

MNGT 7890/7896 COURSE SYLLABUS

Course Title: Information Resource Management

Instructor: Dr. Charles A. Snyder, Woodruff Professor

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Office Hours: T-Th By Appointment

Credit Hours: 3

Prerequisites: MBAC 7220

Corequisites: None

I. Course Content / Objectives:

1. To develop an ability and understanding needed to devise strategy for management of the dynamic environment of modern information systems. To provide the frameworks and information that managers need to plan, direct, and implement requisite change in evolving organizations in order to employ information and telecommunications systems and resources as strategic tools. To provide current IRM concepts, technologies, and identify the trends that will impact the future. To provide the frameworks necessary to assess the competitive impact of information technology and in exploiting the advantages available. To explore the management issues in planning, organizing, staffing and the social and ethical issues of IRM.

2. Tentative schedule and outline of course content

Week 1: Intro and *Fortune* assignments; Chapters 1, 2

Week 2: Chapters 2, 3; *Fortune* and Reading 1, Mini-case**

Week 3: Chapters 3, 4 and Quiz

Week 4: Chapters 5, 6, *Fortune* and Readings 2, 3

Week 5: Chapter 7, Reading 4, Quiz

Week 6: Chapter 8, Readings 5, 6, Case

Week 7: Mid Term Exam, *Fortune*, Case (Mid-Semester)

Week 8: Exam Review, Mini-case, Readings 7, 8

Week 9: Chapter 9, *Fortune*, Case

Week 10: Chapter 10, Reading 9

Week 11: Chapter 11, Case, *Fortune*

Week 12: Chapter 12, Research Paper Outlines, Mini-case

Week 13: Chapter 13, Reading 10

Week 14: Presentations, *Fortune*

Week 15: Presentations, Research Papers and Final Case

3. Textbooks or assigned readings:

Applegate, McFarlan, and McKinney, *Corporate Information Systems Management: Text and Cases, 5th Ed.*, Irwin, 1999.

Fortune

Readings

II. Grading and Evaluation Procedures:

Quizzes	10%
Mid-Term Exam	10%
Research Paper & Presentation	40%
Mini-Cases/Presentations	20%
Final Case Analysis	20%

III. Statement related to policies on unannounced quizzes and class attendance and participation.

Students can expect unannounced quizzes and students are expected to attend all classes.

IV. Justification for Offering Course for Graduate Credit

Graduate students are expected to rapidly assimilate the basic and advanced frameworks needed for sophisticated analysis of complex information technology situations. Graduate students will use current topics and cases to demonstrate the grasp of the tools for analysis. Both written research and oral presentations of high quality are required. The final case will demonstrate the ability to perform analysis and synthesis.

V. Special Accommodations for Students with Disabilities:

Special Accommodations: Students who need special accommodations should make an appointment to discuss the Accommodation Memo during my office hours as soon as possible. If scheduled office hours conflict with classes, please arrange an alternate appointment time. If you do not have an Accommodation Memo but need special accommodations, contact The Program for Students with Disabilities, 1244 Haley Center, 334-844-5943 (Voice T/O).

VI. Academic Honesty

ALL PORTIONS OF THE AUBURN UNIVERSITY HONESTY CODE (TITLE XII) FOUND IN THE TIGER CUB WILL APPLY IN THIS CLASS.

Sample IRM Research Project Topics

1. ERP

- a. A Normative Model for ERP Implementation
- b. ERP and KM
- c. ERP and Interorganizational Systems
- d. Customer Focus
- e. Electronic Commerce and ERP

2. Knowledge Management

- a. Models of KM
- b. Mapping Knowledge
- c. Electronic Performance Support Systems
- d. KM for Decision Support
- e. KM Success/Failure Critical Factors
- f. Intellectual Asset Management vs. KM
- g. Organizational Assessment for KM

3 Complex Adaptive Systems

- a. Implications for IT
- b. Applicability to learning systems

- c. Contrast to classical control model (cybernetic)
 - d. Chaos Theory and IT
- 3. Electronic Commerce
 - a. Models for business
 - b. Roles of the Internet/intranet/extranet
- 4. Java/Jini/Linux
- 5. Emerging IT and implications on:
 - a. People
 - b. Structure
 - c. Competitive stance
- 6. Emerging Telecommunications Technologies
- 7. M- Commerce
- 8. CRM
- 9. Data Mining
- 10. Data Warehousing
- 11. Grid Computing (P2P)
- 12. Portals
- 13. Autonomic Computing
- 14. SMASH
- 15. Corporate IT Espionage

16. Server Blades

17. Business Continuity Strategy

18. IT Innovation in a Economic Downturn

19. Measuring IT Value

20. Weblogs (Blogging)