



UMUC

Maryland in Europe

Bowie State University

Professor



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TEXT: Strategic Management and Business Policy, 7th Ed., Wheeling & Hunger (SMB); Corporate Information Systems Management text and Cases, 5th Ed., Applegate, McFarlan and McKenny (MIS)

CREDITS: 3 Credit Hours

PREREQUISITES: INSS 540 or permission of the instructor.

OVERVIEW: This graduate course examines the issue of linking business performance with information systems technology. Alternative structures for matching the information system organization with the overall organization are discussed and evaluated. Planning mechanisms and strategies are examined. Behavior and legal issues that relate to information systems management are addressed. Case studies are used to expose students to information systems policy issues.



OBJECTIVES: Upon completion of this course, the student should be able to: understand and discuss the concept of information systems policy, including the mission statement, its use in determining the goals and objectives of the organization, as well how it provides strategic direction. The student will be able to see why and how the business plan translates into action plans.

Inss 620

Information Systems Policy

STUDENT RESPONSIBILITIES: Students are expected to attend class regularly and participate in class discussions and activities. Necessary absences must be coordinated through the instructor. Each day of class missed in the weekend format will result in your grade being reduced by one-half a grade. For example, missing an entire weekend will result in your final grade being reduced one entire letter grade, regardless of the reason. A participant with a low A average could miss one day and receive a B in the course.

BIOGRAPHY: A retired field grade U. S. Air Force jet fighter pilot, Steve Marenka has an extensive practical background in administration and management at many operational levels, including both command and staff positions and computer intensive operating environments. His academic education includes: a Bachelor of Science degree in Business Administration and Economics from the University of Maryland; a Master of Business Administration degree in Financial Management from Saint Mary's University, San Antonio, Texas; an Information Systems Analyst Certificate and a Master of Science in Management Information Systems from Bowie State University, Europe; resident graduate of Air Command and Staff College at Maxwell AFB, AL.; studies at the University of the Saarland at Saarbrücken, including a German language proficiency certificate; and, a diploma in electronics from Devry Institute. Steve holds the qualification and teaches Microsoft Certified Systems Engineer courses. He has also provided consulting services for firms in the United States and Europe, addressing problems ranging from marketing analysis of demographic and location data, finance and computer applications and training, providing services in both German and English. He was once comptroller of the Marenka Stainless Steel Corporation, a closely held family corporation, and served as business manager for several private organizations. He has had considerable teaching experience in the classroom, both in the military and at the university level, teaching general management, human relations and technical courses.

GRADING PROCEDURES:

- 25% Group Project – Strategic IT Project
 - 15% Case Analysis
 - 20% Article Reviews
 - 30% Midterm and Final Exam (15% each)
 - 10% Class Participation
 - 100% Total
- A 90-100, B 80-89, C 70-79, F Under 70

Report Card

A+



Assignments

The reading schedule represents the approximate flow of discussion and emphasis during the course of the eight-week term. The midterm will be given at the end of the fourth week. The final will be given at the end of the term. Projects will also be presented at the end of the term.

| Meet | Discussion | Chapters | Event |
|--------|---|---|--|
| Feb 1 | Introduction to Info Systems Management Basic Concepts of Strategic Management Corporate Governance and Social Responsibility Discussion on what strategic management is and how it relates to IS/IT Environmental Scanning and Industry Analysis; Internal Scanning: Organizational Analysis Case Analysis | SMB Chapters 1, 2, 3, 4 SMB Chapter 14 | Creation of Groups |
| Feb 2 | IT Challenge Manageable Trends | MIS Chapters 1, 2 | Group planning session |
| Feb 15 | Strategy Formulation Effects of IT on Strategy and Competition Electronic Commerce: Trends & Opportunities | SMB Chapters 5, 6, 7 MIS Chapters 3, 4 | Group Presentation of Mission Statement & Objectives Case presentations |
| Feb 16 | Strategy Implementation | SMB Chapters 8, 9, 10 | Case presentations Mid Term Examination |
| Mar 1 | Strategic Issues in Managing Technology and Innovation Information, Organization and Control IT Architecture: Evolution and Alternatives | SMB Chapter 11 MIS Chapters 5, 6 | Group Presentation through SWOT Analysis |
| Mar 2 | Organizing and Leading the IT Function Managing IT Outsourcing | MIS Chapters 7,8 | Group planning session |
| Mar 15 | IT Operations IT Management Process A Portfolio Approach to Information Technology Development Global Issues The IT Business | MIS Chapters 9, 10, 11, 12, 13 | Case presentations |
| Mar 16 | Group Presentations and Discussion Summary of concepts covered during term | | Group Project Presentations Final Examination |

Group Project



This is a group project requiring a professional analysis of an organization. The group will select a real world project and approach it as a possible MIS investment and development project. For instance, the consideration of the implementation of an IT project in your environment, such as a local area network or a shift from copper wire to fiber, should be the focus of your analysis. However, instead of focusing on the technical aspects of the project, the group will concentrate on the effects that implementation would have on the organization and its ability to conduct its business and operations. This project should be seen as a complement to systems analysis where there is more emphasis on the details and complexities of the information system or technology itself.

A preponderance of the concepts covered in the texts and lectures should be included in the analysis. Each analysis will also assume a strategic shift and an implementation plan for the shift. The following are the required deliverables: (1) A paper of approximately 20 pages double-spaced. (2) A group presentation that should consist of PowerPoint slides with notes for an oral presentation that would last about 30 minutes. All members are expected to participate in the presentation and be prepared to answer questions during the discussion period.

Case Analysis

This is a requirement for individual presentation and discussion of cases selected from the texts during the term. Each case will require a written summary using the outline below. You will be expected to present each case and discuss it with the class. An outline for case analysis is listed below. You may amend the outline for these presentations. Do not pick one of the below group discussion cases. Cases 1 is due for discussion at the beginning of weekend 2, Case 2 weekend 3 and Case 3 weekend 4.

Article Reviews

Students will present article reviews on appropriate topics during the term. Each article will require a single double spaced page of review. Each review will be presented and discussed in class.

Case Analysis Outline

The following outline is for use in Case Analysis and Group Project.

Background:

- Company Name
- Key Players and Key Events
- Products/Services

Analyze Current Status:

- Mission Statement

Past and Present Strategies (and Objectives)

Past and Present Performance

Examine Prospects for the future:

Environmental Analysis (consider Opportunities and Threats)

Macro (circle chart)

Industrial (five forces)

Stakeholders

Internal Analysis (consider Strengths and Weaknesses)

Function Areas

Leadership, Culture, Organizational Structure, Processes, Staff

Resources, Organizational Climate, Communications, etc.

SWOT (Strengths, Weakness, Opportunities and Threats)

Clearly Define the Major Corporate Problem(s)/Opportunities

Set the future course:

Develop a list of 10 Feasible Alternatives (Strategic Shifts for the Group Project)

Compare Alternatives Against Corporate Objectives

Select One Alternative (Or Combinations of Alternatives) and a Contingency (For Group Project
this is your strategic shift)

Put the Strategy to Work:

Develop Implementation Plans for Each Functional Area Affected

Develop Implementation Plans for Other Organizational Attributes

Evaluate and Control: Develop a plan for Controlling/Measuring Success (Meeting Objectives)

Cases for discussion in class during the Term:

Weekend Case

1. Sun Microsystems (SMB)
 2. Canadian Airlines (MIS)
 3. Apple Computer (SMB)
 4. Cisco Systems (SMB)
- Extra Xerox (MIS)