PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

Michael L. Williams

ISTM 476

INFORMATION SYSTEMS for BUSINESS & MANAGEMENT

Fall 2015

Wednesday

6-9PM

WLA GRADUATE CAMPUS

SYLLABUS

Updated 7/22/2015 2:00 PM
INTRODUCTION
This course will provide an understanding of information systems and their use in achieving strategic advantage in business practice. In this regard, this class will explore the technology itself, focusing on the primary business application of this technology, what problems it can address, and the organizational importance of these systems for remaining competitive in a global economy.

Students will become familiar with the wide range of business processes that must be managed effectively for success. The class will demonstrate the many types of information systems supporting business processes and the specific ways they can improve responsiveness and productivity for particular processes. Specific attention will focus on the pitfalls of information systems in both application and implementation. In addition, students will be required to apply information systems to decision making in critical areas during this course.

LEARNING OBJECTIVES
The Bachelors of Science in Management (BSM) program at Pepperdine has the following Program Learning Objectives to guide the curriculum. During this course, we will address several of these learning goals as indicated by bold and italic designation below.

BSM Goal 1: Communication
Students will be able to use effective communication in business settings.

1. Students will be able to organize and deliver cogent oral presentations.
2. Students will be able to organize and deliver cogent written presentations.

BSM Goal 2: Teams
Students will be able to skillfully rate the performance effectiveness of team members.

1. Students will be able to skillfully rate the performance effectiveness of team members.
2. Teams will be able to effectively complete the goals of a project.
This specific course builds upon those Program Learning Objectives, with the following Student Learning Objectives. Upon completion of this course students should be able to:

- describe key components of the modern enterprise information infrastructure
- describe key management issues surrounding the acquisition, implementation, and management of information technology resources in business organizations
- diagnose and manage several of the most-common challenges of information systems implementations.
- Analyze strategic options for a firm and describe how information technology can impact strategic choices and outcomes.
- evaluate the quality of a business case for information systems investments
- develop and maintain a robust digital presence using contemporary social media tools such as blogs, Twitter, LinkedIn, and more

**TOTAL DIRECTED INSTRUCTION HOURS:** 60 hours

**TEXTS AND COURSE MATERIALS**

([https://students.flatworldknowledge.com/course/2429573](https://students.flatworldknowledge.com/course/2429573)) ($24/$49/$89 depending on whether you want web-only, digital access, or print)

*Note: We are using Ver. 3.0 of the textbook. If you purchase a prior version, you’ll need to get some of the “new” chapters from a classmate. Version 4.0 should be out this fall, but it is not published at the date of this syllabus.*

**GRADING**

- Weekly Quizzes on the Gallaugher textbook 15 pts
- Weekly Participation (online and in class) 15 pts
- Online Identity Project (Grading Rubric [HERE](https://students.flatworldknowledge.com/course/2429573)) 40 pts
  - Team Presentation on Selected Technology (10 points)
  - Personal Online Identity (30 points)
- Midterm + Final Exam 30 pts
- TOTAL 100 pts

**GRADES ARE NOT NEGOTIABLE!** Grades will be based on a total of 100 point scale:
<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>(100 - 95)</td>
</tr>
<tr>
<td>A-</td>
<td>(94 - 91)</td>
</tr>
<tr>
<td>B+</td>
<td>(90 – 87)</td>
</tr>
<tr>
<td>B</td>
<td>(86 - 83) **</td>
</tr>
<tr>
<td>B-</td>
<td>(82 - 79)</td>
</tr>
<tr>
<td>C+</td>
<td>(78 - 75)</td>
</tr>
<tr>
<td>C</td>
<td>(74 - 71)</td>
</tr>
<tr>
<td>C-</td>
<td>(70 - 67)</td>
</tr>
<tr>
<td>D+</td>
<td>(66 - 63)</td>
</tr>
<tr>
<td>D-</td>
<td>(62 - 59)</td>
</tr>
</tbody>
</table>

** Average Grade: 86-87

## ATTENDANCE POLICY

**Attendance and Assignment Policy**

We will complete both face-to-face, and hybrid learning modules. Your active participation in both modalities is required to pass the course.

1. **Class participation** is an important part of the learning process. You should participate in each class session. You will receive a grade each week based on your participation quality and volume. High quality participation includes evidence of preparation (e.g., familiarity with the readings and tools assigned).
   a. *Missing a class session for any reason will receive a 0 for that week’s participation score.* There are no opportunities to make-up participation points.
   b. *Tardy arrival will receive a relative deduction from the weekly participation score* ranging from 25%-100% depending up the frequency and extent of tardiness.
   c. Computers will be used extensively each week, so please bring your laptop to class.
   d. However, when we are not working actively on a computer project, your computer/tablet/phone should be disabled.

