

## COURSE PROFILE

Course Name	Code	Semester	Term	Theory+PS+Lab (hour/week)	Local Credits	ECTS
Strategy, Management and Acquisition of IS	MIS325	Fall	5	3 + 0 + 0	3	6

<b>Prerequisites</b>	None
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<b>Course Language</b>	English
<b>Course Type</b>	Elective
<b>Course Lecturer</b>	Assoc. Prof. Dr. Vedat Coskun
<b>Course Assistant</b>	Büsra Özdenizci
<b>Course Objectives</b>	<p>This course explores the issues and approaches in managing the information systems function in organizations and how the IS function integrates / supports / enables various types of organizational capabilities. It takes a senior management perspective in exploring the acquisition, development and implementation of plans and policies to achieve efficient and effective information systems. The course addresses issues relating to defining the high-level IS infrastructure and the systems that support the operational, administrative and strategic needs of the organization.</p>
<b>Course Learning Outcomes</b>	<p>Upon successful completion of the course, students will:</p> <ul style="list-style-type: none"> <li>• understand the various functions and activities within the information systems area, including the role of IT management and the CIO, structuring of IS management within an organization, and managing IS professionals within the firm.</li> <li>• be able to view an organization through the lens of non-IT senior management in deciding how information systems enable core and supportive business processes as well as those that interface with suppliers and customers.</li> <li>• understand the concepts of information economics at the enterprise level.</li> <li>• appreciate how IS represents a key source of competitive advantage for firms.</li> <li>• be able to structure IS-related activities to maximize the</li> </ul>

	<p>business value of IS within and outside the company.</p> <ul style="list-style-type: none"> <li>• understand existing and emerging information technologies, the functions of IS and its impact on the organizational operations.</li> <li>• be able to evaluate the issues and challenges associated with successfully and unsuccessfully incorporating IS into a firm</li> <li>• understand how strategic decisions are made concerning acquiring IS resources and capabilities including the ability to evaluate the different sourcing options.</li> <li>• be able to apply information to the needs of different industries and areas.</li> <li>• understand the role of IT control and service management frameworks from the perspective of managing the IS function in an organization.</li> </ul>
<b>Course Content</b>	<p>A senior management perspective in exploring the acquisition, development and implementation of plans and policies to achieve efficient and effective information systems. IS strategic alignment. IS plan, infrastructure management. IS/IT governance frameworks, methodologies, best practices. Applications.</p>

## COURSE CONTENT

Week	Subjects	Related
<b>1</b>	Introduction to IS, Key Concepts and Primitive Underlying IS, Case Analysis: Hefty HW	
<b>2</b>	Value Aspect: Economics, Identifying Formulation, Measuring Values, Strategic Alignment	
<b>3</b>	Case Analysis: TUFS, ModMeters	
<b>4</b>	Governance Aspect: Frameworks (e.g., COBIT), Investment Decision, Archetypes, Structuring IS	
<b>5</b>	Case Analysis: Communications	
<b>6</b>	Governance Aspect: RoadMap and Portfolio, Case Analysis: AsCredit	
<b>7</b>	Governance Aspect; (hiring retaining, managing a mixed of internal and external resources), Case Analysis: NorthAmerican Financial or Microsoft Case	
<b>8</b>	Information-Enabled Innovation: Master Data Management	
<b>9</b>	Information-Enabled Innovation: Social Computing, Case Analysis: IS Investment in Insurance	
<b>10</b>	Capability Aspect: Identity Management, Security and Privacy	
<b>11</b>	Capability Aspect: IT Leadership	
<b>12</b>	Control Aspect: Risk Management, Business Continuity	
<b>13</b>	Capability Aspect: Performance Measurement, Metrics	
<b>14</b>	Case Presentation	

<b>Course Textbook</b>	IT Strategy: Issues and Practices, James D. Mackeen, Healthier A. Smith, 2nd ed., Pearson, Prentice Hall, 12th Ed. ISBN-13: 9780132843010
<b>Recommended References</b>	

