



INSTRUCTOR: Wayne Thomas Spies

OFFICE HOURS: I am available by telephone, online chats and/or video conferencing Monday through Wednesday, 9:00 A.M.-noon (Eastern US), and at other times by appointment. One-on-one online sessions are strongly encouraged.

TELEPHONE: I am available at (203) 930-8786, Monday through Wednesday, 9:00 A.M.-noon (Eastern US). Do not call at any other number or any other time. If you cannot call during those hours, send me an e-mail for an appointment.

WEB SITE: The primary Web site for this course is <http://waynespies.com/>. Click MB - AIC

E-MAIL: spies@aya.yale.edu

TERM: Summer 2009

DESCRIPTION: This course deals with the central role of communicating and distributing information within the modern multicultural organization.

It covers the technical developments that are driving the growth of an “information and knowledge economy” with a focus on how the global manager can use technology to maximum advantage without losing the human characteristics that lie at the core of effective leadership.

Students relate their learning to the practical needs of their place of employment by researching and preparing management reports and executive presentations. As a by-product they also build skills in meeting management, conflict resolution, virtual teams, business etiquette, the art of networking, and effective interviewing as both a job seeker and a manager.

OBJECTIVES: Upon successfully completing this course, students will be able to:

- understand and evaluate the critical role of information management and digital information systems in a global economy;
- develop and improve management and business research skills as preparation for Part 2 of the MBA; and,
- develop and practice effective presentation skills.

THEMES: In common with all other courses in the MBA, there are universal themes:

- the role of ethics, values and corporate responsibility in business;
 - the importance of effective communications within and between organizations and individuals; and,
 - internationalization and globalization as key strategic drivers for the 21st century.
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TEACHING FORMAT: This course is in a blended learning format, combining some of the best elements of on-line and in-person instruction.

TEXT: *Management Information Systems, 9th Edition*, by Laudon & Laudon (ISBN: 0-13-170522-9)

- DATES & TIMES**
- Session 1: Saturday, July 25, 9:00 A.M.-4:00 P.M.
 - Session 2: Sunday, July 26, 1:00-5:00 P.M.
 - Session 3: Wednesday, July 29, 6:30-8:30 P.M.
 - Session 4: Saturday, August 1, 9:00-4:00 P.M.
 - Session 5: Sunday, August 2, 1:00 P.M.-5:00 P.M.
 - Session 6: Wednesday, August 5, 6:30-8:30 P.M.
 - Session 7: Saturday, August 15, 9:00 A.M.-4:00 P.M.
 - Session 8: Sunday, August 16, 1:00-5:00 P.M.
 - Session 9: Wednesday, August 19, 6:30 P.M.-8:30 P.M.

LOCATION: In-class sessions are held in the Mountbatten classrooms, 50 East 42nd St., 20th Fl., New York, NY

POLICIES: Accommodations: Do you have special needs? A disability or medical condition? Language or cultural issues? The extent to which these factors require accommodation may not be obvious. If you have special needs, discuss the matter with me at your earliest convenience, and I will be happy to work with you to avoid and/or address any problems.

Participation and Attendance: The book presents only a portion of the course material. The importance of participation cannot be overstated. If you can't attend, let me know, via e-mail.

Late Policy: Assignments must be submitted on time in order to receive full credit:

- **Individual assignments:** I accept late assignments for one week after the deadline, without penalty. After that, there will be a 10 percent reduction per week or fraction thereof. I am unable to give late papers much—if any—feedback.
- **Discussion Boards:** Late contributions to a Discussion Board receive no points. Such contributions are analogous to walking into an empty room after you missed a meeting, saying something, and then expecting to be rewarded.
- **Group Project:** Once the Group Project is due, subsequent individual work is irrelevant and will receive no consideration.
- **Quizzes:** If you miss a quiz, you will receive a zero.
- **Exams:** If you miss an exam, you have one week to take a make-up exam, at a time and place that I will specify.

I reserve the right to grant exceptions on a case-by-case basis, if you let me know the circumstances at the earliest opportunity and if, in my opinion, an exception is warranted.

