

Maryland in Europe Graduate Programs
Bowie State University

Information Systems Policy
INSS 620

Saturday and Sunday, 7-8 & 21-22 June, 12-13 & 26-27 July
Wiesbaden Army Education Center
0900-1600

Instructor: Stephen Marenka, Jr., Collegiate Associate Professor
Certified Information Systems Analyst
MBA, MSMIS, MCSE, MCP + I
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Course Description: 3 semester hours credit. *Prerequisites: All undergraduate prerequisites and INSS 540, or permission of the instructor.* 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. *Students in the public administration program are not eligible for INSS 620.*

Course Goals/Objectives:

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1. Concepts of Information Systems Policy
2. The importance of integrating organizational strategic thinking with information systems development, implementation, and maintenance
3. External and internal elements affecting the organization
4. The importance of a mission statement and development of objectives
5. The consideration and selection of appropriate strategies
6. The creation and generation of policies
7. The generation of programs and activities
8. The importance of creating budgets and controlling costs
9. The need to create procedures to accomplish specific tasks
10. The importance of controls and evaluation in managing information systems and its effective support of the strategic goals of the organization

Texts: Wheelen, T. and Hunger, J. (2002). *Strategic Management and Business Policy* (8th ed.). Upper Saddle River, NJ: Pearson Education, Inc. (SMB)

Applegate, L., Austin, R., and McFarlan, F. (2003). *Corporate Information Systems Management* (6th Ed.) Boston: McGraw-Hill Irwin. (MIS)

Grading Information: Grades for this course will be assigned as follows:

A	92% +	C	70 – 79%
B	80 – 91%	F	Below 70% F(a) or regular non-attendance F(n)

Course Requirements:

Group Project – Strategic IT Project	25%
Case Analysis	20%
Article Reviews	15%
Midterm and Final Examination	30% - 15% each
Class Participation	10%

Project Description: 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. An outline for the presentation is included below.

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. Each presentation will consist of PowerPoint slides and a short paper summarizing the major points. An outline for each presentation is presented below.

Case Analysis Outline

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)

Projected Course Schedule:

Module	Topics	Assignments
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	SMB Chapters 1, 2
2	Environmental Scanning and Industry Analysis; Internal Scanning: Organizational Analysis Case Analysis Create Groups	SMB Ch 3, 4 SMB Ch 14
3	IT Challenge Manageable Trends	MIS Ch 1
4	Manageable Trends Group Planning Session	MIS Ch 2

5	Strategy Formulation Effects of IT on Strategy and Competition Group Presentation of Mission Statement & Objectives	SMB Ch 5, 6, 7
6	Electronic Commerce: Trends & Opportunities	MIS Ch 3, 4
7	Strategy Implementation Case presentations	SMB Ch 8, 9
8	Mid Term Examination	SMB Ch 10
9	Strategic Issues in Managing Technology and Innovation Information, Organization and Control Group presentation through SWOT	SMB Ch 11
10	IT Architecture: Evolution and Alternatives	MIS Ch 5, 6
11	Organizing and Leading the IT Function	MIS Ch 7
12	Managing IT Outsourcing	MIS Ch 8
13	IT Operations IT Management Process A Portfolio Approach to Information Technology Development	MIS Ch 9
14	Global Issues The IT Business	MIS Ch 10
15	Group Presentations and Discussion Group Project Presentations	
16	Summary of concepts covered during term Final Examination	

Academic Policies: Please refer to the UMUC Maryland in Europe Graduate Catalog, available online at http://www.ed.umuc.edu/visit/pubs/catalog/grad_02-03.pdf or from your local Education Center, for information on the following: Academic Integrity, Course Load, Exception to Policy, Grade Appeal Process, Make-up Examinations, Nondiscrimination, and Students with Disabilities

CODE OF CIVILITY

To promote a positive, collegial atmosphere among students, faculty, and staff, Maryland in Europe has developed the following Code of Civility:

Respect

Treat all students, faculty, and staff with respect and in a professional and courteous manner at all times and in all communications, whether in person or in written communication (including e-mail).

Kindness

Refrain from using profanities, insults, or other disparaging remarks.

Truth

Endeavor to cite only the truth and not knowingly misrepresent, mischaracterize, or misquote information received from others.

Responsibility

Take responsibility for our own actions instead of blaming others.

Cooperation

Work together with other students, faculty, and staff in a spirit of cooperation toward our common goals of seeking and providing quality education.

Privacy

Strive to uphold the right to privacy and not talk about others.

Nondiscrimination

Respect the differences in people and their ideas and opinions and reject bigotry.

About Your Instructor: 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.