

**University of Wisconsin-Milwaukee
School of Business Administration**

216-438-001, 216-495-001, & Global 202

GLOBAL INFORMATION SYSTEMS MANAGEMENT/GLOBALIZATION & TECHNOLOGY
Fall 2004

Monday/Wednesday 2:00-3:15pm

Location: BUS N110

Instructor: En Mao
Office: BUS N351
E-Mail: enmao@uwm.edu
Phone: 229-4556
Office Hours: Monday 1:20-1:50 pm
4:00-5:00 pm Others by appointment
Mailbox: 4th Floor by the elevator

Prerequisites

Junior standing; Grade of “C” or better in 216-335, or consent of instructor.

Course Description, Goals and Objectives

This course deals with developing an understanding of the management issues surrounding the effective deployment of information technology (IT) and information systems (IS) in different regions of the world. The course views global information technology from several perspectives – from the level of the global marketplace through that of multinational organizations to that of cross-national teams. It considers strategic and operational issues, the significance of rapidly advancing information technology, and leadership and quality issues relating to information technology. The role of IT, including the Internet and web-based IT applications in the global marketplace will also be focused on.

Topics

- Globalization of the Marketplace
 - The Global Marketplace
 - Information Technology and the Global Marketplace
 - Regional, Workforce, and Legal Issues
- Global IT: Planning and Strategic Implications
 - Global Business Drivers and Strategies
 - Cultural Issues
- Global Issues in Telecommunications
 - Global Telecommunications Standards
 - Global Network Architecture and Infrastructure
- Management of Global Information
 - Transborder Data Flows in MNCs
 - Global EDI, the Internet and Electronic Commerce
- Integrating Technology, Systems, and People across the Globe
 - Global Software Development
 - Enterprise Resource Planning in a MNC
 - IT outsourcing from a Global Perspective

Course Requirements & Expectations

The course will be conducted through a combination of class discussions, case studies, video presentation, guest speakers, a lab, and a team project.

As this course is emerging in nature, class discussions are critical, greatly encouraged, and expected. In order to contribute to the discussions effectively, students should read the assigned reading prior to coming to class.

Exams

An in-class, closed-book, examination will be given mid-term and at the conclusion of the course and will cover the material discussed in class, assigned readings, and may also include the themes emerging from the case discussions. The exam may consist of some combination of short essay questions, multiple choice, definition matching, and short case analyses. The second exam will cover material from the mid-term exam forward and will not be cumulative. No make-up exams will be given except under extreme circumstances, and only when permission is received from the instructor in advance when possible.

In Class Exercises and Participation

A portion of the course grade is based on class participation and in class exercises. In class exercises are generally unannounced and can not be made up.

Article Write-Up

Each student will select one article during the course of the semester for write up. The write-up is no more than one-page long (single-spaced; typed; page margins should be set to 1" all around; font 12pts Times New Roman). It should have two parts: Summary and Opinions. Summary should be one-paragraph highlighting the key points of the reading.

The opinion part should contain approximately 2-3 paragraphs. This part should reflect your opinions, comments and thoughts on the material covered in the reading. You may base it on your experience and/or other available literature (e.g., resources listed in the syllabus and the Internet). You should state whether you agree or disagree with the authors and clearly state your argument.

The article write-up is due at the beginning of the class on the day it is discussed in class. No late article write-up will be accepted.

Case Analysis Report

Based on the above case study, write a critical report. This should consist of your group's critical analysis of the situation. This should not merely be a restatement of the facts. Case report is due at the beginning of the class in which the case is scheduled to be discussed. The report should consist of the following sections (*8-10 pages excluding the title page, executive summary, and references*):

1. **Executive Summary:** This should be a short summary of the contents of the report. It should lay out the major findings of the report.
2. **Body of the Report:** This should be a detailed report of the findings of the team. And should contain at least the following subsections:
 - a. **Introduction:** This section should present a brief overview of the scope and structure of the report.
 - b. **Background:** This section should review the firm's history, management structure, using an industry analysis identify the competitive position of the firm in its industry/market with emphasis on how it relates to MIS. It will be to your advantage to do additional research/analysis on the firm and its industry. However, please provide citations in the body of the report and a list of references in the bibliography.
 - c. **SWOT Analysis:** This section should identify and highlight the unique strengths, key weaknesses, important opportunities, and major threats that the firm faces. While problems and issues relating to MIS ought to be the primary focus do not ignore other types of problems because they may be the root cause of the current predicament.
 - d. **Recommendations to Management:** This section should suggest alternative solutions to the previously identified problems/issues and opportunities to the management of the firm. The solutions should be well justified, be practically viable and reasonable with due recognition of the firm's strengths and weaknesses. Ensure that proposed solutions are clearly linked to the identified problems and opportunities. Outline in detail an action plan for the implementation of your chosen set of recommendations.
 - e. **Concluding Remarks:** This section should be a brief summary of the major conclusions that emerged from your study. Also provide some closing comments to the management.

The report should be double-spaced; typed; page margins should be set to 1" all around; font 12pts Times New Roman). Late case analysis report will be assessed a penalty of 10% of the total points. The penalty doubles by day.

Semester Project

Select a country/region of your choice. The country paper should be about 10-12 double-spaced pages (not including references, figures and tables). Should have at least 7-10 references.

In this paper, you will describe the diffusion and status of **information systems** in your “selected” country. Additionally you will describe problems, issues, opportunities, and possible solutions and strategies for IS growth. You may touch on other pertinent issues in the country, such as: culture, ethics, terror, security, privacy, government, education, etc (no more than two pages).

