Lindner College of Business

Information & Technology Management

IS7011

Dr. Dong-Gil Ko

Summer 2018
May 7, 2018 – June 19, 2018
Tuesdays (001 - LH 109): 6:00-10:00PM
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Dr. Dong-Gil Ko is an associate professor in the Carl H. Lindner College of Business at the University of Cincinnati. He holds a BS degree in Electrical Engineering from the University of Maryland, a MBA in International Business/Finance from the George Washington University, and a doctorate in Management of Information Systems from the Katz Graduate School of Business, University of Pittsburgh. He is an active researcher having published in several journals including Management Science, MIS Quarterly, Organization Science, and Information Systems Research. He served on the editorial board of Information Systems Research and is currently serving on Information & Management. Dr. Ko has been consistently recognized for teaching excellence having taught a variety of courses at the undergraduate, graduate, and doctoral levels. With over eight years of industry consulting experience (e.g., Accenture, SAIC, DoD), he offers unique experiences to his students in his classes. He has supervised more than 30 digital technology client-based projects/start-ups, having secured external funding for nearly all for-profit projects. On international front, Dr. Ko is regularly invited to teach at international universities. In collaboration with the Cincinnati Children’s Hospital Medical Center as a research consultant, Dr. Ko’s research investigates the strategic management of technology in advancing patient health, lowering cost, and improving medical and clinical research.

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Faculty
Course Title: Information & Technology Management  
Course Number: IS7011

Course Description
Information and information technology (IT) constitute integral and critical resources for managerial decision making. Well over $1 trillion continues to be spent each year on technology and related information systems which constitutes an expensive and significant cost undertaking for most organizations. Hence, IS7011 course is designed to help managers develop a working knowledge of information technology, to better identify and understand business opportunities created by IT, to successfully transform organizations via IT related projects, and to leverage technology to improve organizational processes and enhance related business strategies.

Textbook(s), Readings and Assignments
**Required:**
Harvard Business course packet: [http://cb.hbsp.harvard.edu/cbmp/access/79551484](http://cb.hbsp.harvard.edu/cbmp/access/79551484)

**Additional Resources:** Additional reading materials/resources will be provided through Blackboard. Access to supplemental articles require that you be on campus or connected to UC via VPN. HBR articles can be retrieved through [http://guides.libraries.uc.edu/HBR](http://guides.libraries.uc.edu/HBR). Use titles to perform your search.

Off-campus access: [http://guides.libraries.uc.edu/content.php?pid=250633&sid=2982851](http://guides.libraries.uc.edu/content.php?pid=250633&sid=2982851)

Course Objectives
**Students who successfully complete this course will be able to:**
1. Understand role of IT and competitive advantage
2. Articulate the business value of IT
3. Understand the concept of disruptive technology
4. Discuss the importance of aligning IT with its key business processes
5. Examine Internet marketing strategies and their impact
6. Understand big data issues and challenges

Learning Activities
A variety of learning activities are designed to support the course objectives, facilitate different learning styles, and build a community of learners. Learning activities for the modules include the following:
1. Read/analyze cases
2. Read other articles as assigned
3. Conduct in-class activities, exercises, etc.
4. Review PowerPoint lectures
5. Evaluate assignments
# Course Schedule

<table>
<thead>
<tr>
<th>Date &amp; Module</th>
<th>Case</th>
<th>Topic</th>
<th>Bb &amp; Case Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module 1</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1</td>
<td><em>Wall Street</em></td>
<td><em>Introduction to 7011</em></td>
<td>5/1</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Introduction to IS Role of IT</em></td>
<td></td>
</tr>
<tr>
<td><strong>Module 2</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td><em>Harley Davidson</em></td>
<td><em>Organizational Transformation</em></td>
<td>5/4</td>
</tr>
<tr>
<td><strong>Module 3</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Week 3</td>
<td><em>Cirque du Soleil</em></td>
<td><em>IT Alignment</em></td>
<td>5/11</td>
</tr>
<tr>
<td><strong>Module 4</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Week 4</td>
<td><em>Nintendo</em></td>
<td><em>Disruptive Tech</em></td>
<td>5/18</td>
</tr>
<tr>
<td><strong>Module 5</strong></td>
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<td></td>
</tr>
<tr>
<td>Week 5</td>
<td><em>Big Skinny</em></td>
<td><em>Internet Marketing</em></td>
<td>5/25</td>
</tr>
<tr>
<td><strong>Module 6</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td><em>L’Oreal</em></td>
<td><em>Big Data and IT</em></td>
<td>6/1</td>
</tr>
<tr>
<td><strong>Module 7</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td><em>TBD</em></td>
<td><em>Final Exam</em></td>
<td>6/17</td>
</tr>
</tbody>
</table>

