COURSE DESCRIPTION

The objective of this course is to study management’s role in the development and use of information systems that help businesses achieve their goals and objectives. Information Technology (IT) has been the driving force behind the new way of doing business. IT has enabled modern organizations to make tremendous strides in productivity, has opened new markets, and has created new product and service opportunities. Managers should understand how IT could help to organize the complexity of modern organizations, manage relationships with customers, suppliers, and employees, and improve work efficiency.

COURSE MATERIALS

(Optional) Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability,
11th Edition, Jan 2018
Efraim Turban, Carol Pollard, Gregory Wood
ISBN: 978-1-118-89079-0

- Check Canvas (canvas.rutgers.edu) and your official Rutgers email account regularly

LEARNING GOALS AND OBJECTIVES

Discuss/review software products, understand how it is developed, and how it is helping real business enterprises in achieving productivity and value.

Learn the architecture, development methodologies, marketing infrastructure, support mechanisms, database interfaces, server security and management issues as related to the software, customer interface, and documentation techniques.

Review and analyze case studies.

PREREQUISITES

None
ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/).

I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through SafeAssign or Turnitin, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at https://sims.rutgers.edu/ssra/. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 5 days of your first absence.

- For weather emergencies, consult the campus home page. Class will be held, if the campus is open, and in accordance with local weather conditions and related safety to commute to class.

- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3 hour class session, you have prepared by studying for at least twice as many hours.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

EXAM DATES AND POLICIES

**Course Case Studies – 100 % of Overall Grade**

GRADING POLICY

Course grades are determined as follows:

Course grades are determined as follows:
- Extra credit: None
- Grade distribution: Letter grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Overall Score:</th>
<th>[&lt; 51]</th>
<th>[51-70.99]</th>
<th>[71-75.99]</th>
<th>[76-80.99]</th>
<th>[81-85.99]</th>
<th>[86-90.99]</th>
<th>[91-100]</th>
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<tbody>
<tr>
<td>Grade:</td>
<td>F</td>
<td>D</td>
<td>C</td>
<td>C+</td>
<td>B</td>
<td>B+</td>
<td>A</td>
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</table>
- Grade grubbing: “Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.”

### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Digital Business Models – Digitization, Digitalization &amp; Digital Transformation</td>
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<tr>
<td>Week 2</td>
<td>Data Management &amp; Analytics, IoT</td>
</tr>
<tr>
<td>Week 3</td>
<td>Cybersecurity, Search &amp; Semantic Technology</td>
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<td>Week 4</td>
<td>Enterprise Systems</td>
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<td>Week 5</td>
<td>Social Technology &amp; Data Visualization</td>
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<td>Week 6</td>
<td>Artificial Intelligence &amp; Blockchain</td>
</tr>
<tr>
<td>Week 7</td>
<td>Project Management &amp; Agile</td>
</tr>
<tr>
<td>Week 8</td>
<td><strong>Course Case Studies Submission</strong></td>
</tr>
</tbody>
</table>

### SUPPORT SERVICES


[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are pregnant, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.
If you seek religious accommodations, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7. You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does not have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu.

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]
If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]
[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of **legal** services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]
[Rutgers–New Brunswick: espals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc]
[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]
[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]