

Loyola University
Sellinger School of Business and Management

**Undergraduate Class
Management of Global Information Technology – IS360.Z1**

COURSE SYLLABUS

Spring 2016

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Office hours: Monday, 1:00pm – 2:30pm (or by appointment)

Class times: Wednesday, February 3, 10, 17, 24, and March 16: 6:30pm – 9:15pm, SH242
Travel period: Friday February 26 through Sunday March 6.

Resources: All recommended readings are available on Moodle. For anyone who would like to pick up a tourist book, consider buying a Lonely Planet or Rick Steves Ireland book or any other tourist book. You may buy these from Amazon.com.

Introduction:

Information technology (IT) has had a tremendous impact on globalization. The IT industry itself is a perfect illustration of this phenomenon as IT giants like Intel, Facebook, and Google have learned how to follow the sun by establishing facilities and operations worldwide. There are many reasons why a company in any industry might want to expand globally; IT is no different in this regard. But what makes this phenomenon interesting to us is not only how industries globalize but where in the world they decide to go. Why is it that small countries like Ireland (pop. 4.5 million) have managed to capture a huge portion of global IT foreign direct investment (FDI), notably from the U.S? Some countries have developed a reputation as a go-to place for IT firms to consider; countries like India (Bangalore specifically), Silicon Valley, Israel (primarily security-related firms), and Ireland come to mind. Globalization can be a win-win for both the IT industry and the countries that welcome IT firms but it can also foment challenges in areas such as transportation, housing costs, and taxation.

Organization of the Course:

The course consists of four class meetings pre-travel and one class meeting post-travel. The goal of the pre-travel classes is to allow you to become familiar with key themes pertaining to globalization of IT and the companies we will be visiting. Each site visit seeks to do more than expose you to the basics of what each company does: we can gather such facts by doing a basic online search. Instead, each visit is meant to provide a deep dive into some aspect of each company's operations, why they chose Ireland, the challenges they face, future goals, and recruitment. While I do not expect you to work in Ireland, a growing number of Loyola students have made the decision to work in Ireland in top-level US multinationals in the IT sector and indeed in many other sectors. Since we are visiting US multinationals, keep in mind that these companies hire domestically within the US also not only for IT positions but for positions in all disciplines.

Course Objectives

Upon completion of this course, students will be able to:

- Understand the complexities of managing IT in a global environment
- Articulate the reasons why certain countries emerge as global centers of excellence
- Explain how taxation policies allows companies to legally reduce their tax liability
- Appreciate the role that governments play in attracting foreign direct investment (FDI)
- Describe what various US-owned IT companies are doing overseas

Class Preparation:

Study tours are different from normal semester-long classes in that a significant portion of the class is concentrated during a brief travel period. The intent of arranging site visits is to allow students to see and hear first-hand what companies are doing and the challenges that they face when operating outside the US. Site visits involve factory / office tours in many cases but it is also typical to expect meetings with various company executives/managers. There is an expectation that you will actively participate in these meetings. As such, you must come prepared.

Preparation: It is essential that you are familiar with the rudiments of each company prior to any visit. At a minimum, you should know that products or services the company sells, the different markets it covers, its financial performance, and senior management. I expect that you will spend a lot of time prior to each visit researching the company. Look for data on the company's website and, if appropriate, on SEC EDGAR.

Presence: Except in cases of illness, you are expected to attend each scheduled class pre- and post-travel and to attend all site visits and meetings.

Promptness: Students who enter the classroom late will often disrupt the class. Please try to be on time for the start of each class. You are expected to be responsible overseas and to be on time for things like planned breakfast events, bus departures, etc.

Participation: Participation accounts for a sizable portion of the grade in this class, much more so than other classes you may have taken at Loyola. You will have ample opportunity to ask questions during site visits where the bulk of your grade will be earned.

Exams

There are no exams in this class.

Diary

You are expected to maintain a diary (you can opt for paper or electronic) in which you will record notes and observations from each site visit. There is no page limit (no minimum/maximum amount of information) that you need to record for each site visit but I would guess that in the space of a 90-minute visit involving an office tour and 2 meetings that you should be able to write as much as 2-3 pages of notes. Take notes, just like you do in class that will help you to look back on what you found interesting at each visit. Then at the end of your notes for each visit, write three detailed paragraphs that outline what you felt were the three most important insights or takeaways from each site visit.

Depending on your major and how much advance knowledge you have on each company, students might see something very different. What one student sees as innovative might strike another student as passé. Look for things that you find interesting, innovative, puzzling, etc. These three things are basically the three most important things that you will take away from each site visit. My goal, in grading your diary, is to assess how your understanding has evolved during the visit. For example, you might talk about how much you now know about Google AdWords or Facebook data analytics, how much Intel is doing with IoT (internet of things), what Groupon is doing with R&D, etc.

