

**Enterprise IT Management  
BBUS 510  
University of Washington, Bothell  
Summer Quarter 2007**

Alan Leong  
June 18 – July 18  
Classroom: 050 – UW1; MW 5:45 – 10:05 pm  
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Office Hrs: Before Class and by Appointment  
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Office hours are also by appointment. If I am not in, please leave a phone number and times when I can reach you. To request academic accommodations due to a disability, please contact Disabled Student Services (DSS) in the Counseling Center, Room 145, (425) 352-5000, (425) 352-5303 (TDD). If you have a documented disability on file with the DSS office, please have your DSS counselor contact me and we can discuss accommodations.

**Overview:** This course focuses on the key topics in Enterprise IT Management including:

- 1) Fundamentals of Enterprise IT Management
- 2) Software Project Management;
- 3) Tools and Concepts for Workflow Management.

Instead of focusing on just the terminology, the course focuses on the critical issues on managing enterprise IT. This includes examining: a) due diligence on software projects; b) technology agility; c) enterprise application implementation; d) program vs. project management; and e) contemporary issues.

**Readings:** Special Class Packet  
Readings on Electronic Reserve & Web (On Course Web Page)  
Workflow Modeling, Alec Sharp, et al., Artech House, 2001 (Optional)

**Grading:** Assignments 25%, Class Participation 10%, Final Project and Presentation 45%, Tests 20%

**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. Your instructor values creative answers albeit rough, versus canned answers by the book. He also loves tables and figures that visually condense information

<b>Requirement</b>	<b>Basic % Of Grade</b>	<b>Evaluator</b>
<b>Exam</b>	<b>23</b>	Instructor
<b>Final Project</b>	<b>45</b>	
Report Content	22	Instructor
Presentation Quality	8	Instructors, Peers
Peer Evals	15	Team
<b>Class Participation</b>	<b>10</b>	Instructor
<b>Assignments</b>	<b>22</b>	Instructor, Guests
<b>Total Percentage</b>	<b>100%</b>	

### **Grading Criteria and Method**

*Course Grade:* Your course grade is based upon a percentage of the top score in the class. The top score is assigned a value of 100%. Numerical grades are then based on how close your score is to the top score. Specifically 100% = 4.0, 99% = 3.9; 98% = 3.7; and so on.

#### **About the Group Project**

Four types of projects: 1) Enterprise IT Audit; 2) Special Topics in Enterprise Project Management; 3) Workflow modeling. This will be further explained in class.

*Class Participation:* 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, of course, with an atmosphere of mutual respect.

Lastly, don't hesitate to speak up because you're afraid you might be wrong. Real learning only takes place when we make a few mistakes along the way.

*Team Documents:* On June 25, your team will submit a team peer eval form. It should be simple and agreed upon by all team members. Your team members will use this form to rate the contributions of others. The form should include a numerical score that summarizes the overall contribution.

At the end of the course, your team may simply decide to "equally reward" all members. In that case, a single note or email to the instructor will suffice: the note should be signed by all team members, an email should be cc'ed to all team members.

If you're doing the project all by your lonesome, then there's no need to deliver a peer eval form.

**Schedule:** (I reserve the right to modify the schedule especially as Guest Speakers often move their dates)

Date	Topics	Activities & Assignments
6/18	<u>Introduction to IT</u> The Class Project	American Airlines Sabre Ford Mazda
6/20	<u>Basics IT Terminology and Trends</u> Topher White, Sr Manager Site Integration, Disney Workflow Modeling Introduction Enterprise Supply Chain Apps	First Case: Assignment 1 Due Grandma Studor's Bakery Video Clip: Office Space
6/25	<u>Supply Chain Management</u> Chris Jones, Amazon.com Cases: Hershey's	Assignment 2 Due Peer Eval form due Starbucks
6/27	<u>IT Operations</u> Chris Oleson, IT Operations Consultant	IT Disasters
7/2	<u>Essentials of Enterprise IT Management</u> Guest Professor: Butch Leonardson	Assignment 3 Due Peoplesoft Owens Corning
7/4	Holiday	
7/9	<u>Program vs. Project Management</u> Guest: George Fletcher, Parity Software	
7/11	Exam	
7/16	Final Summary Phil Ackerman, Program vs. Project Mgt Class Presentations	
7/18	Class Presentations	Papers Due 7/18 with peer evals