Purdue University
Request for Addition, Expiration,
Or Revision of an Undergraduate Course
(100-400 Level)

Department: Computer and Electrical Engineering Technology & Information Systems and Technology
Effective Session: Fall 2010

Instructions: Please check the items below which describe the purpose of this request.

☐ 1. New course with supporting documents
☐ 2. Add existing course offered at another campus
☐ 3. Expiration of a course
☐ 4. Change in course number
☐ 5. Change in course title
☐ 6. Change in course credit/type
☐ 7. Change in course attributes (department head signature only)
☐ 8. Change in instructional hours
☐ 9. Change in course description
☐ 10. Change in course requisites
☐ 11. Change in semesters offered (department head signature only)
☐ 12. Transfer from one department to another

Proposed:

Subject Abbreviation: IST
Course Number: 420
Long Title: Information Systems Innovation and New Technologies
Short Title: IS Innovation & New Technologies

Existing:

Subject Abbreviation: IST
Course Number: 420
Long Title: Information Systems Innovation and New Technologies
Short Title: IS Innovation & New Technologies

Terms Offered:

☐ Summer
☐ Fall
☐ Spring

Campus(s) Involved:

☐ Calumet
☐ Cont Ed
☐ Ft. Wayne
☐ Indianopolis
☐ N. Central
☐ Tech Statewide
☐ W. Lafayette

Credit Type:

1. Fixed Credit: Cr. Hrs. 3.0
2. Variable Credit Range: To Or
3. Equivalency Credit: Yes ☐ No ☐
4. Thesis Credit: Yes ☐ No ☐

Course Attributes:

1. Pass/No Pass Only
2. Satisfactory/Unsatisfactory Only
3. Repeatable
4. Minimum Repeatable Credit: To
5. Designator Required
6. Special Fees
7. Registration Approval Type: Department ☐ Instructor ☐
8. Variable Title
9. Remedial
10. Credit by Examination
11. Full-Time Philibeg
12. Off-Campus Experience

Instructional Type:

Lecture: Minutes Per Week 75
Recitation: Meetings Per Week 2
Presentation: Weekly Offered 16
Lab: % of Credit Allocated 100
Experiential: Delivery Method (Asyn. Or Syn.)
Research: Delivery Medium (Audio, Internet, Live, Text-Based, Video)
Ind. Study: Cross-Listed Courses
Pract/Observ: Live

Course Description (Include Prerequisites):

P: IST 380. New IS technologies are being used to change how organizations communicate both internally and as well as with external partners. These technologies have been integrated into an exciting academic discipline that is integral to all business activities. This course is designed to introduce students to new and innovative technologies and examine how these powerful systems have fundamentally reshaped modern organizations along with our society. Using online collaborative technologies that were developed in the context of social networking and online communities, corporations are reengineering both internal business processes and those related to customers, suppliers, and business partners. Developing innovative ways to communicate and collaborate can lead to new business opportunities and new efficiencies. This course investigates the technologies, methods and practices of developing new innovations such as online communities, and how this knowledge and these skills are applied to re-engineer business processes. For example, how products, services and information systems are developed, and how geographically dispersed virtual teams collaborate.

Calumet Department Head Date
Calumet School Dean Date

Ft. Wayne Department Head Date
Ft. Wayne School Dean Date

Indianapolis Department Head Date
Indianapolis School Dean Date

North Central Department Head Date
North Central Chancellor Date

West Lafayette Department Head Date
West Lafayette College/School Dean Date
West Lafayette Registrar Date

Office of the Registrar
Learning objectives

Students will:

1. Learn how IS plays a role in the world around them and the business world.
2. Learn how technologies are increasing the ability of organizations to globalize business processes and to extend their reach to global customers.
3. Learn the process and techniques used to innovate IS technologies.
4. Learn where businesses have used IS technologies to innovate and reengineer business processes.
5. Learn the concepts associated with network effects.
6. Learn how the web as a platform enhances creativity, information sharing and functionality.
7. Learn the role of web technologies such as online communities in the business work, and how they deliver value.
8. Learn about the popular community-oriented tools, such as online social networking tools.
9. Learn the economics involved with digital goods and services.
10. Learn how to deal with the challenges associated with new technologies and innovation.

Topics:

• Globalization
• Conversation about the commoditization of IT
• Technologies that have shaped the electronic world
• Process of IS innovation
  o Diffusion
  o Innovation cycles
• Strategic importance of the web as a platform
  o Web services
  o Collective intelligence
  o Peer-to-peer networking
  o Social networking
• Web 2.0 tools
  o RSS
  o Podcasts
  o Wikis
  o Blogs
  o Mash-ups
• Information organization
  o Categorization
  o Taxonomies
  o Tagging
• Virtual Teams
• Economics of digital goods and services
  o Ecommerce distribution
    ▪ The Long Tail
    ▪ Wikinomics
    ▪ The Free Economy
• Search space
  o How search works
  o How search is monetized
  o Strategic importance of search
• Knowledge Management
• Future trends

Discussion

• It is essential for the health of the IS discipline to actively recruit IS students. This course will focus on topics designed to excite students about the IS discipline. Specifically, this course will look at how IS is used in the world around the student and how IS can be utilized to create powerful applications. This is done by delivering topics that will gain traction with the target audience. In turn, by exposing students to a variety of business views of IS the students would better understand the possibilities within the field.

• This course is different from the introduction to IS as it does not provide a comprehensive overview of IS, rather topics are selected that may peak students’ interest in IS. The topics are a means to delivering an understanding of the IS field.

• It is critically important that we expose students to how IS is impacting the world around them and more specifically how IS functions in the business world.

• This course should include hands on demonstrations and projects that allow students to manage these online tools; understand the importance of information flows and provide the strategic importance of such systems.