IOM431: Foundations of Digital Business Innovation

USC Marshall
School of Business

Syllabus – Fall 2014 MW 10-11:50 BRI202A

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Office Hours*:* by appointment
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Course Description

This is a class about the decisions and choices enterprises have to stay competitive in today's digitally-enabled economy; class can be used toward a number of different minors and majors, it helps you prepare for any job in consulting or business where you care about how new digital technologies can be strategically used by organizations

Learning Objectives for the Intrepreneur, Consultant, or Future Entrepreneur

1) Be able to understand the difference between a firm's competitive business strategy and a digitally-enabled strategic initiative and frameworks explaining the difference.
2) Be able to understand the difference between a digitally-enabled strategic initiatives and management design decisions (i.e., HITOP) for ensuring that the strategic initiative succeeds
3) Be able to identify alternative competitive business strategies and the steps to take to determine what might be the best competitive business strategy for a firm.
4) Be able to understand the differences between the following digitally-enabled strategic initiatives: ERP, CRM, Web 2.0, Real-time Supply Chain Visibility, BI, Hubs/Platforms, and functional area information systems.
5) Be able to understand the technology requirements underlying the digitally enabled strategic initiatives listed in #4 above.
6) Be able to describe case examples of organizations using various digitally-enabled strategic initiatives and different management design decisions to ensure their success.
7) Be able to apply critical thinking skills in discussing how to successfully implement a digitally-enabled strategic initiative.

Register for USC Website

- Register for a USC website

Readings (BRING READINGS TO CLASS):

Reading & thinking is due by date on syllabus. You should CRITICALLY THINK about the reading, i.e., learn the content, then be able to describe the content in your own words, with the examples described in the text, details, being able to argue pros and cons.
Bring reading material to class on day reading due since we'll be referring to it.

Rainer, Prince & and Cegielski, *Introduction to Information Systems: Supporting and Transforming Business*, 2014 5th Edition. Wiley Publ. You may go to coursesmart com and use the e-book version. No other editions permitted.

Prerequisites and/or Recommended Preparation: none

Grading Policies:
Grading is based on the following:

Class Attendance (arriving within 5 minutes of start)	5%
Participation (voluntarily sharing your reactions to reading in class)	5%
Midterm #1	20%
Midterm #2	35%
Midterm #3	35%

Being absent or tardy by more than 5 minutes for more than 1/3rd of the classes (10) for any reason (recruiting, illness, etc.) will lead to an automatic Fail in the class, regardless of exam grades. Being absent or tardy between 5-9 classes will lead to an automatic reduction of a grade in your final grade.

Use of smart phones are NEVER permitted in class. If you would like to participate in in-class exercises or take notes, laptops are permitted but ONLY if email, IM, and website access is turned off, you have enough battery to NOT sit next to the wall, and you are able to look up as you take notes so that your participation is not harmed.

A participation grade will be assigned for the semester at the end of the semester based on your full semester's participation.

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target, but on your performance. Historically, the average grade for this class is about a (B). Three items are considered when assigning final grades:

1. Your average weighted score as a percentage of the available points.
2. The overall average percentage score within the class.
3. Your ranking among all students in the class.

The Final Examination, per USC policy, will be conducted on the final exam due date. It is USC policy to not allow for finals to be taken at any other time than the scheduled time, with exceptions granted only by the Department Chair and Dean. If you have need for an exception please consult them directly

COURSE CALENDAR/READINGS/CLASS SESSIONS

#	Date	Topic	Material to be on tests	Preparation Due by Date BB=reading is on Blackboard; otherwise reading is in Text
1	M 8/25	A.Overview of class B.Syllabus, Getting to know each other; getting yourself ready with technology C. Career implications		
2	W 8/27	Software disruptions	p.28-33	Ch 1 Pp3-8; After reading about the different disruptions, what do you see in

