

BRMB-5220 Information Systems in the Digital Enterprise Syllabus Winter, 2021

I. Instructor

Kurt Wedgwood

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Office Hours: Evenings by appointment

II. Class and Schedule

Time: 9:00 am – 12:00 pm Mondays

Zoom: <https://seattleu.zoom.us/j/92677664456>

If Live: Room: Chardin Hall. Main level. North end last classroom on right.

Master Winter Quarter Schedule

Jan 5 (Tue)	Classes Begin
Jan 11 (Mon)	Last Day to Add/Drop or Change Grading Option
Jan 16-18 (Sat-Mon)	Martin Luther King Jr. Weekend: No Classes
Jan 19 (Tue)	Roster Checks for Winter Quarter Due
Feb 1 (Mon)	Last Day to Apply for Graduation: Summer and Fall 2021, Last Day to Remove "I" Grade: Fall 2020
Feb 13-15 (Sat-Mon)	Presidents' Day Weekend: No Classes
Feb 22 (Mon)	Last Day to Withdraw from Classes
Feb 23 (Tue)	Registration Begins: Spring 2021
March 1 (Mon)	Last Day to Remove "N" grade: Winter 2020
March 15 (Mon)	Last Class Day Non-matric Registration: Spring 2021
March 16-20 (Tue-Sat)	Final Exam Week
March 21-28 (Sun-Sun)	Spring Break
March 24 (Wed)	Grades Due by Noon, Grades Posted on SU Online by 6pm

III. Course Description

Information Systems (IS) 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 (IS) 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 Chief Information Officer (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

- eBook: <https://opentextbook.site/informationssystem2019/>
- Supplemental videos/readings will be assigned for class content

V. Learning Objectives

- Apply Information Systems in a meaningful way
- 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 that are applicable beyond Information Systems projects

VI. Requirements and Grading

1. Weight of Each Requirement

Individual Assignments:	40 %
Final Paper & Presentation*:	40 % (peer review influenced)
Class Participation:	20 %

* Final Paper & Presentation Overview in Appenix A

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 score).

3. Grading Policy

Individual assignments will be worth 10 points.

All assignments should be turned in via canvas on the Friday before class to not be considered late. Late assignments may be accepted and will be subjected to penalty of 10% of the possible. After 5 calendar 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

If a grade is within .1% of a threshold, the grade will be improved 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

Jan. 11	Information Systems Landscape, Chapter 1 (Textbook)	
Jan. 18	Holiday, no class	
Jan. 25	Design Thinking Process, Chapter 8	(Gen Magic/Mural/Aid)
Feb. 1	Web Design, Chapter 10	(Wix)
Feb. 8	Data Movement, Chapter 4	(Lab/Exercise)
Feb. 15	Holiday, no class	(Checkpoint: Participation & Feedback)
Feb. 22	A.I./Machine Learning, Chapters 2, 3	(Chatbot)
Mar. 1	Blockchain & Quantum, Chapter 7	(Badge)
Mar. 8	Enterprise Information Systems, Chapter 6	(BI for Good Case)
Mar. 15	Final Presentation, IS Trends, Orgs and Careers, Chapter 9, 13	
Mar. 19	Final Paper Due	

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 Badges, 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 with clients using Garage Design Thinking Methodologies. Board Positions include: Multiple startups, Travelport Labs, former chair of Seattle U's Innovation and Entrepreneurship board, and is a former member on a Technology Subcommittee for US Customs and Border 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 both directions. Formal feedback and reflection will happen at the course midpoint. Students have chosen to spend this time, money, and opportunity cost being here, so, if at any point something is needed, make a recommendation.

Appendix A - Final Paper & Presentation

Reflection Paper, Individual Perspective

1. Project Title, Context, and Needs statement
2. The vision of the solution
3. How you understood the user's needs/wants
4. How you selected what to focus on for an MVP
5. How you constructed the solution and how it works
6. How you tested the solution
7. What adjustments were made from original idea to final delivery
8. What hurdles you faced and how they were addressed
9. What you learned
10. Where could you take this project
11. Peer Contribution Assessment

Showcase Presentation, as a Group

1. Problem/Opportunity Set-up
2. Demonstration
3. What was easy and hard in developing your solution
4. Anticipated benefits (qualitative and quantitative)
5. Q&A

Note 1: The showcase should show who did what work

Note 2: Each person should have a chance to shine