BRMB-5220 Information Systems in the Digital Enterprise
Syllabus
Winter, 2020

I. Instructor
Kurt Wedgwood

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Office Hours: Monday mornings or afternoon by appointment PIGT 516

II. Class
Time: 9:00 am – 12:00 pm Mondays
Room: Chardin Hall. Main level. North end last class on the left.

III. Course Description

Information Systems in organizations is a critical piece of differentiation for many companies.
This course will provide a baseline understanding of Information Systems and will seek to push
students more experience to elevate a level of IT in an organization or in an entrepreneur path.
Starting with the user experience through information processing and the system’s governance
and organizational impact, this course will provide overviews of the key components of
Information Systems married with industry leaders sharing their experiences and immersive
class projects and discussions. While not all students will become a CIO, all students will need
to know the core fundamentals of the systems with which their organizations or adjacent
companies or providers of value leverage information systems. The class will discuss a number
of frameworks and models that currently guide technology decisions for many large
organizations while providing direction for entrepreneurs and small business information system
needs. Students will be expected to draw on knowledge gained through readings, lectures, and
case studies to understand and evaluate the value of technology in their own work
environments. By the end of this course, students should have a firm grasp of:

- the basic components of an organization’s information system architecture
- an understanding of the information system development process
- the impact that new technologies will likely play (Internet of Things, Blockchain, Machine
  Learning, Quantum Computing, Cloud, etc.)
- how a typical IT organization is structured
- the trade-offs of insights, personalization, security and privacy
IV. Readings

- Coursepack for Winter BRMB 5220
- eBook: https://opentextbook.site/informationsystems2019/
- Lecture Notes – will be available the day following on Canvas

V. Learning Objectives

- Understand the role of IS in an organization and between organizations
- Demonstrate proficiency in how IS is run in an organization
- Demonstrate an understanding of emerging technologies
- Apply new methods such as Garage, Agile, Scrum

VI. Requirements and Grading

1. Weight of Each Requirement

   Individual Assignments: 20 %
   Midterm Exercise 20 %
   Final Paper & Presentation: 40 %
   Class Participation: 20 %

2. Class Attendance and participation

   You are expected to attend all the sessions and to come to the class on time. It is expected that in the event of a guest speaker, respect will be demonstrated all devices are to be closed/turned off unless the speaker has a digital exercise. We are representing Seattle University and the speaker’s brand experience starts and ends with the students. Participation is based on providing meaningful input to the class during exercises and discussions. Involvement outside of the class will only increase your score. Opportunities abound in the Seattle Area (including at Seattle U) for technology interaction. Attendance will not be scored, however, a missed class will result in a 5% reduction in possible points (meaning the maximum score in participation will be 15% of the total participation grade).
3. Grading Policy

Individual assignments will be worth 100 points. All the assignments should be turned in via canvas prior to the beginning of class to not be considered late. Late assignments may be accepted and will be subjected to penalty of 10% of the possible points if posted after the start of class and an additional 10% penalty for each subsequent day. After 5 days a score of zero will be posted. The class is also weighted heavily on a full-term assignment. Details will be discussed during the first class.

Grading scale: A=92.1% and above A- = 90-92, B+87.1-89.9%, B = 82-87, etc. Any grade on the bubble will be lifted when a strong effort is evidenced in the class or assignment. The ‘old college try’ is meant to be applied, this is the time to put in the sweat, learn and be rewarded even if the answer may appear “wrong”.

VII. Academic Honesty

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at the address below:

http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm

If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

VIII. Disability

If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
## Tentative Class Schedule

### Our Planned Schedule

<table>
<thead>
<tr>
<th>Jan 6</th>
<th>Jan 13</th>
<th>Jan 20</th>
<th>Jan 27</th>
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<tr>
<td><strong>Information Systems Landscape</strong></td>
<td><strong>Jan 13</strong>&lt;br&gt;1. Design Thinking Process&lt;br&gt;2. UX/IX</td>
<td><strong>Jan 20</strong></td>
<td><strong>Jan 27</strong>&lt;br&gt;1. Role of ERP&lt;br&gt;2. Cloud</td>
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<td><strong>Feb 3</strong>&lt;br&gt;1. Data Analytics&lt;br&gt;2. Machine Learning</td>
<td><strong>Feb 10</strong>&lt;br&gt;1. Hardware&lt;br&gt;2. SW&lt;br&gt;3. Networks</td>
<td><strong>Feb 17</strong>&lt;br&gt;OFF</td>
<td><strong>Feb 24</strong>&lt;br&gt;Blockchain</td>
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<td><strong>March 2</strong>&lt;br&gt;1. Middleware&lt;br&gt;2. Governance&lt;br&gt;3. Security</td>
<td><strong>March 9</strong>&lt;br&gt;1. IT Orgs&lt;br&gt;2. Career Paths&lt;br&gt;3. Future of IT</td>
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<td><strong>March 16</strong>&lt;br&gt;Final Project Due</td>
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*Anticipate 4 guest speakers*
Professional Narrative of Kurt Wedgwood

Adjunct Lecturer Kurt Wedgwood received his MBA from the University of Chicago and his BS (Accounting and Finance emphasis) from the University of Colorado. Certifications include: The Coached Institute Leadership Program, and a variety of IBM Cloud, Cognitive, Blockchain, and IBM’s Harvard Business School Certification.

As a career consultant, he has helped global companies around the world in the industries of Retail, Consumer Products, Travel, Manufacturing, Logistics, Hospitality. Favorite food: an oven heated stone dish bowl of Bi Bim Bap.

Functionally, Kurt has worked in Strategy, Marketing, Finance, Supply Chain and IT leading efforts in Process Reengineering, ERP implementations, Data Governance, Big Data and Analytics, Cloud, Artificial Intelligence, and Blockchain.

Currently, Kurt is leading IBM’s North America Blockchain unit for the Distribution Market (retail, consumer products, travel, transportation, and hospitality) and creates value for clients using Garage Design Thinking Methodologies. Kurt sits on advisory boards for Startups and Travelport Labs, he’s formerly chaired the Seattle U Innovation and Entrepreneurship board, and is a former member on a Technology Subcommittee for US Customs and Boarder Patrol of the US Government. Kurt’s Publications (some of them) can be found via LinkedIn page https://www.linkedin.com/in/wedgwood/

This course has best executed when there is feedback. Formal feedback will happen 4 times throughout this course and is encouraged daily. Students have chosen to spend this time, money, and opportunity cost being here, so, if at any point something is needed, make a recommendation.