MBA – Spring 2010
OPIM 502 – Information Systems

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Class Meets: Monday, 9:40-11:30, Tuesday 10:40-11:30 at FMAN G013-14
Office Hours: by appointment

Course Description and Content:
Information is a critical ingredient for the operation and management of any organization, and today information systems play a vital and increasingly strategic role in the production, management, creative marketing, and delivery of products and services. Advances in computer and communications technology have resulted in the development of systems that are radically transforming the very nature of managerial work, the structure of organizations, and the way firms operate, relate to other firms, and compete in the marketplace. Thus, understanding the implications of modern information technologies on the management process and how it can be used to achieve competitive advantage, efficient operations, and effective decision making, is an important aspect of any modern manager's job.

Information Systems (IS) course is designed to familiarize the students with the state of the art in IS, provide an overview of IS planning, development, organization, evaluation, and control. The impacts of IS on users at various levels of the organization are examined. Application of emerging technologies will be reviewed.

This seven-weeks course is intended to provide you with an introduction to selected topics in information systems, knowledge that is vital in today's business environment and increasingly critical for your professional success. Specifically, the course covers information systems concepts, information needs for management and strategic use of information for management; analysis and design of database management systems used
during the development of information systems for business including electronic business models and enterprise systems.

**Learning Objectives:** The overall course objective is to provide the concepts and skills you need to analyze and design information systems. Upon successful completion of the course, you are expected to be able to:

- Know about IT related terms, buzz words, and new trends
- Think creatively about the use of information technology both as a management tool and a competitive weapon, and develop an ability to identify and exploit opportunities to build and use information systems of strategic importance, at the individual, group, and organizational levels.
- Analyze a business need for information and to develop an appropriate strategy to solve the problem and provide the required information service.
- Construct and interpret a variety of system description documents, including entity-relationship diagrams.
- Know about the basics of database management for developing information systems.
- Understand how IT is used in various functional areas. Apply problem solving skills and creativity to the business value of IT through the analysis of case studies.

**Tentative Schedule:**

| Week1  | March 22-23 | **Introduction to information technology and basic concepts**
|        |             | **Reading:** Kanter, R. M. “The Ten Deadly Mistakes of Wanna-Dots” HBR (January 2001): 91-100. |

| Week2  | March 29-30 | **Information systems as a disruptive technology**
|        |             | **More basic concepts on IS, Challenges of managing (IT) in an information age IT enabled business models**
### Week 3
**April 5-6**

**IT lifecycle:** IT project management, Structuring and managing the IT function, System Development Life Cycle, Implementing IT, Introduction to Data oriented approach


### Week 4
**April 12-13**

**Guest Speaker:** Przemysław Polak, Warsaw School of Economics. **Topics:** The strategic role of information systems in modern organizations, The role of IT in changes business practices, The role of IT strategy in organizations, Factors influencing system project success and failure, Outsourcing as a remedy for IS projects failures, New directions and problems faced in development of IS: open-source, globalization, mobility.

### Week 5
**April 19-20**

**Data Oriented approach – ER diagram:** Relational Model

**Guest Speaker:** Önder Kaplancı, TeknoSA

**Reading:** Gulati, R. and J. Garino “Get the right mix of Bricks and Clicks.” HBR (May-June 2000): 107-114.

### Week 6
**April 26-27**

**Relational Model - Database design**


### Week 7
**May 3-4**

**Knowledge Discovery, KDD and business intelligence**


### Grading:

Your course grade will be based on write-ups, class participation, and an in-class quiz (possibly two). The weights given to these components are:

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<tr>
<th>Component</th>
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<tr>
<td>Critique Papers Due every week</td>
<td>40 %</td>
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<tr>
<td>In-class Quizzes</td>
<td>40 %</td>
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<tr>
<td>Class Participation &amp; Attendance</td>
<td>20 %</td>
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One of the unusual aspects of this course is the diversity of our students’ objectives, backgrounds and previous exposure to information systems area as well as their expectation from this course. To accommodate this and achieve course objectives the course designed as a combination of lectures, and paper/case discussions. Two guest speakers are expected join us during the course. All lecture notes, and course related materials will be made available on SuCourse.

**Critique papers:** There will be 8-9 readings, and each student is expected to submit a(n individually prepared!) critique for each of the paper assigned. However students may discuss them with their classmates.

**Late Assignment Policy:** It must be submitted both as a hard copy in the beginning of lecture hour, and as a soft copy submitted on the SuCourse every week. Late Assignments will get at most 50% of the full grade.

**Class Participation & Attendance:** There will be discussions about assigned readings. Your participation grades will be calculated based on both your attendance and performance in the discussions. Learning opportunities are maximized when all students are actively engaged in class discussion. Active engagement means that you’re are listening carefully to the comments of other students and seeking opportunities to make comments that move the class discussion forward.

**Plagiarism & Academic Dishonesty:** Every paper you submit should be an original piece of writing, presenting your ideas in your own words unless otherwise noted. Everything you borrow from books, articles, visual material or web sites (including those in the syllabus) should be properly cited. You are free to use sources outside of the course material as long as you cite them. You are also free (in fact, encouraged) to discuss your papers and research ideas with others (including your friends in the class), but it is important that you do not share your writing with anyone until it has been graded. Plagiarism is a very serious misdeed that can result in a reduced grade or an F (for the paper and/or the course). Please pay utmost attention to avoid this accusation. I will follow the university guidelines on academic dishonesty. It is your responsibility to read the university guidelines on this matter.