<b>Semester Requirements</b>	<b>Number</b>	<b>Percentage of Grade</b>
Attendance/Participation		
Laboratory		
Application		
Special Course Internship (Work Placement)		
Quizzes/Studio Critics	3	30
Homework Assignments		
Presentation		
Project	1	20
Seminar/Workshop		
Midterms/Oral Exams	1	20
Final/Resit Exam	1	30
<b>Total</b>		100

<b>PERCENTAGE OF SEMESTER WORK</b>		70
<b>PERCENTAGE OF FINAL WORK</b>		30
<b>Total</b>		100

<b>Course Category</b>	Core Courses	
	Major Area Courses	X
	Supportive Courses	
	Media and Management Skills Courses	
	Transferable Skill Courses	

**COURSE'S CONTRIBUTION TO PROGRAM**

#	Program Qualifications / Outcomes	* Level of Contribution				
		1	2	3	4	5
<b>1</b>	A foundation in mathematics and basic sciences and ability to apply acquired knowledge as they relate to the study and practice of information technology	X				
<b>2</b>	An ability to analyze a problem, identify and define the computing requirements appropriate to its solution, to understand, select and use appropriate technology, tools, standards, protocols, building blocks, and components to solve the problem					X
<b>x</b>	An ability to propose, analyze, design, develop, test and maintain an information technology system including software solutions, security model, computer and network infrastructure, information systems etc. to solve information technology problems					X
<b>4</b>	An ability to analyze local and global impact of computing on individuals, organizations and society; and the ability to apply information technology techniques, skills, and tools for regular computing practices as well as to improve effectiveness of current methodologies					X
<b>5</b>	An ability to effectively communicate in oral and written media with all kinds of related audiences; and prepare documentation for this purpose as required					X
<b>6</b>	An understanding of professional, ethical, legal, and social issues and responsibilities of information technology profession					X
<b>7</b>	A taste and breadth of knowledge across several social topics outside the immediate requirements of the information technology profession, and the ability to work within heterogeneous teams to accomplish a common goal including people from the information technology area as well as other disciplines					X
<b>8</b>	An ability to engage in life-long learning and professional development for personal improvement to follow contemporary information technology issues	X				

\*1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

**ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE  
DESCRIPTION**

<b>Activities</b>	<b>Number</b>	<b>Duration</b>	<b>Total Workload</b>
Course Hours (Including Exams)	14	3	42
Tutorials			
Laboratory			
Application			
Special Course Internship (Work			
Field Work			
Study Hours Out of Class	14	4	56
Presentations / Seminar			
Project			
Preparatory reading	14	4	56
Homework Assignments			
Quizzes	3	1	3
Midterm Exams	1	2	2
Final / Resit Exam	1	2	2
		<b>Total Workload</b>	<b>161</b>

### COURSE CATEGORY

<b>ISCED GENERAL AREA CODES</b>	<b>GENERAL AREAS</b>	<b>ISCED BASIC AREA CODES</b>	<b>BASIC EDUCATIONAL AREAS</b>	
1	Education	14	Teacher Training and Educational Sciences	0
2	Humanities and Art	21	Art	0
2	Humanities and Art	22	Humanities	0
3	Social Sciences, Management and Law	31	Social and Behavioural Sciences	50
3	Social Sciences, Management and Law	32	Journalism and Informatics	0
3	Social Sciences, Management and Law	38	Law	0
4	Science	42	Life Sciences	0
4	Science	44	Natural Sciences	0
4	Science	46	Mathematics and Statistics	0
4	Science	48	Computer	50
5	Engineering, Manufacturing and Civil	52	Engineering	0
5	Engineering, Manufacturing and Civil	54	Manufacturing and Processing	0
5	Engineering, Manufacturing and Civil	58	Architecture and Structure	0
6	Agriculture	62	Agriculture, Forestry, Livestock, Fishery	0
6	Agriculture	64	Veterinary	0
7	Medicine and Welfare	72	Medical	0
7	Medicine and Welfare	76	Social Services	0
8	Service	81	Personal Services	0
8	Service	84	Transport Services	0
8	Service	85	Environment Protection	0
8	Service	86	Security Services	0