**IT 3220 Class Overview**

**General Class Information**

Instructor Name and Contact Information: Lisa Wentzel ([lmw2y@virginia.edu](mailto:lmw2y@virginia.edu)) 610-858-7928

Subject Area and Catalog Number: IT 3220

Year and Term: 2015 – Fall Term (15 weeks)

Class Title: Strategic Business Value of Information Technology

Level (Graduate or Undergraduate): Undergraduate

Credit Type: Credit (3)

Class Description:

IT 3220 focuses on how to assess the value of it investments and align technical strategies with business strategies. Concepts introduced in the course include porter's five forces model, the value chain, technology payoff metrics, and risk analysis. IT 3220 also explores ways to leverage disruptive technologies for competitive advantage and how to use technology ethically.

Required Text:

Managing and Using Information Systems: A Strategic Approach

(Wiley series in probability and statistics)

Authors: Keri E. Pearlson and Carol S. Saunders

Paperback: 416 pages (other media available and acceptable)

Publisher: Wiley; 5th edition (August 21, 2012)

ISBN-10: 111828173x

ISBN-13: 978-1118281734

Learning Outcomes:

* Demonstrate knowledge of key it concepts as they apply in the business world.
* Describe how it assets can be applied to create business value/competitive edge.
* Investigate topics related to information technology, using various research channels.

Assessment Components:

* There will be five (5) assignments based on case studies related to the various course activities and objectives. The assignments are intended to draw upon the student’s knowledge and proficiency in course material and challenge their ability to implement practical, cost-effective solutions as in the real world.
* There will be a midterm examination and a final examination. Both the midterm and final will consist of several question types including, but not limited to, true/false and multiple-choice measuring course objectives. The questions are intended to be high level to measure an overall comprehension of the material covered in the course. These examinations will cover the fundamental concepts and their application, which will be practiced in conjunction with completing the case studies. The examination will be used to ensure the concepts and principles of the course are mastered so that the student realizes a satisfactory grade. The examination will also assure the development of a workable knowledge base in information technology and business operations and the proficiency in applying the concepts to address real world requirements and situations.
* There are discussion questions for each lesson. Students are expected to respond to at least one question and are graded on a sliding scale.

Delivery Mode Expectations:

* The course will consist of weekly online discussion forums regarding course material, as well as real-world material covered in the course.
* IT 3220 is offered as an online (asynchronous) course through the university Collab system located on the web at <https://collab.itc.virginia.edu/portal>.

Required Technical Resources and Technical Components: None