Academic Integrity: Ethical choices are essential to one's professional and personal life. I expect that you will conform to the highest standards of academic honesty and ethical behavior in accordance with the mission of this program. Cheating—attempting to deceive me or this program on matters of authorship or academic performance—on the smallest matter, is a grave issue and will result in severe sanctions.

In particular, plagiarism—failure to attribute the intellectual contribution of others in accordance with an established style guide—is not acceptable.

I understand that you may face enormous pressures and temptations, but I reiterate: cheating of any kind, for any reason, will not be tolerated. There is no exception. There is no wink-and-a-nod of tacit approval. You are *personally* and *solely responsible* for your actions.

Personal Conduct: Students will conduct themselves in a manner conducive to the learning environment. Behavior that, in my judgment, is rude, disruptive, or otherwise inappropriate will not be tolerated.*

EVALUATION:	Class participation*.....	25
	Individual projects.....	25
	Group presentation.....	25
	Assignments.....	25
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* Your participation grade will be based on the quality—not the quantity—of your contribution to the class, including your personal conduct.

TENTATIVE SCHEDULE

SESSION SUMMARY	ASSIGNMENT FOR NEXT SESSION
<p>Session 1: Saturday, July 25, 9:00 A.M.-4:00 P.M.</p> <ul style="list-style-type: none"> • Reviewing the syllabus • On the MBA • "The Productivity Paradox" • Systems Development and Application • On Personal Productivity <ul style="list-style-type: none"> - Dad's Data Entry - Reviewing the Common User Interface - Security • Introduction to Information Systems and the Emerging Business Paradigm • Information Management & Business Strategy 	<ul style="list-style-type: none"> • Examine my Web site • E-mail assignment • Read Chapters 1 and 2 in text
<p>Session 2: Sunday, July 26, 1:00-5:00 P.M.</p> <ul style="list-style-type: none"> • Ethics • Analyzing Information • Personal Productivity workshop • Hardware and software • Personal and Group Presentations 	<ul style="list-style-type: none"> • Read Chapters 3 and 4 in text
<p>Session 3: Wednesday, July 29, 6:30-8:30 P.M.</p> <ul style="list-style-type: none"> • The Meltdown Exercise 	<ul style="list-style-type: none"> • Read Chapters 5 and 6 in text • Download grading rubric for papers (a read-only Microsoft® Word document) • Download handouts on ethics and "Staying Legal on the Web"
<p>Session 4: Saturday, August 1, 9:00-4:00 P.M.</p> <ul style="list-style-type: none"> • Formal business and proposal writing 	<ul style="list-style-type: none"> • Continue working on your Analysis Paper
<p>Session 5: Sunday, August 2, 1:00 P.M.-5:00 P.M.</p> <ul style="list-style-type: none"> • Intellectual Property • Assessing Information • Research Methods • Citation 	<ul style="list-style-type: none"> • Read Chapters 7 and 8 in text • Personal presentation on current issue of importance at work plus research notes
<p>Session 6: Wednesday, August 5, 6:30-8:30 P.M.</p> <ul style="list-style-type: none"> • The Dark Side of Systems • Learning Organization • The Emerging Business Paradigm: Why Everything You Know About Business Is Wrong 	<ul style="list-style-type: none"> • Read Chapters 9 and 10 • Presentations
<p>Session 7: Saturday, August 15, 9:00 A.M.-4:00 P.M.</p> <ul style="list-style-type: none"> • Security & Privacy Issues • Ergonomics • Flat & Slick: The Challenge of Globalization 	<ul style="list-style-type: none"> • Read Chapters 11 and 12 in text
<p>Session 8: Sunday, August 16, 1:00-5:00 P.M.</p> <ul style="list-style-type: none"> • Applying the Emerging Paradigm to Your Organization • The Digital Firm • Enterprise Systems • MIS & Business Strategy 	<ul style="list-style-type: none"> • Read Chapters 13 and 14 in text
<p>Session 9: Wednesday, August 19, 6:30 P.M.-8:30 P.M.</p> <ul style="list-style-type: none"> • Case 1: Health Care • Case 2: Education • Case 3: Web 2.0 • Case 4: The High Touch of High Tech • Course Summary 	<ul style="list-style-type: none"> • Read Chapter 15 in text • Submit Analysis paper by Friday of this week
