ISDS 551 – Information Resource Management

Interested to know how organizations can use Information Technology to create value and obtain sustainable competitive advantage? How to determine the pay-off from your organization’s Information Technology investment? How advances in Information Technology has changed the competitive landscape and what it means for product placement and pricing strategies? How to manage outsourced projects? If you answered YES to some of these questions, you are in the right course…….

COURSE DESCRIPTION:

ISDS 551 is designed to provide an overview of contemporary information systems and its use in the business environment. Information Technology is now an integral part of businesses, and the past couple of decades have magnified its potential to strategically impact organizations. This course takes an interactive approach in exploring current advances in information technology, with special emphasis on their managerial, strategic, economic, and social implications.

INTEGRATION WITH BUSINESS DISCIPLINES:

Information Resource Management covers a wide area of topics with intersection to many other business disciplines such as strategic management, marketing, and economics.

COURSE OBJECTIVES:

At the end of the semester, students should be able to

- Provide overviews and comments on a variety of special information systems topics such as Business Intelligence, Knowledge Management, Service Oriented Architecture, Web 2.0 etc.
- Understand the relationships, both historical and current, between the use of information systems and business productivity
- Evaluate emerging technologies and how they can be used in viable business models to obtain competitive advantage
- Evaluate the role of technology in an organization from strategic, managerial, and economic perspectives
- Be able to explain the practice and relevance of governance structures and mechanisms in Information Systems
- Be able to evaluate payoff from Information Technology investments using a variety of different industry standard frameworks
- Provide an overview of information successes and failures and some of their causes

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1 Dr. Sagnika Sen (Instructor) has been published in various academic journals. You can contact Dr Sen at ssen@fullerton.edu for more information about the course.