COURSE TITLE BLACKBOARD SITE	**INT 4303 IT Business Strategies** Fall 2011 – http://my.ltu.edu and select CRN 1531
INSTRUCTOR	Robert Montgomery, Adjunct Professor, College of Management Telephone: 248.867.0245 E-mail: Rmontgome@LTU.edu Online Chat Office Hours: upon request Telephone Office Hours: upon request
SCHEDULE	September 5 – December 9, 2012 Refer to http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp for the last date to withdraw and other important registration related information.
LEVEL/ HOURS PREREQUISITE	Bachelors Degree / 3 semester credit hours **Course Prerequisites:** INT 3023 - Information Technology Inaugural plus Upper class (Junior/Senior) status
REQUIRED TEXT (See Blackboard for additional resources)	Required Course Pack available online only through Xanedu titled: **INT4303- Fall 2012**. www.xanedu.com
ADDITIONAL RESOURCES	LTU Online student resources: http://www.ltu.edu/ltuonline/
TECHNICAL SUPPORT	Technical support for using Blackboard is provided by the Helpdesk, 248.204.2330 or helpdesk@ltu.edu. . Send the Help Desk a form detailing any issues by clicking here http://tinyurl.com/3yqrvne.

COURSE SCHEDULE FOR TRADITIONAL SEMESTER COURSES

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. Each subsequent week starts on a Monday and ends on a Sunday. See Course Calendar for more details on due dates.

Dates	Modules	Topics / Readings	Assignments Due
Week of Sep 5 – Sep 9	Module 0	TMAY, Reading: Case analysis DoCoMo Sample Case	Short Form Analysis Wiki Edits DoCoMo
Week of Sep 10 – Sep 16	Module 1	Netflix (SWOT)	Forum 1 Short, Full Form Analysis Wiki Edits Netflix
Week of Sep 17 – Sep 23	Module 1	Netflix (SWOT)	Forum 1 Short, Full Form Analysis Wiki Edits Netflix
Week of Sep 24 – Sep 30	Module 2	HKColo Case (SWOT)	Forum 2 Short, Full Form Analysis Wiki Edits HKColo
Week of Oct 1 – Oct 7	Module 2	HKColo Case (SWOT)	Forum 2 Short, Full Form Analysis Wiki Edits HKColo
Week of Oct 8 – Oct 14	Module 3	HKColo Sample (Porter)	Short, Full Form Analysis Wiki Edits HKColo
Week of Oct 15– Oct 21	Module 4	IMAX Case	Forum 3 Short, Full Form Analysis Wiki Edits IMAX
Week of Oct 22 –Oct 28	Module 4	IMAX Case	Forum 3 Short, Full Form Analysis Wiki Edits IMAX
Week of Oct 29 – Nov 4	Module 5	Apple 2012 Case	Forum 4 Short, Full Form Analysis Wiki Edits Apple
Week of Nov 5– Nov 11	Module 5	Apple 2012 Case	Forum 4 Short, Full Form Analysis Wiki Edits Apple
Week of Nov 12 – Nov 18	Module 6	Dairy Farm Group Case	Forum 5 Short, Full Form Analysis Wiki Edits DFG
Week of Nov 19 – Nov 25	Module 6	Dairy Farm Group Case *Light Week: Thanksgiving*	Forum 5 Short, Full Form Analysis Wiki Edits DFG
Week of Nov 26 – Dec 2	Module 7	TJX Case	Forum 6 Short, Full Form Analysis Wiki Edits TJX
Week of Dec 3 – Dec 9	Module 7	TJX Case End of Course Evals	Forum 6 Short, Full Form Analysis Wiki Edits TJX

STUDENT EVALUATION

The course has the following assignments totaling 721 points. Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

Assignments	Points
5 Short Form Cases @ 65 points each	325
1 Full Form Case @ 130	130
Participation: 6 Forums @21, 7 Wikis@20	266
Total Points	721

Class Points	Letter Grade
96 and above	A
90 – 95	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
73 – 76	C
70 – 72	C-
61 – 69	D (Undergrad Only)
60 and below	E

Note: Grades lower than a "B" fall below the LTU graduate standard

EDUCATIONAL GOALS

Course Overview:
This course focuses on the ultimate goal of solving business problems with technology and/or solving business problems in the world of technology. Students' will apply the knowledge and skills acquired from all areas of study during their undergraduate BSIT experience to analyze and develop solutions to address business challenges. This journey is taken via extensive use of case studies and outside readings.

STUDENT LEARNING OBJECTIVES / OUTCOMES

This course will strengthen proficiency in analytical and problem solving skills through application of information technology solutions in business situations.

