

Master of Business Administration
College of Graduate Study of Management
Khon Kaen University at Bangkok
Course Syllabus (Young Executive MBA # 7: Weekday)

Subject: 910 736 Management Information System
เทคโนโลยีสารสนเทศเพื่อการจัดการ

Section: 1 - Weekday

Time: Every Thursdays 18:00-21:30

Lecturer: Montri Wiboonrat, Ph.D. (montwi@kku.ac.th)
ดร.มนตรี วิบูลย์รัตน์

Objectives:

This course learns the management of information systems in the 21st century and related business information management as a part of a blended of information systems (IS) and information technology (IT), and their impacts on people, processes, and organizational culture that extend well beyond business globalization. Also, subjective and debatable issues associated with IS/IT will be discussed. Accordingly, critical thinking is an important part of this course and is essential for an analysis and understanding of important issues associated with the management aspects of information systems (IS) and information technology (IT).

Cover Topics:

Chapter	Date
Ch-01: Information Systems in Global Business Today	June 3
Ch-03: Information Systems, Organizations, and Strategy	June 10
Ch-05: IT Infrastructure and Emerging Technologies	June 17
Ch-07: Telecommunications, the Internet, and Wireless Technology	June 24
Ch-05: Securing Information Systems	July 1
Group Presentation I	July 8
Mid Term Exam	July 15
Ch-10: E-Commerce: Digital Markets, Digital Goods	July 22

Ch-11: Managing Knowledge and Collaboration	July 29
Ch-6: Foundations of Business Intelligence: Databases and Information	August 5
Ch-15: Enhancing Decision Making	August 19
Ch-14: Managing IT/IS Project	August 26
Guest Speaker	September 2
Group Presentation	September 9
Final Exam	September 16

Score Allocations:

Personal Assignment/ Answer & Question in Class	15%
Group Assignment	25%
Mid Term Exam	30%
Final Exam	30%
Total	100%

Textbooks:

1. Management Information Systems: Managing the Digital Firm, Eleventh Edition, Kenneth C. Laudon and Jane P. Laudon, Pearson, 2010.

Reference Books:

1. Management Information Systems, O'Brien, James A. Marakas, and George M., McGraw-Hill, 2006.
2. Information Systems, International Edition, Ninth Edition, Ralph M. Stair and George W. Reynolds, Course Technology, Cengage Learning, 2010.

Class Participation:

Each class will have reading assignment for the next class discussion and brain storming. Thus, it is important to learn other person ideas and concepts to apply to business cases. One size does not fit all or the other side of the mirror is the main idea of class discussion.

Personal Assignment:

All knowledge contribution will be on individual assignment that students shall apply all information systems (IS) and information technology (IT) knowledge areas to understand the root cause of business problems, what the best in alternative solution is intern of problems solving, investment, implementation, customer satisfaction, and create competitive advantage, and how to form business continuity management. Moreover, improvement in information business' processes is the highest achievement in this course. Personal assignment must submit **within the last week before final examination** by e-mail to montwi@kku.ac.th. There is no compromise with late submission.

Group Assignment (Group: 5-6 persons):

Strategic IT Planning and Governance for Information Systems

Group Assignment: Choose one hospital, as you have connection, studies and plans of strategic IT planning for your group's HIS. Please follow the steps below as a guideline for strategic approach.

Incepting Stage 0> ...

Aligning IT With Business Goals ...

Scope, Competencies, Governance ...

The Importance of Governance ...

The Agility Paradox ...

How This Methodology Works: ...

Stage 1> Plan the Plan ...

Step 1: Set Strategic Planning Goals ...

Step 2: Establish a Planning Group ...

Step 3: Hold a Kick-off Meeting ...

Step 4: Create a Preliminary Report ...

Stage Summary ...

Background > Making the Case for Strategic IT Planning ...

The Most Important Constituent: Senior Management ...

The Importance of Communication ...

More Notes on Agility ...

Co-opting the Power User ...

Stage 2> Document Your Business Strategy ...

Step 1: Describe the Company and Its Background ...

Step 2: Conduct an Industry Analysis ...

Step 3: Document Vision, Mission, and Core Values ...

Step 4: Define Core Business and Its Boundaries ...

Step 5: Create a Financial Picture ...

Step 6: List Strategic Objectives ...

Stage Summary ...

Background > Analyzing Business Strategy ...

A Company's Value Chain ...

The Supply Chain ...

Industry Lifecycles ...

Porter's Five Forces Model ...

Environmental Analysis (PEST) ...

Identify Your Organization's Core Competencies ...

Key Success Factors ...

Stage 3> Assess the Current IT Situation ...

Step 1: Document Your IT Organizational Infrastructure ...

Step 2: Document Your Hardware and Software Infrastructure ...

Step 3: Audit Current IT Projects ...

Step 4: Understand the IT Environment ...

Stage Summary ...

Background > Mapping IT Assets ...

Thoughts on Staffing Needs ...

Skills Development ...

Business Benefits of Asset Management ...

Rolling Out an Asset Management Initiative ...

Conducting a Hardware Asset Inventory ...

Conducting a Software Asset Inventory ...

Change Management ...

Asset Management Best Practices ...

Understanding the IT Environment ...

Stage 4> Propose a New IT Situation ...

Step 1: Analyze IT Strengths and Weaknesses ...

Step 2: Brainstorm Technology Opportunities ...

Step 3: Document Your Results ...

Stage Summary ...

Background > The Art of Brainstorming ...

Brainstorm of One (Brain writing) ...

Stage 5> Perform a Gap Analysis ...

Step 1: Analyze Alignment Gaps ...

Step 2: Analyze Infrastructure Gaps ...

Step 3: Summarize and Resolve Gaps ...

Stage Summary ...

Stage 6> Propose a Strategic Vision and Governance Model ...

Step 1: Hold a Vision Meeting With Stakeholders ...

Step 2: Establish a Strategic IT Vision ...

Step 3: Propose a Governance Structure ...

Stage Summary ...

Background > One Vision for All ...

Reigning In Rogue IT ...

Building Your Steering Committee ...

Stage 7> Build a Strategic Decision Making Framework ...

Step 1: Set Strategic Goals and Measures ...

Step 2: Perform a Budget Analysis ...

Step 3: Identify Your Options ...

Step 4: Prioritize Your Projects ...

Stage Summary ...

Background > Types of Goals IT Should Set ...

Financial ...

Organizational Goals ...

Technology Operations ...

Customer Service Goals ...

IT Governance Goals ...

Getting Buy-In for Your Goals ...

Using Your Budget as a Management Tool ...

Dealing with Budget Cuts ...

Stage 8> Publish, Promote, Maintain Your Strategy ...

Step 1: Build Your Strategic Plan Materials ...

Step 2: Present Your Plan to Senior Management ...

Step 3: Communicate and Manage Change ...

Stage Summary ...

Background> A Guide to Killer Boardroom Presentations ...

Guide to Developing a Communications Plan ...

Design the Roll-Out Plan ...

The Rollercoaster of Change ...

Adjusting Your Current Organizational Structure ...

Tips For On-going IT Strategic Governance ...

Closing Stage> Making Conclusions and Recommendations ...

Submitted final group paper within a day before presentation

Presentation of each group: 30 minutes.