

Brooklyn College
Department of Computer & Information Sciences

CISC 7532X [759X] Information Systems Management

Prerequisite: CISC 7500X [757X] Introduction to Management Information Systems

Synopsis:

CISC 7532X is more tactical than strategic and focuses on topics/companies within an industry context. All Information Technology (IT) issues are placed within a business context. The course addresses a mix of internal IT management issues and external roles within/impact on the overall enterprise. Students learn to use IT management techniques, IT tools and IT capabilities to affect different parts of the organization, “fix” operational problems and alter the competitive environment.

This course builds on the student’s underlying knowledge. Completion of CISC 7500, CISC 7534 and relevant experience will make the course more valuable to the student. However, the course is structured to support students who have only taken CISC 7500.

The Mythical Man Month provides the basis for student preparation of class presentations and handouts. Concepts from the Mythical Man-Month are examined independently and from an application perspective based on cases and real-life experiences to support or refute the hypotheses.

This course utilizes the case study method to highlight issues focused on in the text and class discussions. Students read appropriate chapters from the texts, the material is discussed in class as background to case studies, and then students are tested on this material. Students are required to compare different companies in the same industry with similar issues to analyze and explain rationale for differing courses of action.

Exams:

1. Written case studies throughout the term; presentation, paper and possible exam on Mythical Man Month; periodic unannounced quizzes and/or collected homework
2. Midterm and final exams may include case studies requiring application of material to real-life situations, ability to “communicate” in writing and capability to defend position (i.e. there is no “cookbook” right answer); short essay questions requiring exposition of concepts covered throughout term from the various texts; and/or multiple choice/fill-in type questions.

Topics:

Specific chapters and topics will be announced in advance.

Topics (cases are shown as examples and are subject to change):

1. Course synopsis, differences between the various graduate IS courses, expectations, reading material to be covered, experience survey and grading structure
2. Strategic Thinking – Fast Food Industry
McDonald's case
3. Solving Problems – Specialty Retail
The Limited, Inc. case
4. Networks and Telecommunications – Wholesale
U. S. Robotics case
5. Operations and Transactions – Retail Sales
Home Depot case
6. Decisions in Business Areas – Package Delivery
Federal Express and United Parcel Service cases
7. Database Management - Airline Management
American Airlines and Southwest Airlines cases
8. Models and Decision Support – Computer Hardware
Dell Computer and Gateway cases
9. Complex Decisions and AI – Small Franchises
Blockbuster Entertainment case
10. Organizing IS Resources – Financial Services
Fidelity Investments and Charles Schwab cases
11. Integration of Information - Automobile
Ford and General Motors cases
12. Mythical Man Month – Selected chapters assigned to each group for preparation of class reference handout and oral presentation
- Concepts from Mythical Man Month are related to industries and issues in primary text
13. Assigned chapters from texts as listed above

Book List --

Required: (Tentative Chapters – not listed in order of coverage (chapters will be assigned), additional or alternate chapters may be inserted)

1. Management Information Systems –
Solving Business Problems with Information Technology
Gerald Post and David Anderson
Fourth Edition, 2006
Irwin McGraw-Hill
ISBN 0-07-294779-9
Chapters: 1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 13
Cases at the conclusion of each chapter

2. Schaum's Quick Guide to Great Presentations
Templeton-Fitzgerald
McGraw Hill, 1999
ISBN 0-07-022061-1
Reference Book

3. The Mythical Man-Month
Frederick P. Brooks, Jr.
Anniversary Edition
Addison-Wesley, 1995
ISBN 0-201-83595-9
All Chapters

4. Merrill Lynch's How to Read a Financial Report
Needed to Analyze Cases
Will be Available on Blackboard