				common across these disruptions? What are unique industry differences? Which industry would you like to study in more detail to learn about SW disruptions; answer Qs1 & 2 for Warby Parker; review relevant parts of p28-33 to identify need for clarification
	M 9/1	LABOR DAY		
3	W 9/3	Overview of IS	p.28-33	P 8 (Sec 1.1) to end of Chapter 1; review remaining parts of pp28-33 for questions
4	M 9/8	Competitive Advantage	p.66-71; Qs, p43,48	Ch 2 p.35-48; be able to answer questions p.43, p.48; review relevant parts of p66-p71
5	W 9/10	How IS helps Organizations Respond to Business Pressures	p.66-71, p52,p58,p64,p65	Ch 2 p.48 to end; review remaining parts of p.66-71
6	M 9/15	Ethics	p. 81; P82, p.89-92	Ch 3 p73-p.81. p.82, 2 questions; review relevant parts of p89-92
7	W 9/17	Privacy	p.88 2 qs; p85; p89-92	Ch 3 p.82 to end; review remaining parts of p. 89-92;
8	M 9/22	Cloud Computing	p.484-485	Tech Guide p.466-485. Review p484-485
9	W 9/24	Midterm #1		
10	M 9/29	Information Security Threats	p.98,100,103,110; p.123-130	p.95-p.110; p.267-268 in Ch 8 on wireless security; answer qs on p.268; p98, 100, 103, 110 questions; review p123-130
11	W 10/1	Information Security Protection	P112, p121, p123-130	Ch 4 p.110-end; qs p112, 121, p123-130
12	M 10/6	Big Data	p. 140, 144, p162 Qs; p.166-170	Ch 5 p.133-144; p.155-162; Skip Sections 5.3 & 5.4 since part of IOM435; p140 144 Qs; review relevant parts of pp166-170
13	W 10/8	Knowledge Management	p.164 using Ernie as an example + relevant qs in p166-170	Ch 5 p. 162-164 + Gartner Report on KM on BB + Ernie case on BB: Describe how Ernie is used, by using the KMS life cycle described in the text
14	M 10/13	Wired and Wireless Network Computing	P177,179,184,188, 252, 254 Qs p204-209	p.173-p.188; Ch 8: p. 247-260; Qs p. 177, 179, 184, 188, 252, 254, relevant parts of p204-209, p269-272
15	W 10/15	Network Applications	P204-209, p190, 200, 264, 267, p269-272	p. 260-267; p.188-202. Qs, p. 190, 200, 202, 264, 267. Review relevant parts of pp204-209, p269-272
16	M 10/20	EBusiness & Ecommerce; B2C	Qs p215,221,223,229, 231,& p237-241	Chap 7; p.211-231, Qs p215, 221, 223, 229, 231 and relevant parts of p237-241

17	W 10/22	B2C cont and B2B	Qs p233, 235, p237-241	Chap 7, p231-end, Qs p233, 235 & remaining parts of p237-241
18	M 10/27	Midterm #2		
19	W 10/29	Overview of Social Computing	P278,280,287,289, p307-310,	Chap 9; p. 275-289, Qs p278, p.280, p.287, p289 & relevant parts of p307-310; Sign up for a Twitter account and find someone to follow related to business
20	M 11/3	Social Computing in Business	P291,295,298,301, 303,307-310	Chapter 9: p.289-end, Qs p291, 295, 298, 301, 303, p307-310
21	W 11/5	ERP	P318,324,325,330, 335, 337-340	Chapter 10, Qsp318, 324, 325, 330, 335, 337-340
22	M 11/10	CRM	P346,349,351,354,355,356,357,358, p371-376	Ch11 p343-358; Qs p346, 349, 351, 354, 355, 356, 357, 358 & relevant parts of p371-376.
23	W 11/12	SAP Lab offered by Professor Kale at KAP		Introduction to SAP
24	M 11/17	SCM	359,360,364,365,368, 371-376	Chap 11 p358 to end; Qs p359, 360, 364, 365, 368 & relevant parts of p371-376.
25	W 11/19	Business Analytics	380,381,385,387,389,391,392,398,399, 400-404	Chapter 12, Qs p380, 381, 385, 387, 389, 391, 392, 398, 399, p400-404.
26	M 11/24	Fast Website Design Lab using MS Expressions	Def and exs of CSS, HTML, tags, relative vs absolute positioning, ASP vs PHP, Full URL for your website; why companies use Expressions, 10 UIX principles	Reading for Lab on BB
Thanksgiving Break				
27	M 12/ 1	Capital Group: Being agile with IT	Exs of SOA, EAI, API	"EAI vs SOA vs ESB" on BB "SOA Definitions and Solutions" on BB
28	W 12/3	Review for Final		
	12 /15 8AM	FINAL EXAM		

MARSHALL GUIDELINES

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Add/Drop Process
If you are absent six or more times prior to the last day to withdraw from a course with a grade of "W"), I will ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

Technology Policy
Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

Statement for Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit www.usc.edu/disability .

USC Statement on Academic Integrity
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, (www.usc.edu/scampus or http://scampus.usc.edu) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/ . Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Class Notes Policy

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated or in any way displayed for use in relationship to the class, whether obtained in class, via email or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings.

Emergency Preparedness/Course Continuity
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

Marshall Academic Integrity

It is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with DSP and me.

Students are expected to be familiar with USC's Academic Integrity Policies (i.e., copying, fraudulent possession of an exam, plagiarism, submission of purchased papers, submitting the same assignment to more than one instructor) and be aware of recommended sanctions (i.e., F for the course, suspension or expulsion) associated with violating such policies. See Appendix A in the SCAMPUS Guidebook for more detail.