

Introduction to Enterprise IT Management
BBUS 330
University of Washington, Bothell
Winter Quarter 2009

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Office hours are after class or by appointment. I am unlikely to check the office phone except on class days. If I am not in, please leave a phone number and times when I can reach you. If necessary, I can call you back during the evening. To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in UW1-181, (425) 352-5307, (425) 352-5303 (TDD). You may also email dss@uwb.edu. If you have a documented disability on file with the DSS office, please have your DSS counselor contact me and we can discuss accommodations you might need in class.

Overview: Congratulations! This is a fast paced course on information technology management. This is not a course on learning the technical stuff, although you must understand some of the basics. This is about technology management and strategy. It involves:

- 1) Some Fundamentals of hardware, software, and networking;
- 2) Technology Strategy & Project Management
- 3) Technology-based Reengineering
- 4) Get acquainted with a few cool new application(s)

IT is an essential item for transforming companies. Great careers are often tied to being a part of this.

Prereqs: None, except an agile mind, ready to think outside the box. Bring your sense of humor and your eager participation to each class.

Readings: Selected (not all) Readings on Electronic Reserve and Online Handouts
Workflow Modeling (2nd Edition), Alec Sharp, et al., Artech House, 2008
Rapid Development, Steve McConnell, Microsoft Press (Purely Optional)

Grading: Assignments 12%, Class Participation 10%, Final Project and Presentation 38%, Tests 40%

Assignments: Your answers should be written in the form of a memo. Use a brief writing style, quick to the point. This does not mean brief of good content. Hand in well thought out answers, not merely restating the text or articles. You can have long in length but still have a “quick” style. You are also permitted to submit answers in outline form. I love tables, charts, and graphs to illustrate your thoughts. Why write about pros and cons, or contrast between two choices, when you can neatly insert the info into a table?

Requirement	Basic % Of Grade	Evaluator
Tests	40	Instructor
Final Project	38	
Report Content	20	Instructor
Presentation Quality	8	Instructor
Peer Evals	10	Peers
Class Participation	10	Instructor
Assignments	12	Instructor
Total Percentage	100%	

Grading Criteria and Method

Course Grade: Your earned grade is based upon a percentage of the top score achieved in the class. The top score is assigned a value of 100%. Numerical grades are then based on the relation of your score to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on. This is not a curve as everyone can theoretically qualify for a certain grade range like over 3.8 or under 2.0. I reserve the right to modify this scale \pm 3% based upon the performance of prior classes.

About the Group Project

You may place yourself within a 2 to 4 person Project Team. There are two types of projects: 1) Enterprise IT Audit; 2) Special Topics in Enterprise Project Management; 3) Special Workflow Modeling Project; 4) Spotfire project This will be further explained in class. No one is forced into teams, you can do this alone. I want outstanding presentations.

Class Participation: Class participation includes such behaviors as asking questions, listening attentively, participating in discussions, and class exercises. Be proactive in making comments or raising questions during the lecture or other class activities. You can certainly voice your dissent to someone's stated position, but we should maintain an atmosphere of mutual respect.

If you are "shy" about getting involved in class discussions and exercises, there are some things to remember. Your assignments include discussion questions (and exercises) that will help you get a jump on class participation. If you feel this is still a problem, you should visit the instructor early in the term and ask for help. All "A" students are expected to have vigorous participation.

Do not hesitate to speak up because you're afraid you might be wrong. Learning something new implies that you'll be making mistakes along the way. Sometimes, the best ideas arise from "mistakes". Your instructor notices all participation.

Schedule: (I reserve the right to modify the schedule especially as Guest Speakers may move their dates. Flexibility is a must!)

Week	Topics	Activities & Assignments
1/6	Course Overview In-Class Lab: The Sabre Reservation System Topher White, Disney Interactive Group	Ch. 1-5 Special Handout
1/13	The First Six Things to Know First Case The Class Project	Assignment 1 Due 1/13 Project Team Formation Ch. 6-7
1/20	The Second Case The New Hardware, Software, Networking The IT Analyst	Assignment 2 Due 1/20 Ch. 8
1/27	Quiz, Technology Agility Workflow Modeling	Assignment 3 Due 1/29 Contracts & Peer Evals due Ch. 9, 10
2/3	Case Discussion: AT&T, King County Software Project Mgt I Louis Barjan, Spotfire	Ch 11-12, Ch. 16
2/10	Guest: Gabe Frost, Microsoft Cases: Owens-Corning	Ch 13-15 Assignment 4 Due 2/12
2/17	The Last 6 Things to Know Guest: George Fletcher	
2/24	Midterm Review Midterm	
3/3, 3/5	Class Presentations	
3/10, 3/12	Class Presentations	
3/17	Final Papers along with peer evals due at Noon on March 17 @ my office	