COURSE TITLE: Strategic Application of Information Technology

COURSE NUMBER: ISM 455

Students completing an online section of ISM455 will be required to present their IT strategies on specific days and times using Blackboard Collaborate. Students will need computer headsets with earphones and microphones.

I. RATIONALE

This capstone course will involve identifying, analyzing, planning and reflecting on a current business/IT system. It will involve a project, approved by the instructor that includes an existing organization or case study. Business processes and the IT assets and resources that support them must be included as well as a recommended strategy for improvement by the student. The review will also include the concepts studied in the preceding core courses. A final report and presentation will be required.

II. MAJOR INSTRUCTIONAL GOALS

Goal 1: Understand the role of IT in meeting strategic business objectives.

Learning Outcomes: The student will be able to:
- Describe the competitive forces that shape different business strategies and the role of IT in enabling strategic objectives;
- Determine the importance of business stakeholders, including external partners, customers, and internal sponsors and influencers, for significantly impacting the success or failure of strategic IT initiatives.

Learning Assessment: Presenting assigned Case Study solutions

Goal 2: Understand how IT can be used for competitive advantage in the external marketplace.

Learning Outcomes: The student will be able to:
- Define the roles in the typical external value network of a business;
- Understand ways IT can improve efficiencies and visibility across the external value network;
- Identify how IT can enable a business to reach new markets;
- Describe how IT can be used to strengthen relationships with customers and business partners;
- Recognize the potential for IT to restructure the relationships within an industry (e.g., channel disintermediation).
ISM455 IDEA Objectives: 

E= 3
I= 8,9,12

Learning Assessment: Presenting assigned Case Study solutions

Goal 3: Understand how IT can significantly improve internal business operations and decision making.

Learning Outcomes: The student will be able to:
- Describe the typical business processes in the internal value chain of an organization;
- Illustrate ways to use IT to increase efficiencies within the value chain to cut costs and accelerate cycle times;
- Define ways to couple IT with existing products and services to deliver new offerings;
- Identify how IT can improve the predictive models and analytical capabilities of the business;
- Understand how IT can accelerate effective decision-making within the business;
- Recognize the potential for IT to enable re-engineering of the business operations.

Learning Assessment: Presenting assigned Case Study solutions

Goal 4: Become familiar with the systems approach to business problem solving.

Learning Outcomes: The student will be able to:
- Recognize and define a business problem or opportunity using systems thinking which focuses on the interrelationships in complex environments;
- Identify and evaluate alternate technology-based solutions;
- Develop the rationale for the proposed technology-based solution consistent with the business objectives.

Learning Assessment: Presenting assigned Case Study solutions

Goal 5: Demonstrate professional presentation, written and oral communication abilities.

Learning Outcomes: The student will be able to:
- Produce well-written proposals to describe information technology-based solutions to help achieve business objectives;
- Use presentation aids to present technology-based solutions to address business opportunities or problems.

Learning Assessment: Presenting assigned Case Study solutions

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III. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

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