PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

DR. HONORIO TODINO

MBFE 654.52

INFORMATION AND PROCESS SYSTEMS

SPRING 2004

JANUARY 7 -
APRIL 14

WEDNESDAYS 6-10 PM

LONG BEACH CAMPUS
Information and Process Systems  
MBFE 654.52  
JANUARY 7 - APRIL 14

Instructor  
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760-754-2336 (e-mail is preferred)  
E-mail address: honorio.todino@pepperdine.edu

Introduction  
Creating sustainable strategic advantage in business currently requires an understanding of the different types of information systems and business processes. These technologies are essential for managing global corporations, creating competitive firms, and providing the products and services that customers demand. At present it is virtually impossible to create sustainable strategic advantage in any organization without some understanding of the different types of information systems and processes, how they make business more efficient and effective, how they impact the decision making process of an organization. In today’s global information society, this understanding is even more important for future business managers and knowledge workers.

Welcome to the course. I am looking forward to the opportunity of getting to know you and exploring this exciting field together. We will work in a collaborative way in this class and your active participation is expected. In addition there will be online work requirements using GraziadioNet and access to the Internet is essential. Feel free to contact me at anytime via email if you have any questions or need to schedule an appointment.

Course Description  
Modern Information Business processes must make efficient use of resources, be effective in meeting growing consumer demands and be readily adaptable to changes in the environment. This course examines production processes and service delivery processes, their different information requirements, and the critical role of information systems in supporting them. It explores how businesses are applying different information technologies to improve the vital functions of information gathering, information processing, and information sharing. The application of IT to automate, streamline, re-engineer, and integrate business processes enables advances such as mass customization, quality management, supply chain management, and knowledge management. Both the potential challenges and the potential benefits of developing effective processes and systems will be emphasized.

Course Objectives  
1. To learn fundamental concepts and their interrelationships in the successful use of information systems and process improvements in organizations.  
2. To learn how to apply this knowledge in making decisions  
3. To learn what information systems are, their primary business applications, what problems they can address, and how they affect organizations.
4. To gain an increased awareness of the role of information systems in managerial decision-making, organizational change, business productivity and sustainable strategic advantage.

5. To become familiar with key concepts and gain problem solving experience through practical projects in using and managing information systems.

6. To learn team work, business analysis, and managerial decision making through the use of real world cases.

7. To use information technologies such as GraziadioNet.

Course Materials

Course materials to be purchased by the students consist of twelve cases and one Harvard Business Review article all available through http://www.study.net. The names of the cases and the article are identified in the schedule section at the end of this syllabus.

Please access the study.net web site, open an account and go to the link of this course. Purchase all the cases and article required for the course.

On-line materials will be posted in the GraziadioNet eroom for this course. Hand-outs will also be given in class from time to time.

Pre-requisites

All related courses recommended by the Academics department. Competency in MS Windows-based applications software (Word, Powerpoint, Excel) is expected. An email address is required for the course, as is access to the Internet. Experience with on-line discussions using threaded discussion boards, chat and the required software is a plus.

Grading

Case write-ups

Each student will be assigned three cases for graded written write-ups to be handed in at the start of that day’s class. All students are expected to read and be prepared to discuss all of the cases in class even if the specific case is not assigned to them for a graded write-up.

Group Project

Each student has to participate in a 'hands-on' team project. Each group will be expected to submit a written report of this project and give a presentation of this work at the end of the school term.

Class & Group Participation

One component of evaluation will be class and group participation. Part of this grade will include assessment of on-line assignments. This mark is also addressed in more detail under Attendance Policy/Class Participation.