You don't have to write these three paragraphs immediately after each visit (we won't have a lot of time between visits) but it might help to write down some words or phrases that represent your key insights and then use these to write out your three paragraphs either when you get back to the hotel or when we return to the U.S. You will have an opportunity to work on the flight back if you want to be productive during that time. I do not need to see your entire diary. If you wish to just pull out the three paragraphs, that's fine although if it's easier, you can also share the entire diary with me.

Company Research

Students will be broken into groups of two; your hotel roommate is your groupmate. Each group is assigned a company to study in depth. Your group is expected to be experts in your company and to be in a position to pose the most interesting questions during our site visit. Each person must do some basic research on each company we plan to visit but your group will be an "expert" in one company. Even if we are visiting more than twelve companies, I do not plan to ask the class to study more than twelve companies in depth.

Each group is expected to present your research on your company to the class before we travel. You do not have to create PowerPoint slides for this brief (10-12 minute) presentation. Instead, your group will be asked to build a wiki page on our is360.wikispaces.com site and to use this as a basis for your presentation. Keep in mind that some of the companies we plan to visit are well known to everyone in the class so there is no point in repeating things during your presentation that we are likely to know already. Instead, for companies that you think we know already, try to tell us something that we don't know. This presentation is much harder than you think. For companies that students might not know about already, plan to spend a little bit of your time speaking about what the company is and what it does.

For the final class – after we return from Ireland – your presentation is to present a short update based on any additional content that you might have added to the wiki after our visit. You could think about describing what you saw on a tour of the company, interesting insights that you picked up or what you found especially insightful, unusual or novel about our visit.

Learning Disabilities

To request accommodations due to a disability, please call the Disability Support Services Office at (410) 617-2062 for a letter indicating that you wish to have extra time on exams. Please inform me well in advance if you are entitled to extra time on exams so that I can communicate with DSS.

Student Athletes

If you are a student athlete, please provide me with your travel and game schedule indicating when you will miss class to participate in athletic events. While travel for athletics is an excused absence, you will need to make up any missed work.

Texting and Internet Usage

Please switch off your cell phones during all company visits. This is not just a security issue: we will likely be asked in some cases to turn off phones and to refrain from taking photos. It is more an issue of professional etiquette to not use phones during our meetings since we are guests of these companies and we want to create a good impression for future tours and site visits by future Loyola classes.

Honor Code

Honesty is expected of all students and so work submitted by students as their own will be taken by me and graded as such. Materials taken from any other source shall be clearly identified/cited. Acts of cheating, plagiarism or other violations of academic honesty are not acceptable. The penalty for violations of the honor code will be 0% on the activity in question for all those involved. Violations will be reported in writing to the Honor Council via the Director of Academic Services and Support.

Grading:

		Points	Grade
Diary (3 paragraphs per company visit)	20	94–100	A
Wiki page (group assignment)	20	88–93.9	A-
Pre and post visit company presentations 2 x 10%	20	82–87.9	B+
Participation	<u>40</u>	75–81.9	B
	100%	65–74.9	B-
		60–64.9	C+
		55–59.9	C
		50–54.9	C-
		45–49.9	D+
		40–44.9	D
		0–39.9	F

Grades will be available on Moodle at all times.

Please Note: you must complete all projects/homework assignments in order to pass the course. If you submit an assignment after the due date, you will incur a 20% penalty per day.

Participation

Please note from the above that participation constitutes a significantly higher percentage of the grade in this class than in virtually any other class that you are likely to take during your undergrad studies. There is a specific reason for placing such an emphasis on participation. Most of the learning for this course takes place outside the classroom at the places we are visiting. You can be a passive learner but I would ask you to instead be an active learner by engaging closely with our hosts during our site visits. As you will see from the rubric below, part of your participation grade reflects professionalism in how you represented yourselves and Loyola during our visits. There is no room for unprofessional behavior so, in particular, I expect you to be on time to all meetings and to be engaged at all times. I do not want to see tired or drooping heads if you’ve been out on the town the previous night! I want to see you participating in Q&A sessions during our site visits and trying to learn as much as possible. This is a great opportunity to learn more about some really outstanding companies.

I plan to grade your participation during each and every site meeting. Don’t take this as an invitation or a demand to speak at every visit as I will adjust participation scores at the end of the semester.

Schedule of Classes and Deliverables (subject to change)

Week	Date	Day	Topic	Deliverables
1	Feb. 3	Wed.	Class introduction Distribution of paperwork and things to sign Why this study tour and why Ireland in particular? Daily itinerary Class Discussion IT and Industrial policy The impact of IT on Ireland’s economic development The role of clustering	
2	Feb. 10	Wed.	Creating Centers of IT Excellence Taxation rules and other incentives Tax havens – is Ireland a tax haven Where is Ireland vulnerable? What you need to know about working in Ireland Management of Global IT: Legal Challenges and Opportunities	
3	Feb. 17	Wed.	Company research	Presentations
4	Feb. 24	Wed.	Company research	Presentations
5	TRAVEL WEEK			
6	OFF WEEK			
7	Mar. 16	Wed.	Post Visit Company insights, presentations, and course evaluations	Presentations Diaries