The students will be exposed to 'real world' situations through case studies in order to prepare them to work in the industry. The following are expected, but not limited, outcomes:

- Apply Business and IT concepts drawn from entire BSIT program.
- Demonstrate communications skills, through case study write-ups.
- Apply tools such as SWOT and Porter 5 Forces to evaluate business situations involving technology.
- Demonstrate case-analysis and case-development skills.
- Analyze business problems and apply appropriate technological solutions.
- Demonstrate ability to articulate, and defend thoughtfully constructed positions on business situations and IT solutions.

Prerequisite Skills

INT 3023 - Information Technology Inaugural
Upper class (Junior/Senior) status

INSTRUCTIONAL METHODS AND COURSE ORGANIZATION

A variety of instructional methodologies are used in this course. List the specific methods used in your course, which may include but are not limited to:
Blackboard Learning Environment – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, streaming videos, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.
Student/Instructor Conversations – Students keep in touch with the instructor via e-mail messages, telephone conference calls, and IM conversations.
Self-Assessments – Pre- and post- self-assessment tools will help students measure their entering skills and progress during the course.
Required Reading – Cases should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.
Assignments – Case Studies: 7 case studies will comprise the bulk of the points available. Discussion Forum- 6 discussion forums will be posted.

CLASS POLICIES AND EXPECTATIONS

I plan to offer you a valuable learning experience, and expect us to work together to achieve this goal. Here are some general expectations regarding this course:

Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under "Blackboard Tools", then "Personal Information"** and send an email to me to store your email address in my directory.

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. It is important to contact the instructor as needed to discuss personal needs regarding course requirements and assignments.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.

All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I encourage you to participate in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:
- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments and suggestions with each assignment.
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.

If any of these points need clarification, or should special circumstances arise that require my assistance, please contact me so that we may discuss and resolve the matter.

PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS

A three-credit course generally requires <u>at least</u> nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 14-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.
- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend <u>at least</u>:
  - 8-9 hours preparing your case study review;
  - 24-40 hours working with your group on the three parts of your semester-long project;
  - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your academic, work, and personal time effectively.

The course calendar is particularly useful in managing your time and assignments for this course. The course calendar can be found on the Blackboard course site in the Syllabus section.

ASSIGNMENT DETAILS

This Course is 100% case-based. See the sample short form and full form assignment templates. Students' proficiency will be graded based on how well they execute the SWOT and Porter 5 Forces tools, for example. Expectation is that students will typically support their positions with 3-4 support attributes drawn directly from the case being analyzed.

Please note that you should not submit any assignments to the Blackboard "Digital Drop Box." All case assignments are submitted using the Blackboard "Safe Assign" function. Students will also participate in discussion board and Wiki posting activities.

Short Form Case Report Template   INT4303

Student Name:
Course: INT4303
Date:
Case Name: **DoCoMo**
Brief Description of Case (<5 sentences)
Strengths (<5 sentences)
Weaknesses (<5 sentences)
Opportunities (<5 sentences)
Threats (<5 sentences)
1 key observation/point (<5 sentences)
Case Feedback: Did you find the case interesting? Did you think it was useful?   Would you recommend that it be used again for the next time this class is taught? I would definitely recommend this case be used for subsequent classes for the aforementioned reasons.
Honor Pledge: *"I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own."*

Full Form Case Report Template   INT4303

Student Name:
Date:
Case Name: **IMAX**
1. Case Introduction BRIEF overview of the firm(s) involved in case, history, the nature of the challenge facing the firm, and what you are going to address in this write up.

2. The Industry
    Detailed history- origins, growth, mergers/divestitures, leadership changes… Present the facts that appear to be most relevant to your case analysis. Focus especially on the areas that you think affects the case outcome.
    Current state of the Industry- Growing, shrinking, healthy, ailing, changing, stagnant.
    Strategic direction- Present any information on the vision, mission, objectives of the firms- What business to the leaders think they are in?   What is/are the long term competitive strategies? Etc.
Identify what 3 industries IMAX is considered a part of*

3. Industry Analysis- Perform an Industry Analysis using the Porter 5 forces. Draw from the details presented in the previous 2 sections if necessary. When providing the 5 forces please indicate the magnitude of each force and then provide supporting statements that lead you to your answer. For example: the Degree of Intensity of Rivalry is "High, Medium, or Low". Then use as many of the 10 influences shown in the reading as possible in support. **Rivalry** (High/Medium/Low), **Threat of Substitutes** (High/Medium/Low), **Buyer Power** (Buyer=Retail stores) (Strong/Weak), **Supplier Power** (Suppliers L&F, etc.) (Strong/Weak), **Barriers to Entry** (High/Low).

4. Recommendations
    Should IMAX move into the mainstream and show more Hollywood content?
    Should IMAX look for a studio to align with (perhaps become part of a studio?

