

OFFICE HOURS: TUESDAYS 8:00 AM – 6:00 PM OR BY APPOINTMENT

I will be available by phone, e-mail or in my office to help on any subject related to the course. As we progress into the course, I may make changes to this syllabus to accommodate any particular subject area. In that sense, this syllabus is a guideline, not a contract.

Course Description:

Information Resource Management discusses the importance of aligning business-IT strategies and explains how companies rely on data, digital technology, and mobile devices to support them in the on-demand and sharing economies. One goal is to provide students with a strong foundation for understanding digital technology concepts and terminology and the critical role it plays in facilitating business sustainability, profitability and growth.

Required Text:

Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability, 12th Edition

Efraim Turban, Carol Pollard, Gregory Wood Wiley & Sons ISBN: Paperback 978-1-119-70290-0
EBook 978-1-119-70291-7

1. **Learning Objectives:**

The student will be able to:

1. Describe how the on-demand economy is changing the way that business is conducted and how innovating technologies are disrupting enterprises. Describe an IT infrastructure, an IT architecture and an enterprise wide architecture. Understand the concepts of data centers and cloud computing. Describe the purpose and benefits of data management, and the differences between centralized and distributed databases. Understand the concepts of data analytics and data warehousing and evaluate their tactical and strategic benefits.
2. Describe the different types of networks and the basic functions of business networks. Describe the growth in mobile data traffic and compare the different wireless networks. Explain why cyber risk management must be a top business priority and outline an organizational model for cybersecurity. Describe how search engines work and identify ways that businesses gain competitive advances using the technology. Describe how semantic Web technology enhances the accuracy of search engines results.
3. Understand the key technologies that made Web 2.0 possible. Describe the features and capabilities of large social networking services. Describe how mashups, RSS technology, and monitoring tools are valuable to business organizations and individual users. Describe how the concept of Omni-channel retailing is changing the nature of shopping for consumers. Identify key challenges faced by online retail businesses. Understand how mobile technologies are creating opportunities for new forms of commerce.
4. Define how manufacturing, production, and transportation information systems enable organizational processes and support supply chain operations and logistics. Describe how sales and marketing information systems support advertising, market research, and intelligence gathering. Describe how accounting, auditing, and finance application systems meet compliance mandates, help deter fraud and facilitate capital budgeting and forecasting. Analyze how human resources information systems improve workforce productivity.
5. Describe the functions of enterprise resource planning systems, the implementation risks, and how these investments are justified. Explain the planning and forecasting, sourcing and purchasing, and distribution support provided by the supply chain management systems.

Describe customer relationship systems. Identify the leading enterprise social platforms. Describe how data visualization applications and interactive reports support learning and business functions. Understand IT strategic planning and its link to competitive advantage.

The Marketable Skills for the BBA are 4:

1. Students will have the ability to apply the principles of business they learn in the BBA to the management of existing businesses or the creation of new businesses
2. Students will have the ability to use research and analysis to make informed decisions
3. Students will have the ability to write business letters, emails, resumes and reports
4. Students will have the ability to make effective oral presentations to both professional and general audiences.

2. Assessments:

- a. Assessment: Multiple Choice, True/False, Essay questions. Discussion Board. Written Papers.
- b. Module assessments are due on the date in the syllabus course schedule. Exams are not cumulative (except to the extent that one part builds upon another). Pay attention to the exam instructions for content. **Exams are time limited, you can stop and resume but the clock keeps running.**
- c. **It is a policy for this course that after the due date there will be no make-up or reposition for the work required; this policy includes all assessments, meaning; homework, exercises, assignments, and exams. Late of partially completed work not accepted for grading purposes.**

3. Course Grading:

The Blackboard does not take into consideration-missing grades when calculating the course grade (when the student does not take an assessment). The student needs to be aware and manually calculate the grade if this is the case. Also, for attendance purposes.

The projected cutoff point for As, Bs, Cs, and Ds are based on a 90%, 80%, 70%, and 60%, respectively.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. *[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]* The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Americans with Disabilities Act: Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Kathy Biddick in Student Services, Room C-102 Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. Email: kbiddick@sulross.edu .

(Assessments available until midnight on schedule due dates)

<u>Date</u>	<u>Chapter</u>	<u>Module</u>	<u>Assessment (Content area of the Blackboard)</u>
Feb 2	Ch. 1 Digital Transformation Disrupts Companies, Competition, and Careers Locally and Globally	1	Complete assessment for Chapter 1 Assessment available on 1/17/2023
Feb 9	Ch. 2 Information Systems, IT Infrastructure, and the Cloud	2	Complete assessment for Chapter 2 Assessment available on 2/2/2023
Feb 16	Ch. 3 Data Management, Data Warehouses and Data Governance	3	Complete assessment for Chapter 3 Assessment available on 2/9/2023
Feb 23	Ch. 4 Networks, the Internet of Things (IoT), and Edge Computing	4	Complete assessment for Chapter 4 Assessment available on 2/16/2023
Mar 2	Ch. 5 Data Privacy and Cybersecurity	5	Complete assessment for Chapter 5 Assessment available on 2/23/2023
Mar 9	Ch. 6 Business Intelligence, Data Science, and Data Analytics	6	Complete assessment for Chapter 6 Assessment available on 2/2/2023
Mar 23	Ch. 7 Social Media and Semantic Web Technology	7	Complete assessment for Chapter 7 Assessment available on 2/9/2023
Mar 30	Research Paper 1		Submit written assignment.
Apr 6	Ch. 8 Omnichannel Retailing, E-commerce, and Mobile Commerce Technology	8	Complete assessment for Chapter 8 Assessment available on 3/30/2023
Apr 13	Ch. 9 Functional Business Systems	9	Complete assessment for Chapter 9 Assessment available on 4/6/2023
Apr 20	Ch. 10 Enterprise Systems	10	Complete assessment for Chapter 10 Assessment available on 4/13/2023
Apr 27	Ch. 11 Artificial Intelligence, Robotics, and Quantum Computing Technology	11	Complete assessment for Chapter 11 Assessment available on 4/20/2023
May 4	Ch. 12 IT Strategy, Sourcing, and Strategic Technology Trends	12	Complete assessment for Chapter 12 Assessment available on 4/27/2023