**NOTE:** Underlined cases can be found in your required course packet.

## Grading Policy

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Module One</th>
<th>Module Two</th>
<th>Module Three</th>
<th>Module Four</th>
<th>Module Five</th>
<th>Module Six</th>
<th>Module Seven</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>600</td>
<td></td>
</tr>
<tr>
<td>Quiz (in-class)*</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Group Homework (in-class)*</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Exercises/Contribution*</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>175</td>
<td>175</td>
<td>175</td>
<td>175</td>
<td>175</td>
<td>175</td>
<td>200</td>
<td>1050 or 1250</td>
</tr>
</tbody>
</table>

* Required to work with new student partner each week.
* Absence will result in a grade of zero.
(See “Attendance” requirements regarding absences.)

**Homework ("Short Answer to a Big Question"):** This is a team-of-two assignment. You are to respond to a case question as posted on Blackboard. Remember, your response is limited to 100 WORDS. One student on behalf of the team uploads MS Word response to Blackboard (be sure to SUBMIT, not save; otherwise, there is nothing for me to grade and you will automatically receive a grade of zero; submitting a non-word processor file (e.g., PDF) will receive -10 pts).
Group Homework: This is a group assignment that can only be performed during class. Specific directions will be provided in class. You MUST adhere to the file naming convention as directed; otherwise, a -5 pts deduction.

Exercises/Contribution: This is an overall evaluation of your contribution towards the class and participation in completing exercises. It qualitatively evaluates your participation, professionalism, respect for the class and others, team-work, etc. Few examples: coming late, class interruptions (e.g., walking in/out during class session), not listening, chatting, failure to display name placard.

A 15-point deduction will be applied without question to those who use a computing device (laptop, tablet, smartphone, and/or other electronic device) during class without the instructor’s permission (e.g., checking email, browsing the Internet, texting) – in short, use of a computing device for matters unrelated to class. A class is defined as the duration between start of the class and class dismissal except during a break (if provided). Examples include:
1. Using a computing device other than to complete an assigned task (e.g., checking email during Group Homework, checking a product on Amazon, texting a friend)
2. Using a computing device other than to take class notes

It is very important that you understand that even the perception of improperly using a computing device will lead to such a point deduction. In extreme circumstances or repeated offenses, the instructor reserves the right to ask a student to leave the class and all incomplete assignments and Contribution will be given a grade of zero.

Final Exam: This is an individual assignment. You have the option to *NOT* take the final exam.

Should you choose *not* to take it, your first six modules’ points will serve as your final grade.

Should you choose to take it, you will add 200 points to your total grade (and your final course grade could be impacted, up or down). Further, you will be required to purchase an additional case study.

Grading Scale
All grades will be maintained in Blackboard’s online Grade Center. Students are responsible for tracking their progress by referring to the online grade book. Email me with any questions.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93</td>
<td>X &lt; 93</td>
</tr>
<tr>
<td>A-</td>
<td>90</td>
<td>X &lt; 93</td>
</tr>
<tr>
<td>B+</td>
<td>86</td>
<td>X &lt; 90</td>
</tr>
<tr>
<td>B</td>
<td>83</td>
<td>X &lt; 86</td>
</tr>
<tr>
<td>B-</td>
<td>80</td>
<td>X &lt; 83</td>
</tr>
<tr>
<td>C+</td>
<td>76</td>
<td>X &lt; 80</td>
</tr>
<tr>
<td>C</td>
<td>70</td>
<td>X &lt; 76</td>
</tr>
<tr>
<td>F</td>
<td>X &lt; 70</td>
<td></td>
</tr>
</tbody>
</table>

Late Submissions
There will be a 10% deduction for each one-hour late submission as determined by Blackboard’s timestamp. Therefore, please plan accordingly. The only exception to this late submission policy is if Blackboard experiences a network outage, there is a network outage in your local area (e.g., thunderstorm), your computer dies (e.g., hard disk crashes), or other unforeseeable events that are outside your control. Regardless, be prepared to provide documentation or an official evidence upon request. When in doubt or you are experiencing problems with your Blackboard submission, email your assignment to me – timestamp of an email message will be used to determine lateness (keep in mind that the time of your email may not correspond with the timestamp upon receipt; moreover, I do not use document create or “last saved” timestamp); however, do not make a practice of emailing me your assignments. Few examples are outlined here to illustrate unacceptable reasons for late submissions:

- Issues with Blackboard as a reason for late submission (other than campus-wide network outage)
- Failure to attach your assignment (Blackboard or email)
- Failure to “Submit” (vs. save as draft) your assignment
Course Policies
All work will generally be graded and returned within seven calendar days. If you have a SERIOUS problem that can be documented/verified and that keeps you from participating on time, please contact me immediately. I will determine if the seriousness of your problem warrants an exception to the late submission policy. If you are not passing the class at any point due to missing work, you should contact me right away.