In the last part (1-2 pages) of the paper, select a company (you select) that is considering moving into this country and provide an overview of the organization (one paragraph). Then, based on your findings, offer your recommendations to the management of the company regarding the IT strategies, challenges, problems, solutions, etc. moving into the country.

The project will be presented in class. No late project will be accepted. All must contribute to the project. If a student does not make any contribution, he/she will receive a zero grade for the project and potentially fail the class.

Grading Policy

Course grades will be based upon the following:

Mid-Term Exam	20%
Final Exam	20%
In Class Exercises and Participation	15%
Article Write-up	5%
Case Analysis Report	10%
Semester Project	20%
<u>Project Presentation</u>	<u>10%</u>
<i>Total</i>	<i>100%</i>

Grading scale (Percentage)

A	100.00 – 93.00	C	<77.00 – 73.00
A-	<93.00 – 90.00	C-	<73.00 – 70.00
B+	<90.00 – 87.00	D+	<70.00 – 67.00
B	<87.00 – 83.00	D	<67.00 – 63.00
B-	<83.00 – 80.00	D-	<63.00 – 60.00
C+	<80.00 – 77.00	F	<60.00

Drop / Withdrawal Information

This information is available each semester from Undergraduate Student Services (x5271).

Collusion/Plagiarism

All material turned in for this course should represent your original work, and your work only. Semester projects should represent the original work of only the team's members. All forms of collusion and/or plagiarism are unacceptable. Academic dishonesty in any form will result in all parties involved receiving no credit for the assignment. Further disciplinary measures may be used in accordance with the UWS academic misconduct procedures (UWS Chapter 14).

Statement of Academic Misconduct

Chapter UWS 14, entitled "Student Academic Disciplinary Procedures," of the Wisconsin Administrative Code contains rules enacted by the University of Wisconsin Board of Regents that apply to all University of Wisconsin-Milwaukee students. Section 14.01 states, "The Board of Regents administrators, faculty, academic staff and students of the University of Wisconsin System believe that academic honesty and integrity are fundamental to the mission of higher education and of the University of Wisconsin System. The University has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Student who violate these standards must be confronted and must accept the consequences of their actions."

Statement of Sexual Harassment

Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the careers, educational experience, and well being of students, faculty, and staff. The University will not tolerate behavior between or among members of the University community which creates an unacceptable working environment.

Discriminatory Conduct

The University of Wisconsin-Milwaukee remains steadfastly committed to the principles of academic freedom. This commitment requires an equally strong obligation to foster respect for the dignity and worth of each individual. Without this respect, the principles of academic freedom become meaningless. Moreover, relationships such as student-faculty and employee-supervisor have inherent power differences that compromise some persons' ability to protect their own rights. Therefore, this University must provide an environment that respects the value of each individual and which does not tolerate discriminatory conduct of any kind.

University Policies Regarding Change of Registration/Adding and Dropping or Withdrawal from Classes

After initial registration, students have the opportunity to modify their class schedule by adding, dropping or withdrawing from classes during specific periods prior to the start of the semester. Such changes can be made without financial penalty until shortly before the start of the term (or before the start of a particular summer session). However, significant financial penalties can apply for changes made beyond the appropriate deadline, and some departments have unique deadlines and approval requirements governing how and when students may add and drop particular courses. Some academic programs also require their students to obtain specific approval for adding or dropping courses. Consult the most recent *Schedule of Classes* for dates, deadlines and procedures or contact the Business School Undergraduate Student Services office.

University Policies Regarding Repeating Courses

Unless a restriction is stated in the *Schedule of Classes*, undergraduates may repeat any course **only once**. Under exceptional circumstances, one more repeat may be allowed following approval of a written appeal to the advising office of the student's school or college. Except in the case of courses with variable content (which may be repeated for credit as often as permitted for that particular course, as specified in UWM Bulletins), both grades earned for repeated courses will appear on the student's academic record, but only the higher grade will be calculated into the grade point average. Students illegally repeating courses will be dropped, and "WR" will be assigned to the course on the student's academic record.

Students who took a course as a repeat prior to Fall 1988 are entitled to one additional enrollment. Transfer students who did not previously take a course at UWM are entitled to one repeat at UWM of a course taken at a previous institution.

In courses of limited enrollment, qualified students who have not taken the course previously have priority. It is generally advisable for any student to consult an advisor before registering to repeat a course.

University Policy Regarding Incompletes

You may be given an incomplete if you have carried a subject successfully until near the end of the semester but, because of illness or other unusual and substantiated cause beyond your control, have been unable to take or complete the final examination or to complete some limited amount of course work. An incomplete is not given unless you prove to the instructor that you were prevented from completing the course for just cause as indicated above.

Since Fall 1988, undergraduates have been required to complete a course marked incomplete during the first eight weeks of the next semester of enrollment (excluding summer sessions). An extension to the end of the semester is possible if extenuating circumstances prevent you from completing the required course work during the first eight weeks.

Extensions must be recommended by the instructor and approved by the dean of your school or college. If you do not remove the incomplete during the first eight weeks of the next semester of enrollment, the report of I will lapse to F. Audits will lapse to U. Credit/No Credit will lapse to No Credit. If you do not enroll for the next semester, the report of I will lapse to W (withdrawal) after one year.

University Change of Grade Policy and Procedures

The following is from UWM Faculty Document No. 1927, May 12, 1994, entitled "Policies on Grading and Grade Records". Grade or Record Changes. Instructors may not change a semester grade after the grade sheet has been submitted to the Registrar except for an inadvertent error in determining or recording the grade. Any change in a student's grade or record, including retroactive change to drop, withdrawal, or incomplete, must receive the approval of the Dean of the School or College in which the student was enrolled at the time the course was taken.