Honor Pledge: : *"I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own."* **Students Initials:**

Clearly define the architecture of the paper. Use headings to set off the content that follows. Diagrams, charts, graphics are encouraged to present the facts or analysis. Case analysis should be free from typos, grammatical errors, and spelling errors.
I would expect this Full Form Case write up to be 5-10 pages in length- using **APA** formatting (margins, double spacing…)

1. Attendance - Students are strongly encouraged to keep up to date with assignments. Assignments are due when scheduled and must be delivered as required by the instructor. Exams must be taken when scheduled unless personal emergency (illness, death in the family, etc.) occurs and the student notifies the instructor as soon as possible. Whenever students are unable to attend a scheduled synchronous class meeting (chat, for example) they are encouraged to notify the instructor by phone or electronic mail before the meeting time. There is always the potential for severe weather since this is Michigan. However, since this is a fully online class, it is unlikely that weather will be a factor. Students should either listen to a local radio station such as WJR 760 AM, WWJ 950 AM and WXYT 1270 AM or TV broadcast such as WJBK (FOX) TV-2, WDIV TV-4 or WXYZ TV-7.

2. Conduct - Students are expected to conduct themselves in a professional manner at all times and to be courteous to their classmates.

3. Honesty - Students are expected to do their own work at all times. While it is acceptable to discuss homework and other assignments with others, students should first attempt to solve assigned work themselves. Copied work from another is in no way acceptable. The LTU Student Handbook defines Academic Dishonesty as:

    a. "Academic dishonesty includes plagiarism, cheating, forgery, or other acts that deceive or defraud in regard to a student's own academic work or that of others."

4. Any cheating on a homework assignment or extra credit assignment will result in a grade of zero for that assignment. Cheating on major projects or a second offense of cheating on a minor assignment will result in ***a failing course grade and a recommendation to the Dean that the student be expelled***. All students must submit original work done. Highlighting and copying text from a website and then pasting the text into your paper is strictly forbidden and will result in a grade of 0 and will be considered a cheating offense. Students must cite all sources using an academically accepted citation style such as APA. The instructor will check periodically to ensure that all papers and assignments are original. Additionally the instructor will use multiple versions of an exam. Please review and understand the following "Academic Integrity Guidelines":

Academic Integrity Guidelines

Introduction
Academic honesty is an important character trait for all students. While students often feel pressure to earn high grades while in school, after graduation few employers dwell on a student's grades. One's honesty, however, is always important to employers, family and others that students eventually come in contact with. Students benefit themselves in the long run when they work honestly, accepting their grades and avoiding the temptation to cheat.

Components
In all College of Management courses, students are expected to:
- Submit original work done by the student, specifically for the course. This means that it is wrong to submit work done by someone else or work the student has done in a prior course.
- Cite (that is reference) all sources from which the student received help. This means that one's papers must indicate where quoted or paraphrased material has come from.
- Work without assistance from peers or books (unless permitted by the instructor) during examinations. This means that it is unacceptable to copy work from a peer during an exam or to consult material that the instructor has not authorized.

Homework
In completing homework assignments, instructors expect that students will attempt to solve assigned problems by themselves, or, only if permitted by the instructor, by a group of students. Normally, instructors allow for general discussion between students about how to solve a problem. In no case, however, is it acceptable for one student to copy a solution from a peer.

Technical Assignments
Technical assignments (such as computer programs) are to be developed by a student's (or team of students if permitted by the instructor) independent effort. As with homework, general discussion between students on how to approach a problem may be acceptable. It is unacceptable, however, to copy a peer's program and submit it as one's own work.

Term Papers
Students may be assigned term papers in their LTU coursework. In grading such papers it is important for instructors to know which ideas are the student's own thoughts and which are either copied or paraphrased from another source. Hence, students must cite their sources using a standard style guide, such as American Psychological Association (APA).

Sanctions
See Policy 3 and 4 above.

SYLLABUS ADDENDA

Please see the LTU Online "Current Students" web site http://www.ltu.edu/ltuonline/ for comprehensive information about Lawrence Tech's academic services, library services, student services, and academic integrity standards. The content of this web site is explicitly included in these syllabus requirements.

The LTU Online "Current Students" web site also includes grading rubrics used by your instructor to evaluate written assignments, discussion forum participation, and group assignments. Please note that the SafeAssign anti-plagiarism product will be used for written assignments submitted for this course. Please see the instructions included on the eHelp web site regarding the use of the SafeAssign product.

Undergraduates: Leadership Transcripts

The leadership transcript enables students to track co-curricular activities that are undertaken above and beyond the requirements of the LTU curriculum. The leadership transcript serves students by enhancing the leadership portfolio; providing the opportunity for a transcript of distinction; enhancing their resumes; and assisting in articulating leadership experience. It can be accessed by logging on to Banner Web and clicking the Student and Financial Aid tab. Leadership Activities is located at the bottom of the list.