You are responsible for a timely assignment submission. Should your personal computer system or network go down, you must still turn in your work in a timely manner. Don’t wait until the last minute. Plan ahead by seeking alternative means for submitting your work. Local libraries and the University of Cincinnati campuses can serve as alternative resources. Not having access to the required software on your home or work computer is NOT a legitimate excuse for turning in assignments late.

Please note I am not very forgiving with late assignments! Plan accordingly! Deadlines are hard-deadlines, and I expect you to turn your assignments on time. Assignments are defined as assigned work with a due date. Late but accepted submissions will be subject to penalties – 10% deduction for each hour it is late.

Inappropriate use of computerized device (e.g., browsing internet, email), distracting class mates (e.g., talking loud, sleeping), etc. will not be tolerated. A warning will *not* be given and could result in lowering your grade without notification.

Academic Integrity Policy
Integrity, including Academic Integrity, is a core value of the Lindner College of Business, and central to the Character dimension within our PACE model of business education. At the Lindner College of Business, all programs apply a “Two Strikes Policy” regarding Academic Integrity. For formally processed cases of academic misconduct, any student who has been found responsible for two cases of academic misconduct may be dismissed from the college.

As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character (the C in PACE). Ensuring your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct (http://www.uc.edu/conduct/Code_of_Conduct.html).

According to UC Student Code of Conduct, it states the following (http://guides.libraries.uc.edu/content.php?pid=292819&sid=2404229):

The UC Student Code of Conduct defines plagiarism as:
- Submitting another’s published or unpublished work in whole, in part or in paraphrase, as one’s own without fully and properly crediting the author with footnotes, quotation marks, citations, or bibliographic references.
- Submitting as one’s own original work, material obtained from an individual, agency, or the internet without reference to the person, agency or webpage as the source of the material.
- Submitting as one’s own original work material that has been produced through unacknowledged collaboration with others without release in writing from collaborators
- Submitting one’s own previously written or oral work without modification and instructor permission.
Electronic Communication / Email Policy: Students are required to use a UC email address for all program activity. The primary reasons for the new policy relate to issues of confidentiality, security and the receipt of information from the UC and the Educational Leadership Program.

UC is now sending many official notices, announcements and important information to students via email. For example, student bills are now sent by email and are no longer mailed through the U.S. Postal Service. To ensure this type of confidential information is sent to the correct individual, items are only sent to student UC email accounts. A UC email address is clearly identified with the student’s name and only a student can register for her/his own email account. Therefore, there is a high level of confidence by the University the student will receive the email.

I can be reached via email and will try respond to all emails within 24 hours (except weekends/holidays).

Class Approach
Each class consists of case discussions, lecture, and exercises about important topics in information and technology management. Students are expected to come prepared for each class and participate in class discussions.

What to expect at class each day: In the schedule students will see the general topic for each class. The bulk of most class periods will be devoted to consideration of a business case study. Students are expected to have read and made notes for each class assignment. As a first level of preparation for cases, a student should be very familiar with the details of the case. Then, the student should consider additional questions carefully (if any), thinking about what was read, discussed, and experienced, then reflecting on how they are connected to the issues in the case. Finally, the student should make notes of questions or issues that are unclear. Students should keep in mind that the instructor will cold call.

Laptop and Cell Phone Policy: The use of laptops is allowed during class time; be mindful not to disturb your neighbors. Cell phones should be on “mute” or turned off. Please refrain from using your mobile devices during class. If you are expecting a call, please notify me in advance and situate yourself close to the door to minimize disruption.

Attendance: Attendance and class participation are critical to learning in this course; so, attendance (ON TIME!) for scheduled classes is expected. Absence for a class does not relieve one of responsibility for the subject matter, assignments when they are due, and other course-related issues discussed during that class period.

There is a total of SIX lecture classes during this session. Therefore, students who miss more than one class could receive a lower grade than otherwise; missing two classes drops one’s course grade by one full letter grade. A missed class is defined as an absence of more than 20 minutes between the start and the end of the class. Juggling multiple responsibilities (personal and professional) will be challenging; however, you have made a commitment over the next six/seven weeks to enroll and complete this course. There may be situations where your work will prevent you from attending class; there may be personal matters preventing you from coming to class (e.g., family responsibilities, death of loved ones, illnesses). I will try to accommodate as much as possible (where documentations are provided); however, STUDENTS WHO MISS TWO OR MORE CLASSES WILL INEVITABLY RECEIVE A LOWER GRADE (as it accounts for approximately one-third of your course grade). If you have reservations or concerns, I encourage you to consider enrolling in the online distance learning IS7011 offered during the second term of fall semester where you have more control over schedules and deliverables.