368.7370 (mobile)
Rottman@umsl.edu
www.umsl.edu/~rottmanj

Course Description
On average, companies spend 3.5% of revenues on information technology (IT). Thus a company with $2 billion in sales will, on average, spend $70 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.

Course Instructor
Dr. Joseph Rottman is the Director of the International Business Institute and an Associate Professor of Information Systems at the University of Missouri-St. Louis. He is also a Research Fellow in the Center for International Studies and a recent Research Fellow with the Chinese Academy of Social Sciences. He earned his Doctor of Science in Information Management from Washington University in St. Louis. He has conducted research and spoken internationally on global sourcing, innovation diffusion and public sector IT. He has conducted case studies in over 40 firms and has been engaged by Fortune 500 firms to analyze and improve their offshore strategies. His recent book, Offshore Outsourcing of IT Work (with Mary C. Lacity) details models and practices IT professionals can utilize to effectively engage offshore suppliers and explores emerging outsourcing markets such as rural sourcing and the Chinese market. His publications have appeared in Sloan Management Review, MIS Quarterly Executive, Information Systems Frontiers, Strategic Outsourcing: An International Journal, IEEE Computer, the Journal of Information Technology, the American Review of Public Administration and Information and Management and leading practitioner outlets such as CIO Insight and the Cutter Consortium. He was the 2006 recipient of the Anheuser-Busch Excellence in

Professional MBA: IS5800 Syllabus
Page 1 of 6
Teaching award, and is on the editorial boards of *MIS Quarterly Executive* and the *Journal of Information Technology*.

### Course Materials

6. Electronic versions (.gif or .jpg) of any photographs you would like on your web pages  
7. [http://www.w3schools.com/](http://www.w3schools.com/) (for use on the Web page assignment)

### Course Meeting Days:

- Saturday September 7  
- Friday, Saturday September 27 and 28  
- Friday, Saturday October 25 and 26  
- Friday, November 22

### Absentee Policy for Professional MBA – Online IS 5800

As our course only meets face-to-face a few 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 (314-516-6288 or 314-368-7370) and the graduate office (314-516-5885) as soon as possible.
### Assignments:

#### Assignment 1: Webpage Assignment (200 points)

Your assignment is to create a personal web page and it will serve two purposes:

1. The creation of a “resume / face book” to be used by faculty, staff and students in the PMBA program,
2. Learn the technical skills needed to create, edit, post and view web pages. These skills include HTML and Java Script
3. Develop empathy for IT people who code all day long.

The ultimate content, look and feel of your web page is up to you; however, your assignment will be graded on the following core features:

1. Three in-line images including your photo (20 points)
2. A bulleted list (10 points)
3. A numbered list (10 points)
4. A table listing current IT issues in popular press (10 points)
5. A link to your email address (mailto:) 10 points)
6. A pop up window (using java script i.e. onmouseover, onclick, onkeypress etc.) (20 points)
7. The Wow! Factor (be creative!) (20 points)

#### Assignment 2: Essay: Post Mortem of an IT Failure (200 points)


*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 12 point font.

Name your assignment lastnameessay1.doc and turn it into MyGateway by the Due Date above.

Assignment 3: Oral Group Presentation (250 Points)

Each of the groups will present a 60 minute presentation to the class. These presentations will substantially explore a topic. Possible topics include, but are not limited to:

- The role of the CIO
- Business to Business Exchanges
- IT Entrepreneurship
- Business Intelligence
- Open Systems
- Green IT
- A DOI Analysis of an emerging technology
- A firm-level SDLC analysis and implementation
- Using IT as a Competitive Weapon
- Customer Relationship Management
- Social networking sites (MySpace, FaceBook, Second Life) 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 ABI inform.
Students may use relevant teaching cases from reputable teaching case outlets such as the Harvard Business School (See [http://www.hbsp.harvard.edu/](http://www.hbsp.harvard.edu/)), Idea Group Publishing IT Cases (see [http://www.igi-global.com/Cases.aspx](http://www.igi-global.com/Cases.aspx)) or Case Clearing House (see [http://www.ecch.cranfield.ac.uk/](http://www.ecch.cranfield.ac.uk/) or [http://www.ecchatbabson.org/](http://www.ecchatbabson.org/)).

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

**Presentation Content**

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

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

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

10 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.

Each group will create PowerPoint slides and provide a copy of the slides for the instructor and classmates. *Print two slides per page.*

Each group will also provide an electronic copy of the presentation for distribution in the MyGateway site. Label your presentation Assignment3GroupX.ppt and turn it into MyGateway by the deadline.

**General Notes:**

DO NOT PLAGIARIZE!!! YOU CANNOT USE ANYONE ELSE’S WORDS 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.
Assignment 4: Final Group Paper (350 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 40 – 50 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 one paper copy and turn in an electronic copy in MyGateway.** Label your file Assignment4GroupX.doc

Detailed Class Schedule

**Saturday, September 7th**
**Topics:**
1. Course overview, introductions, individuals assigned to groups, group interaction/acclimation and group topics discussed.
2. Why General Managers need to understand IT
3. Webpage Creation Lecture / Lab / Hands on HTML JavaScript

**Friday, September 27th**
**Topics:**
1. Guide to Effective Presentations
2. IT Trends
3. Organizational Competitiveness

**Saturday, September 28th**
**Topics**
1. Acceptance of IT
2. Management of IT Projects
3. The Systems Development Lifecycle

**Friday, October 25th**
**Group Presentations**
- **Group 1** ~ 1 hour
  - 15 minute break
- **Group 5** ~ 1 hour
  - 15 minute break
- **Group 6** ~ 1 hour

**Saturday, October 26th**
**Group Presentations**
- **Group 2** ~ 1 hour
  - 15 minute break
- **Group 4** ~ 1 hour
  - 15 minute break
- **Group 3** ~ 1 hour

**Friday, November 22**
Nature of IT across industries: Guest Speakers