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**General Class Information**

Instructor Name and Contact Information:

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Phone: 610-858-7928

Subject Area and Catalog Number:

IT 3220

Year and Term:

2017 Summer (May 15th – August 4th)

Class Title:

Strategic Business Value of Information Technology

Level (Graduate or Undergraduate):

Undergraduate

Credit Type:

3 Undergraduate Credits

Class Description:

IT 3220 is a general policy course, not an applied class. As such, students will not be taught how to activate, use, or apply any IT system. Instead, the course focuses on how to assess the value of IT investments and align technical strategies with business strategies. It introduces Porter's Five Forces Model, the value chain, technology payoff metrics, and risk analysis. Additionally, the course explores ways to leverage disruptive technologies for competitive advantage.

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Required Text:

*Managing and Using Information Systems: A Strategic Approach*

Authors: Keri E. Pearlson and Carol S. Saunders

ISBN-10: 111828173x

ISBN-13: 978-1118281734

Publisher: Wiley (Wiley series in probability and statistics)

Edition: 5th edition (August 21, 2012)

Media: Paperback (416 pages) (Other media available and acceptable)

Learning Outcomes:

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

Assessment Components:

You will be evaluated and can also play an active role in evaluating your progress in this course several ways. You will be evaluated by course asynchronous discussion forum participation, “live” synchronous sessions, course assignments and course examinations. More detailed information on each of the various assessment components can be found within the Course Assignments and Activities section of the syllabus.

**Course Participation** **25%**

* Weekly asynchronous interactive discussion forums: discuss information technology and business strategy alignment value concepts. (**15%**)
  + - Evaluation Standard – Students’ level of participation and engagement will be evaluated using an interactive discussion rubric, which will include timeliness, number of responses and content of the postings and associated discussion board responses.
* Course participation via either attendance in five “live” Synchronous Blackboard Collaborate Sessions or review of pre-recorded lecture and completion of interactive unit handout. You are expected to be “present and engaged” at a ***minimum of 3*** of the scheduled live synchronous sessions. ***Please send me an email in advance to let me know if you are unable to attend the synchronous session on Bb Collaborate***. (**10%**)
* Evaluation Standard - Students’ degree of participation will be evaluated based on their attendance and active participation within the synchronous session. If unable to attend, student would be required to view the recorded session and complete and submit the “interactive unit handout”.

**Course Assignments** **35%**

* Five written assignments focusing on the strategic use of IT resources, organizational strategy and the IT governance strategy for health care IT services.
* Evaluation standard – Students will be evaluated using a research paper rubric which will assess the paper’s organization, content, and literary style of the paper.

1. Research assignment #1 (Zara) is a classic case study of how innovative use of a ﬁrm’s information resources can provide companies with substantial and sustainable advantages over competitors. Students will apply the concepts discussed in chapters 1 and 2; specifically Porters Five Competitive Forces model (Figure 2-4), Porters Value chain model (Figure 2-7) and the Resource-Based View model (Figure 2-8) to answer questions about Zara’s IT and business goals alignment.
2. Research assignment #2 (Organizational strategy and IT implementation problems) is a case illustrating the importance of organizational strategy and IT implementation problems that can cause a project to fail.
3. Research assignment #3 (RFID) looks at RFID in the business arena.
4. Research assignment #4 (IT Governance) applies the role of IT governance in the assignment of decision-making rights and accountabilities regarding behavior in the desirable use of IT.
5. Research assignment #5 (Outsourcing) has students review outsourcing methods in a health care outsourcing example to achieve benefits in terms of cost savings or filling the gap in necessary employee skills.

**Course Examinations 40%**

* Midterm examination (**15%**): A midterm examination will be completed online by the student during the seventh week of the course. The examination will cover all of the topics covered during the first half of the semester and will be used to demonstrate the student’s understanding of the core concepts and issues during that time period.
  + Evaluation standard – Student examination submissions will be graded based on an examination rubric calculating correct answer to true/false, multiple choice and fill-in-the blank questions.
* Final examination (**25**%): A comprehensive examination will be completed online by the student during the last week of the course. The examination will cover all of the topics covered during the semester and will be used to demonstrate the student’s understanding of the core concepts and issues.
  + Evaluation Standard – Student examination submissions will be graded based on an examination rubric calculating correct answer to true/false, multiple choice and fill-in-the blank questions.

Due Dates for Course Assignments

Students are given two weeks to complete the assignments. Assignments will be **due by 11:55 pm eastern standard time** of the assignment due date (usually the ***Monday*** evening two weeks beyond the assignment notification). Assignment due dates are outlined within this course syllabus and within the Course Schedule on Collab. Late assignments will be accepted for up to one week – but with a 15% penalty – to be fair to those students who do turn in their work on time.

Delivery Mode Expectations:

This is an online web-based course using both synchronous activities as well as asynchronous discussions, major assignments and examinations.

Required Technical Resources and Technical Components:

None