Evaluation/Grading

The final grade will be based on the following percentages:
<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual (60%)</td>
<td></td>
</tr>
<tr>
<td>Case write-ups (3@15% each)</td>
<td>45</td>
</tr>
<tr>
<td>Class and Group Participation</td>
<td>15</td>
</tr>
<tr>
<td>Group (40%)</td>
<td></td>
</tr>
<tr>
<td>Final Project Presentation</td>
<td>10</td>
</tr>
<tr>
<td>Group Final Project Report</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Avg.</th>
<th>Letter Grade</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>95-100</td>
<td>A</td>
<td>Outstanding</td>
</tr>
<tr>
<td>91-94</td>
<td>A-</td>
<td>Excellent</td>
</tr>
<tr>
<td>87-90</td>
<td>B+</td>
<td>Very Good</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
<td>Good</td>
</tr>
<tr>
<td>79-82</td>
<td>B-</td>
<td>Above Average</td>
</tr>
<tr>
<td>75-78</td>
<td>C</td>
<td>Average</td>
</tr>
<tr>
<td>71-74</td>
<td>C+</td>
<td>Less than Average</td>
</tr>
<tr>
<td>67-70</td>
<td>C-</td>
<td>Fair</td>
</tr>
<tr>
<td>63-66</td>
<td>D+</td>
<td>Less than Fair</td>
</tr>
<tr>
<td>55-62</td>
<td>D-</td>
<td>Barely acceptable</td>
</tr>
<tr>
<td>54&amp;below</td>
<td>F</td>
<td>Fail</td>
</tr>
</tbody>
</table>

**Attendance Policy/Class Participation**

Since class discussion and interaction is an integral part of learning, particularly in the area of management, each student is expected to share their experiences and insights with the class. Please note that marks are given for valid input, not 'air time'. Your participation in your team project will also influence your participation grade. In addition I will ask for participation in various activities that will also influence this grade. Therefore, absences can and will affect your grade. If circumstances arise which result in your missing a class session altogether, contact me and any affected classmates as early as possible.
Conduct

“The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

**Dismissal** – separation of the student from the University on a permanent basis.

**Suspension** – separation of the student from the University for a specified length of time.

**Probation** – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.” GSBM Catalog, pgs. 160-161.

Policy on Disabilities

**Assistance for Students with Disabilities**

“Students with disabilities, whether mental or physical, are encouraged to contact the Equal Opportunity Office before the academic year begins or soon after classes are in session. This office will assist each student by providing general information about campus facilities and available resources. The office will assist in providing reasonable accommodation to students with disabilities pursuant to applicable laws. Inquiries should be directed to equal opportunity officer, Dr. Calvin H. Bowers, (310) 456-4208. (Students who wish to file a formal grievance should refer to the “Nondiscrimination Policy,” which is listed in the “Legal Notices” section of this catalog.)” GSBM Catalog, pg. 29.
## Schedule of Classes

**[F]** means face-to-face class, **[O]** means on-line class using GraziadioNet

<table>
<thead>
<tr>
<th>Timing</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class Preparation</strong></td>
<td>Read the case of the day and prepare for discussion, complete assigned case write-ups for submission.</td>
</tr>
</tbody>
</table>

### Sessions 1 to 4
Jan 7 - Jan 28

#### I. BUSINESS, ORGANIZATIONS, PROCESSES, AND INFORMATION TECHNOLOGY: CONCEPTS AND RELATIONSHIPS

1. Introduction and Discuss Group Projects – January 7
2. Case 1: FreeMarkets Online  **[F]** – January 14
   4.1 Read the HBR article Staple Yourself to an Order – January 28

### Sessions 5-8
Feb 4 – Feb 25

#### II. REAL WORLD IS IMPLEMENTATION

5. Case 4: Providian Trust (A)  **[O]** – February 4
7. Case 6: Cisco Systems, Inc.: Implementing ERP  **[O]** – February 18
8. Case 7: Dell Online  **[F]** – February 25

### Sessions 9-11
Mar 3 – Mar 17

#### III. REAL WORLD IS MANAGERIAL DECISION MAKING

9. Case 8: Braemar Apparel Inc.: Decentralizing the IS function  **[O]** – March 3
10. Case 8: Data Warehousing at Canadian Tire  **[F]** – March 10

(This schedule is tentative and subject to change)
IV. ORGANIZING THE IS FUNCTION.

Read the case of the day and prepare for discussion, complete assigned case write-ups for submission.

V. APPLYING KNOWLEDGE TO PRACTICE
14. Final project presentations – April 7
15. Final project report deadline and conclusion – April 14

Complete final projects and prepare presentation