

Instructor:	Dr. Zeynep Onay
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Office Hours:	Tuesday, Thursday, 16:30-17:30 or by appointment
Course Web Page:	https://odtuclass2021s.metu.edu.tr/course/view.php?id=1454
Course Prerequisite: BA 3301 Information Systems	
Course Description:	
<p>Today, information systems are essential tools enabling businesses to reach their strategic objectives. Public and private sector organizations invest large sums to implement information systems. In most cases, these investments represent at least 50% of the organization’s capital expenditure. Operational excellence, improved customer service, enhanced product/service development, new business opportunities are only part of the returns expected from information systems.</p> <p>Yet, the past decade has shown that information systems do not always meet expectations. Many information system projects at the organizational and even national level have been unsuccessful. In a time when it is no longer possible to ignore the role of information systems, it is essential to understand the dynamics that influence the outcome of information system projects.</p> <p>This course is designed to explore some of the factors that are critical determinants for the successful implementation of information system projects. Topics are divided into four parts: Part I covers the reasons and sources of information systems project requests, and the review and evaluation process of project requests. Part II focuses on the importance of the requirements determination (systems analysis) phase of the system development life cycle, detailing the activities during this phase, and showing how the transition to the design phase can be achieved. Part III stresses the importance of user friendliness in system success, and covers input and output design issues. Part IV discusses the significance of information systems planning in aligning systems with organizational strategies, and the information systems planning techniques.</p>	
Course Student Learning Objectives: (CSLOs)	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p>Course Specific Skills:</p> <ol style="list-style-type: none"> 1. Be aware of the sources and acceptable reasons for system project initiations 2. Understand the project review and selection process 3. Carry out a preliminary investigation to clarify and understand a project request 4. Evaluate information systems project requests 5. Derive Information Systems Performance Criteria 6. Distinguish the phases of requirements determination (systems analysis) 7. Determine and evaluate system outputs/reports/screens 8. Determine and evaluate system inputs/forms/screens 9. Align information system plans with organizational strategy 10. Understand the challenges of information systems planning 11. Evaluate the spectrum of techniques for information systems planning <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 12. Recognize the role of managers in selecting systems that are critical for the organization 13. Understand the crucial role of managers at the requirements determination and design phases 14. Recognize the importance of information systems planning 15. Understand the link between the organization’s strategy and information systems planning 	

16. Understand how organizations use information systems to achieve strategic objectives
17. Gain a practical perspective on how to create opportunities and add value through information systems
18. Identify the determinants of system success and failure

Personal and Key Skills:

19. Develop analytical skills for evaluating information systems projects
20. Determine information systems performance criteria
21. Prepare an information systems project proposal
22. Evaluate an information systems project proposal
23. Deliver detailed requirements during requirements investigation
24. Criticise system outputs/reports/screens
25. Criticise system inputs/forms/screens
26. Understand the changing world of information systems planning
27. Link the concepts covered in the course to real world applications

Learning and Teaching Methods:

Formal lectures. During Part I lectures will be accompanied by several in-class mini case exercises. A continuing case will be given to be discussed in class to illustrate each phase of Part II. During Part III, each student will be required to present three input designs and three output designs of their choice to be discussed during class.

In addition, students will be assigned cases to be prepared and presented in class by groups of 3 to 4 people. Each group will have to submit a formal case report one week after the class presentation. All students have to prepare for each case.

Recommended Textbook:

Laudon, K.C., Laudon, J.P., *Management Information Systems: Managing the Digital Firm*, 15th Edition, Pearson, 2018, ISBN-9780134639710.

Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Mid-Term Exam	30	Essay questions, 50 minutes	1,2,3,4,5,6,7,8,12,13,19,20,21,22,23,24,25	Written and oral
Case Study Presentation and Report	30	In class presentation and discussion 75 minutes per group, and formal written report	1,2,3,4,9,10,11,12,13,14,15,16,17,18,27	Written and oral
Final Exam	40	Essay questions, 90 minutes	1 to 27	Written

Course Policies:

PRESENTATION SLIDES: The presentation slides are available at the course web page on ODTUClass. These slides can be used as chapter summaries and utilized while taking down notes during class.

COURSE REQUIREMENTS: Attendance is mandatory in this course. Past experience repeatedly demonstrated that students who regularly attend class perform significantly better than students who have an intermittent attendance.

STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the Department and the BS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately. Persons observed to plagiarize will be referred to the Dean of the Faculty for additional disciplinary action and also they will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

METU HONOR CODE

Every member of the METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations have shown that the METU classroom experience is improved when the following are true:

Students arrive on time. Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

Students are fully prepared for each class. Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process.

Students respect the views and opinions of their colleagues. Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

KNOW YOUR RIGHTS AND RESPONSIBILITIES! <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

The following table gives the tentative schedule for the semester.

Month	Day	Topic	Chapter	CSLO
March	8	Introduction		
	10	Information Systems Project Initiation Reasons, Sources	1	1,2,3,4,5,12,19,20,21,22
	15	Project Review and Selection		
	17	In-Class Case		
	22	Preliminary Investigation Information Systems Performance Criteria		
	24	In-Class Case		
	29	Evaluation of Project Requests		
	31	Requirements Determination Requirements Anticipation	2	6,13,23
April	5	Requirements Investigation		
	7	In-Class Case		
	12	Requirements Specification		
	14	Output Design Principles	3	7,13,24
	19	In-Class Examples		
	21	Input Design Principles	4	8,13,25
	26	In-Class Examples		
	28	Mid-Term Exam Class Hour		
May	5	Information Systems Planning What is IS Planning	5	9,10,11,14,15,16,26
	10	The Challenge of IS Planning		
	12	The Changing World of IS Planning		
	17	Planning Techniques Stages of Growth Critical Success Factors		
	24	Competitive Forces Model Value Chain Analysis		
	26	E-Business Value Matrix In-Class Case		
	31	Linkage Analysis Planning Scenario Planning		
June	2	Case Presentation		17,18,27
	7	<i>Case Presentation</i>		
	9	<i>Case Presentation</i>		
	14	<i>Case Presentation</i>		
	16	<i>Case Presentation</i>		
	23	FINAL EXAM 17:00		