NATIONAL UNIVERSITY OF SINGAPORE

SCHOOL OF BUSINESS

Department of Decision Sciences

DSC3213 Strategic Information Systems

Lecturer   :   A/P Thompson Teo

Session   :   Semester II, 2014/2015

Course Objectives

In this module, the strategic roles of information systems and technology (including the Internet) in business organizations are examined. Frameworks for analysing the strategic impact of information technology on organizational and industry structures are introduced. Information systems that support or shape an organization's competitive strategy, as well as information systems that are used to re-engineer business processes in organizations are discussed.

This course is directed at business managers who must have a basic understanding of the current and potential strategic impacts of information technology and the Internet. Business managers do not need to be experts in information technology. Rather they need to be comfortable with using information technology applications as well as to have the necessary knowledge to exploit information technology to achieve strategic business objectives. In particular, business managers need to understand the management issues involved in exploiting information technology for competitive advantage.

Course Outline

The topics covered include:

      1. Frameworks for strategic information systems.

      2. Impact of information technology and the Internet.

      3. Risks/pitfalls of SIS.

      4. Sustainability of SIS

      5. Future trends in strategic information systems.

NOTE: This course is taught seminar style where students are expected to come prepared for classes, having read assigned readings. Students are required to participate actively in discussion, failing which they will receive low marks for participation.

Reference Textbooks

The module will be taught using a set of readings.

Assessment

Participation	20%
Learning journal	30%
Presentation	15%
Group project	35%

Module Schedule (tentative)

Session	Topic
15 Jan 2015	Introduction and Overview Minicase: Using information technology for competitive advantage Discussion: How has the use of information technology transform industries and businesses?
22 Jan 2015	SIS Frameworks Read: Trident model for Customer-Centric Enterprise Information Systems at Comfort Transportation, Singapore
29 Jan 2015	SIS Frameworks (continued) Minicase: Using critical success factors at Boeing
5 Feb 2015	Business-IT Alignment and IT Investments Read: Avoiding the alignment trap in information technology Read: Generating premium returns on your IT investments **1 page proposal for group project due**
12 Feb 2015	Internet and Social Media Read: Social media and customer dialog management at Starbucks Read: Leveraging collaborative technologies to build a knowledge sharing culture at HP Analytics
19 Feb 2015	**Submit learning journal 1 (max: 10 pages) by Wed 25 Feb at 3 pm (Submit hardcopy at MRB-8-75, upload softcopy to workbin).** Chinese New Year (no class)
26 Feb 2015	Recess week
5 Mar 2015	RFID Technology Read: A framework for stakeholder oriented mindfulness: case of RFID implementation at YCH Group, Singapore

Session	Topic
	Discussion questions
	1. What are some issues with RFID today?
	2. Is RFID important for small and medium sized enterprises (SMEs)?
	3. What criteria should a company consider when thinking about adopting or not adopting RFID?
12 Mar 2015	e-learning week
	SIS Risks
	Read: IT project management: Infamous failures, classic mistakes, and best practices
	Case: ERP implementation gone terribly wrong: The case of Natural Springs
	1. What role did technical problems play in the project failure?
	2. What goals did the CFO hope to achieve by implementing the ERP system?
	3. How did the COO contribute to the failure of the ERP project? Why do you suppose he did not want the system to be implemented?
	4. Why was ERP implementation in St. Peterburg's office relatively unproblematic?
	5. Why was the factory bookkeeping staff reluctant to use Sun Systems?
	6. What could the CFO have done to overcome user resistance and the COO's counter-implementation effort?
	7. What could the CEO have done to prevent the project from turning into a political battlefield?
19 Mar 2015	Sustainability of SIS
	Case study: Do social deal sites really work?
26 Mar 2015	Fostering SIS Innovation
	Read: Fostering IT-enabled business innovation at YCH group
	Read: Innovating to create IT-based opportunities at UPS
	Discussion questions
	1. How do other companies promote innovation?
	2. What are the critical success factors to encourage innovation?
2 Apr 2015	Selected topics + **submit learning journal 2** (max: 15 pages; covers topics after learning journal 1)
9 Apr 2015	Presentation
16 Apr 2015	Presentation