

EMBA 5302– Information Systems for Executives

Wednesday 18:30-21:15

Saturday 13:30-16:15

Instructor:	Dr. Zeynep Onay
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Office Hours:	Saturday, 16:15-17:15
Course Web Page:	https://odtuclass2021s.metu.edu.tr/course/view.php?id=4305
Course Description:	
<p>The course focuses on the strategic role of information systems in organizations. It has a managerial, rather than technical perspective, emphasizing the application of information systems in a wide variety of business settings. It focuses on the role of managers in ensuring that these systems support and integrate the various business processes within the company in order to achieve competitive advantage. Topics are divided into three parts: Part I covers the types of information systems and system applications in different decision making contexts. Part II introduces the methods used for building information systems. Part III stresses the issues involved in implementing and managing information systems, including the determinants of system success and failure.</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. Understand how organizations use information systems to achieve strategic objectives 2. Relate decision making structures to types of information systems 3. Relate functional area business processes to information system levels 4. Distinguish the features of the different types of enterprise applications 5. Evaluate the spectrum of approaches for information systems development 6. Understand the link between the organization’s strategy and information systems 7. Determine the priorities in selecting system projects that support the organization’s strategy 8. Be aware of new opportunities offered by network strategies 9. Recognize the importance of information systems planning 10. Identify the determinants of system success and failure 11. Manage system project risks <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 12. Understand how information systems integrate the functional areas within the organization 13. Realize that all systems lead to organizational change in different degrees 14. Recognize the role of managers in selecting systems that are critical for the organization 15. Evaluate the impact of information systems for achieving competitive advantage 16. Generate business value from information systems investments <p>Personal and Key Skills:</p> <ol style="list-style-type: none"> 17. Develop analytical skills for evaluating information systems and projects 18. Link the concepts covered in the course to real world applications 19. Formulate action plans to derive value from information 	
Learning and Teaching Methods:	
Formal lectures and in-class discussions	
Required Reading:	
Laudon, K.C., Laudon, J.P., <i>Management Information Systems: Managing the Digital Firm</i> , 16th Edition, Pearson, 2020, ISBN- 9780135191798.	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Take-Home Mid-Term Exam	30	Essay questions 120 minutes	1,2,3,4,5,6,7,12,14,15,16, 17,18,19	Written
Case Study Presentation and Report	30	In class presentation and discussion 75 minutes per group, and formal written group report	1,3,4,5,6,7,9,10,11,12,13, 14,15,16,17,18,19	Written and oral
Final Exam	40	Essay questions 120 minutes	1 to 19	Written

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

The following table gives the **tentative schedule** for the course.

Month	Day	Topic	Chapter	CSLO
April	6	Introduction to Information Systems: Data, Information and Knowledge		
		Information Systems in Global Business The Role of Information Systems in Organizations Strategic Business Objectives	Chapter 1 (Book Ch1)	1,15,16,17,18,19
	9	Dimensions of Information Systems Key Challenges	Chapter 1 (Book Ch1)	
		How Businesses Use Information Systems Business Processes and Information Systems Types of Information Systems	Chapter 2 (Book Ch2, Ch12)	1,2,3,4,12,15,16,17,18
	13	Enterprise Applications Enterprise Systems (ERP)	Chapter 2 (Book Ch2, Ch12)	
		Supply Chain Management Systems Customer Relationship Management Systems Knowledge Management Systems	Chapter 2 (Book Ch 9, Ch11, Ch12)	1,2,4,15,16,17,18
	16	Information Systems, Organization and Strategy Competitive Forces Model Value Chain Model Network Strategies	Chapter 3 (Book Ch3.3)	1,6,7,8,14,15,16,17,19
	20	Building Information Systems Organizational Change System Development Life Cycle System Building Methods	Chapter 4 (Book Ch13)	5,13
	23	Managing Projects Information System Failure The Information Systems Plan Selecting Projects Managing Project Risk	Chapter 5 (Book Ch14)	1,4,8,9,10,11,14,16,17, 19

	27	<i>Case Presentations</i>		1,3,4,5,6,7,9,10,11,12,13,14,15,16,17,18,19
	30	<i>Case Presentations</i>		
	30	FINAL EXAM		