UNIVERSITY OF WISCONSIN - OSHKOSH
College of Business

28-417 IS Strategy and Management

Dr. Michael Eierman, Spring 2013

Sage 2235 W 3:00-6:00 PM

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E-Mail  eierman@uwosh.edu
Office Hours: MW 10:20 – 11:20, TTh 11:30 – 1:00 (Also by appointment and drop-in)

COBA Assessment Goals (applicable to this course):

1. COBA graduates will be competent in a functional area (major field).

MIS Major Assessment Goals (applicable to this course):

1. MIS majors will develop a thorough understanding of the basic theoretical and applied aspects of information systems and technology components.

2. MIS majors will develop effective skills and a basic understanding of the principles and uses of information technology tools.

Course Goals:

There are two primary objectives for this course. The first objective is to develop student knowledge of the role and management of the IT function in the business. The second objective is to extend upon the 28-411 Project Management course by providing an opportunity to apply those skills to a real world project. The course is a capstone course for the MIS major. It is designed to meet the two objectives with instructor support and lecture while providing the student an environment in which they can apply project management skills. Upon completion of the course the students is expected to be able to:

1. Demonstrate the ability to perform and manage an IT project,
2. explain the relationship between information technology and business strategy,
3. explain the role(s) of the IT function in the business, and
4. identify and explain the important aspects of information technology management.

Policy and Grading:

Assigned readings are to be done prior to the scheduled class time in which they are to be discussed. Students are expected to actively participate in class by asking questions and sharing personal experiences/opinions. Class attendance is mandatory! This class relies heavily on business professionals to add their knowledge to course topics. The educational experience cannot be replicated outside the classroom. If you are not attending, you are not learning.

Requests for makeup tests and assignment changes must be made in advance with the instructor. Last minute emergencies may be handled via phone messages or e-mail.
You are to participate in at least two professional development activities during the semester. One of these activities is to be a meeting with the professor (Dr. Eierman) to discuss your career and educational objectives. This meeting is to be COMPLETED prior to the 8th week of the semester (3/20/13). The second professional development activity is to be some activity outside class and work that involves enhancing your knowledge of the Information Systems field (e.g., MIS Club meeting, ASM meeting, DPMA meeting, MIS Club tour, etc.) and hand in a brief memo (no more than one page) on what you got out of the activity. Alternatively you can complete this second activity by writing a paper (with references) on a topic related to the course. The minimum length of this paper is four pages.

Plagiarism and Cheating are serious offenses that may be punished by failure on an exam or assignment, failure in the course, and/or expulsion from the college. All students must complete their own assignments! Discussion of problems/issues in an assignment is acceptable. Coding with another student is explicitly forbidden unless allowed in a specific assignment. For more information, refer to the Academic Honesty policy in the student handbook. All work is to be done individually unless specifically identified as a group project.

Grades will be based on the following:

- **Exams (2)**
  - Comprehensive oral exam & ETS/COB: 30%
- **Project (1)**
  - 30%
- **Assignments (10)**
  - 30%
- **Team Evaluation**
  - 5%
- **Class Participation (including professional development)**
  - 5%

Grading Scale: A: 95-100%, A-: 92.5-94.9%, B+: 90-92.4%, B: 85-89.9%, B-: 82.5-84.9%, C+: 80-82.4%, C: 75-79.9%, C-: 72.5-74.9%, D+: 70-72.4%, D: 65-69.9%, D-: 62.5-64.9%, F: 0-62.4%. Instructor has discretion to modify the scale only if it is needed to improve student grades.

**Failure to complete any portion of the class will result in a failing grade for the course!**

**Weekly Assignments**

Assignments are due at the beginning of class. If you are not present, the grade for that week’s assignment will be zero (0). Handwritten assignments will not be accepted. Assignments should follow the following format:

**Part 1:** Questions for this week’s speaker. Questions may be based on the readings or your own experience. However, at least one question must be based on the readings. Each question should be accompanied by an explanation of why you think the question is important.

**Part 2:** Evaluation of what you learned from last week’s speaker. Include: (1) A brief summary of the material covered relating reading/lecture/speaker information. (2) Interesting or important ideas learned from the reading/lecture/speaker. (3) Material/ideas from readings/lecture/speaker you have further questions on, or did not understand as well as you would have liked.
**Tentative Class Schedule:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic (Reading)</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>Jan. 30, 2013</td>
<td>Introduction to Course Introduction to Project</td>
<td>Mark Cumicek (Jeweler’s Mutual)</td>
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<tr>
<td>Feb. 6, 2013</td>
<td>Strategic Management (Handout)</td>
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<tr>
<td>Feb. 13, 2013</td>
<td>Managing the IT Budget (Ch. 2)</td>
<td>Tom Hupf (JJ Keller)</td>
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<tr>
<td>Feb. 20, 2013</td>
<td>Total Cost of Ownership &amp; ROI (Ch. 3)</td>
<td>Javad Ahmad (Oracular)</td>
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<tr>
<td>Feb. 27, 2013</td>
<td>Measuring/Managing IT Business Value (Ch.4)</td>
<td>Michael Patton (Oshkosh Door Company)</td>
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<tr>
<td>Mar. 6, 2013</td>
<td>IT Portfolio Management (Ch.5)</td>
<td>Greg Grey (Associated Bank)</td>
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<tr>
<td>Mar. 13, 2013</td>
<td>Managing/Measuring IT Capability (Ch.6/7)</td>
<td>Nathan Behling (Integrysgroup)</td>
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<td>Mar. 20, 2013</td>
<td>---Spring Break---</td>
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<tr>
<td>Mar. 27, 2013</td>
<td>ITIL/ IT Service Management (Ch.8)</td>
<td>Laurie Peterman (Thrivent)</td>
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<td>Apr. 3, 2013</td>
<td>Managing IT Personnel (Handout)</td>
<td>John Carrier (EAA)</td>
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<td>Apr. 10, 2013</td>
<td>IT Project Management (28-411 material)</td>
<td>Julie Zurowski (Ministry Health)</td>
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<td>Apr. 17, 2013</td>
<td>Outsourcing/Offshoring (Handout)</td>
<td>Mary Binder (AT&amp;T)</td>
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<td>Exit Interviews</td>
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<td>Apr. 24, 2013</td>
<td>Development/Acquisition (Handout)</td>
<td>Matt Nelson (Alta Resources)</td>
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<td>May 1, 2013</td>
<td>Oral Exams</td>
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<td>May 8, 2013</td>
<td>Project Presentations</td>
<td>Mark Cumicek (Jeweler’s Mutual)</td>
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