

SOUTHEAST MISSOURI STATE UNIVERSITY

Department of Economics

Course No: EC840

Title of Course: Enhancing Organizational Performance with Information Technology

VI. Catalog Description and Credit Hours of Course: Investigation of the impact of intranet, extranet and Internet technologies upon the performance of business, not-for-profit and government organizations.

II. Prerequisites: None

III. Purposes or Objectives of the Course: Upon completion of the course, a student should be able to:

- A. Identify a number of intranet applications.
- B. Explain how these intranet applications can increase organizational productivity and address organizational problems.
- C. Evaluate the use of intranet applications by existing organizations (case studies).
- D. Design a strategy for using an intranet application to solve a specific organizational problem.
- E. Identify a number of extranet/Internet applications.
- F. Explain how these extranet/Internet applications can be used to increase organizational productivity and address organizational problems.
- G. Evaluate the use of extranet/Internet applications by existing organizations (case studies).
- H. Design a strategy for using an extranet/Internet application to solve a specific organizational problem.

IV. Expectations of students

- A. Satisfactory completion of assignments and performance on exams.
- B. Full participation in team projects.
- C. Full participation in class discussion.

V. Course Outline (Hours)

- A. Defining an intranet (5)
 - 1. Hardware and software requirements
 - 2. Security issues
 - 3. Applications

- B. Organizational uses of intranets (15)
 - 1. Enhancing communication
 - 2. Information sharing
 - 3. Collaboration
 - 4. Organizational publishing
 - 5. Community building

- C. Defining an extranet/Internet (5)
 - 1. Hardware and software requirements
 - 2. Security
 - 3. Applications

- D. Organizational uses of extranets/Internet (35)
 - 1. Enhancing communication
 - 2. Information sharing
 - 3. Assessing the competition
 - 4. Distance learning
 - 5. Organizational publishing
 - 6. Serving external constituents
 - 7. Information gathering
 - 8. Support of telecommuting
 - 9. Community building
 - 10. Employee recruitment
 - 11. Video-conferencing
 - 12. Promotion

VII. Textbook and/or Other Required Materials:

- A. Textbooks: Because of the rapidly changing nature of the material in this class, the following list of books is suggested as a guideline only; a current book will be selected late in the Spring semester.
 - 1. Baker, Richard H. *Extranets: The Complete Sourcebook*, McGraw-Hill, 1997.
 - 2. Kilmer, William E. *Getting Your Business Wired: Using Computer Networking and the Internet to Grow Your Business*, AMACOM, 1999.

3. Szuprowicz, Bohdan O. *Extranets and Intranets: E-Commerce Business Strategies for the Future*, Computer Technology Research Corporation, 1998.
 4. Turban, Efraim. *Electronic Commerce: A Managerial Perspective*, Prentice Hall, 1999.
- B. Selected Web Resources
1. About.com (<http://ecommerce.about.com/finance/ecommerce>)
 2. ZDNet.com (<http://www.zdnet.com>)
 3. Electronic Commerce Research Center (<http://www.cio.com/forums/ec>)
 4. Commerce at Light Speed (<http://www.cals.com/ec/index.htm>)
 5. Electronic Commerce Guide (<http://ecommerce.internet.com>)

VIII. Basis for Student Evaluation: The evaluation of students will be based on

- A. Performance on examinations
- B. Quality of individual and team projects
- C. Class participation