

Brooklyn College  
Department of Computer & Information Sciences

**CISC 7534X [758X] Information Systems Planning and Policy**

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

**Synopsis:**

**CISC 7534 is strategic in nature and focuses on Information Technology's (IT's) external roles, its impact on the overall enterprise, internal and external organizational issues, and an in-depth discussion of the types of IT planning including techniques for determining the optimum process for a particular organization at a particular point in time.**

**The information covered in CISC 7500 gives students a better background on which to build for this course. Students, especially those without a CISC undergraduate degree, who have not taken 7500 are at a disadvantage and 7500 is now a prerequisite.**

**All lectures relate the subject matter to case studies, real-life situations and/or student experiences. In addition, students are required to prepare at least two formal case studies, which are discussed and dissected in class. The planning assignment requires students to apply lecture material, complete research, prepare a handout and present their recommendations to the class.**

Exams:

1. Minimum of two case studies prepared by students 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) and discussed in class
2. Planning Assignment and Presentation to propose, detail and defend plan and development process for one of several type organizations
3. Periodic unannounced quizzes and/or collected homework
4. Midterm and final exams

Topics:

1. Course synopsis; differences between 7500, 7534, 7532, and 7540; expectations; reading material to be covered; experience survey and grading structure

2. Information Technology (IT) – business perspective, management concepts and challenges, contemporary approaches, role of IT within overall organization, relationship of IT to type of organization and positioning within its market, methodologies for IT effectiveness assessments – e.g. capability maturity model
3. Effects of IT on Strategy and Competition – IT value chain analysis, manageable trends, different approaches, assimilating new technologies, IT and business strategy, using systems for competitive advantage, risks of IT success
4. Information, Organization and Control – traditional organization design models, independence and interdependence, evaluation of organization effectiveness, IT architecture vs. IT organization vs. overall organization – relationships and impacts, role of organization “culture,” value creation, “Information Age” organizational options
5. Information, Management and Decision Making – individual and organizational models of decision making, pressures toward user dominance and toward IT control, coordination of IT policy, IT impact on overall management process, centralization vs. decentralization and hybrid models
3. Redesigning the Organization with IT – evolution and revolution, systems as planned change, business value of IT, IT architecture and value creation, implementation issues, merging islands of automation, is IT only a means to an end?
4. Information Systems Planning – strategic, tactical and operational planning – differences and similarities, level of formality, linkage to business plans, alternative processes and deliverables, credibility issues, participants in the process, assessment of plan impact on IT and overall organization, determination of appropriate planning posture for a given organization
5. Management Processes – management control issues, results control, audit processes, portfolio approach, types of risk, contingency approach to management, evaluation methodologies
6. Firm and IT infrastructure and architecture – business and technology drivers, enterprise computing – vision and reality, industrial networks, evaluation of organization “readiness”
7. Electronic Commerce and Electronic Business – what is new and what is the same, management challenges and opportunities, internal vs. external implications, risks of techno centric view vs. business enabler
8. Human and Ethical Issues – ethical concerns contrasted with legal concerns, impact on employees and customers, cultural differences, corporate image issues

9. In-depth case study discussions – minimum of two (representative list though assigned cases may not be listed here)
- a. A Tale of Two Airlines in the Information Age
  - b. Taco Bell, Inc.
  - c. Frito-Lay, Inc.
  - d. MicroAge, Inc.
  - e. Xerox
  - f. Sears
  - g. A Tale of Two Cities' Information Systems
  - h. Citigroup

### **Book List**

#### **Required:**

1. Corporate Information Strategy and Management  
Text and Cases  
L. M. Applegate, et al  
Eighth Edition, 2009  
Irwin/McGraw-Hill  
ISBN 0-07-340293-1  
**Chapters: Intro, 1 with Appendices, 2, 3 with Appendix, 4, 5, 9, 10 with Appendix**
2. IT Strategy in Action  
McKeen and Smith  
Pearson Prentice Hall, 2009  
ISBN-13 9780136036319  
**Chapters: 2, 3, 4, 11, (12), (14), 17, 18**
3. Schaum's Quick Guide to Great Presentations  
Templeton-Fitzgerald  
McGraw Hill, 1999  
ISBN 0-07-022061-1

#### **Optional:**

1. Strategic Planning for Information Systems  
Third Edition, 2002  
John Ward and Joe Peppard  
John Wiley & Sons  
ISBN 0-470-84147-8  
**Chapters: 2, 3, 6, 8, 12**