2. **Assignments** are primarily individual, though teams will be assigned and utilized throughout the semester.
   a. All assignments are submitted electronically into the Course Management System before the beginning of the class period in which they are due.
   b. *Late assignments will receive a 50% penalty.* Period. No exceptions. None. Don’t even ask. Any assignment handed in late will be graded consistent with existing standards, and then multiplied by .5.
   c. *All work must be original.* We will use a collection of tools to ensure the authenticity of submitted work (e.g., TurnItIn, ExamSoft…). Any non-original work will receive a ZERO, and may lead to dismissal from the class.
UNIVERSITY CODE OF ETHICS
Please review the 2014 - 2015 Academic Catalog online here:
http://catalog.bschool.pepperdine.edu/content.php?catoid=3&navoid=109

ORIGINALITY OF WORK
This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service TurnItIn (http://www.turnitin.com). TurnItIn is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to TurnItIn, the service will retain a copy of the submitted work in the TurnItIn database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of TurnItIn is subject to the Terms of Use agreement posted on the TurnItIn.com website. You may request, in writing, to not have your papers submitted through TurnItIn. If you choose to opt-out of the TurnItIn submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

POLICY ON DISABILITIES
The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: http://www.pepperdine.edu/disabilityservices/.

ASSIGNMENTS
Writing Skills and Developing an Online Identity
Developing writing skills is a Program Learning Goal for ISTM476. To help develop your writing skills, we will complete several short writing assignments as well as developing your online identity.

Throughout the semester we will review the components of your online identity and will slowly build your personal brand by creating your online identity across multiple platforms (see the grading rubric here). These assignments will be structured to earn points for each new development culminating with a personal website that encompasses your personal online identity. By the end of this semester your Online Identity will include the following: Twitter, LinkedIn, Tumblr, Blogger, Google+, Personal Website (using Google Sites)
Team Presentations
Each team will present one or more of the technologies above. For details on the team presentations, please see Courses.

Exams
The midterm and final exams are composed of multiples sections including:

1. IT Glossary – define any 25 of the terms listed in the IT glossary (midterm only).
2. Essay Questions that require you to demonstrate your mastery of the content of the textbook through application to contemporary business analysis.

ABOUT THE PROFESSOR

Prior to entering academia, Dr. Williams was an IT consultant in the Washington, D.C. area. As a consultant he created technology and business process solutions for a wide variety of clients such as Dynamac, the US Army, SkillsUSA, Fossil, and Aspen Publishers.

Dr. Williams earned a M.S. and a Ph.D. in Information Systems from the Kelley School of Business at Indiana University. His research focuses on decision-making and information technology. For more information see http://faculty.pepperdine.edu/mwillia2
NOTE: Schedule is tentative until the beginning of the semester.

**SCHEDULE OF CLASSES**

The full schedule is available [here](#):

<table>
<thead>
<tr>
<th>Class #</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Presentations</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/26/2015</td>
<td>Getting Started &amp; Understanding Data's Value</td>
<td>Gallaugher – Chapter 1 &amp; 13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9/2/2015</td>
<td>IT &amp; Strategy</td>
<td>Gallaugher – Chapter 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9/9/2015</td>
<td>The Internet and Telecommunication</td>
<td>Gallaugher – Chapter 14</td>
<td>Twitter</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>9/16/2015</td>
<td>Connecting Strategy, Process, and Systems</td>
<td>Gallaugher – Chapter 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>9/23/2015</td>
<td>Netflix: Distribution, strategy, and digital options</td>
<td>Gallaugher – Chapter 4</td>
<td>LinkedIn</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>9/30/2015</td>
<td>Speed of IT: Moore’s Law &amp; Disruption</td>
<td>Gallaugher – Chapter 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>10/7/2015</td>
<td>Midterm Exam</td>
<td></td>
<td>Tumblr</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10/14/2015</td>
<td>Amazon: Connecting systems, process, and business models</td>
<td>Gallaugher – Chapter 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>10/21/2015</td>
<td>Facebook</td>
<td>Gallaugher – Chapter 10</td>
<td>Blogger</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>10/28/2015</td>
<td>We’re all in the Software Business</td>
<td>Gallaugher – Chapter 11-12</td>
<td></td>
<td>Online Class</td>
</tr>
<tr>
<td>11</td>
<td>11/4/2015</td>
<td>Network Effects: Systems where the winner takes all</td>
<td>Gallaugher – Chapter 7</td>
<td>G+</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>11/11/2015</td>
<td>Social media and the Sharing Economy</td>
<td>Gallaugher – Chapter 8-9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11/18/2015</td>
<td>The Google-ization of Business</td>
<td>Gallaugher – Chapter 16</td>
<td>Google Sites</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>11/25/2015</td>
<td>IT Security</td>
<td>Gallaugher – Chapter 15</td>
<td></td>
<td>Online Class due to Thanksgiving</td>
</tr>
<tr>
<td>15</td>
<td>12/2/2015</td>
<td>Final Exam</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>