COURSE DESCRIPTION

Information systems are fundamental to business, social and political life, reflected by the fact that 6 of the top 10 highest valued companies based on stock price are technology companies, a fact made all the more amazing when one considers that all of these technology companies are less than 40 years old, and some much less. Despite this, many business professionals are deeply lacking in the skills necessary to operate in this technology-enabled world. This class is designed to introduce you to a set of technologies, platforms and frameworks that will allow you to better operate with a digital mindset.

It is clear that consumers have moved almost entirely to an app-based world, wherein a smartphone app is how daily tasks are accomplished, be it for news (BBC, CNN, Fox), social connection (Snapchat, Facebook, Instagram), entertainment (YouTube, Netflix) or purchasing (Amazon, Walmart.com, Target.com). As a result, as part of this class we will develop your digital mindset by having you design and develop a smartphone app for your company.

To complement this smartphone app development, we will engage with industry professionals from a range of industries including tech consulting, transportation, healthcare and cybersecurity to find out what they are doing to design, develop, deliver and operate with a digital mindset.

HOW THE COURSE WILL BE TAUGHT

This class is not a traditional course in which I speak, you take notes and later regurgitate the material on an exam. Developing a digital mindset is a journey and highly practical. For almost every assignment you will need to do something specific for yourself, or related to yourself/your company. Think of the class sessions as executive leadership team meetings in which we will explore your questions and thinking from across various project teams.

My expectation is that your learning from this class will enable you to add value to the organization(s) you are involved with, now and in the future, by being able to identify and manage the opportunities and risks presented by technology. You will also be expected to encourage and challenge each other in exploring the implications of your developing digital mindset on your respective careers and organizations.

Finally, at the graduate level my role is to be a facilitator of learning. Many of you possess significant experience in specific industries that can enrich our class and online discussions, so please do not hesitate to share. I am confident that you will take away valuable material, but I am equally confident I will learn new things from you.
REQUIRED MATERIAL
The world of management information systems is rapidly evolving. I believe my role is to curate interesting, relevant and up-to-date material for you. As such, all course material is provided by me and you will not need to purchase any outside resources to participate in BMIS 674. I will deliver content almost exclusive through Moodle.

COLLEGE of BUSINESS MISSION STATEMENT
The University of Montana's College of Business is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

MBA MISSION STATEMENT
The University of Montana MBA Program’s mission is to serve our region by educating leaders to effectively manage organizations in a global business environment.

As part of our assessment process and assurance-of-learning standards, the MBA program has adopted six learning goals for our students. MBA graduates will demonstrate…

1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

COURSE LEARNING GOALS
1. Appreciate the profound role technology is playing in business and society.
2. Understand the scope and role of technology both inside and outside the organization.
3. Understand the challenges managers face in:
   a. Developing technology capabilities that can adapt to changing market and operational needs and priorities
   b. Evaluating the potential benefit of new technologies and where appropriate deploying and integrating them with existing technology capabilities
   c. Understanding the people and process implications of technologies and working across internal and external boundaries
   d. Understanding and balancing different strategic priorities and organizational perspectives
   e. Executing within time and resource constraints
   f. Managing technology related risks
COURSE GRADING

Our course timeline, in a separate document (online link) lays out the assignments for this course. In addition, I will assign tasks in class. It is your responsibility to keep track of what has been assigned and when it is due. I will run this class much more like a business meeting than a traditional class, which means assignments may come up during the meeting with deadlines set during the meeting.

COURSE GRADING SCALE:
This course employs +/- grading. The following grade scale will be used to calculate final grades.

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ATTENDANCE & CLASSROOM ACTIVITY

Attendance is expected for the Thursday of each week and you should treat this class with the same importance as a work obligation.

EXPECTATIONS FOR WRITTEN ASSIGNMENTS

Your success in the business world will depend, to a large extent, on your ability to communicate. This course will provide you with the opportunity to further develop these skills. Your communication whether submitting your written analysis or sharing and discussing topics and issues should be clear, concise and substantive. We are all pushed for time, so don’t waste others time with sloppy or poorly thought through communication. Self-review is essential. In addition, for your individual and group submissions I greatly encourage you to review each other’s work for clarity.

Finally, late work will not be accepted.