

# AMIS 4620 – Managing Digital

## Spring Semester 2024 TR 3:55 PM – 5:15 PM, Cockins Hall 240

### INSTRUCTOR:

Michael Fulton, CIO & SVP Consulting & Advisory Solutions at Vernovis  
Adjunct Professor & Academic Director, Digital Executive Education, Fisher College of Business  
[fulton.27@osu.edu](mailto:fulton.27@osu.edu) 513-780-0054 <https://www.linkedin.com/in/michaelfulton/>

### OFFICE HOURS:

By appointment

### COURSE TEXTS:

#### Main Text

*Managing Digital: Concepts and Practices* by Charles T. Betz <https://publications.opengroup.org/g183>

#### Book Report Texts

*Phoenix Project, 5th Anniversary Edition* by Kevin Behr, George Spafford, Gene Kim <https://itrevolution.com/book/the-phoenix-project/> *The Unicorn Project* by Gene Kim <https://itrevolution.com/book/the-unicorn-project/>

### COURSE DESCRIPTION & OBJECTIVES:

This course is intended to guide a student through the journey of building a digital-first viewpoint and the skills needed to thrive in the digital-first world. It is structured to show the key issues and skills needed at each stage of the digital journey, starting with the basics of a small digital project, eventually building to the concerns of a large enterprise.

### STUDENT RESPONSIBILITIES:

- You are expected to have read the assigned portion of the book prior to coming to class.
- You will have two book report assignments throughout the quarter. Texts, due dates and expectations are shared on day 1 of class. Therefore, you are expected to complete all assignments on time, no exceptions, so don't ask.
- You are expected to attend class and participate. You will get out of this course what you put into it. Participation is also key when we have guest speakers, so be prepared to ask questions and engage in conversation. These industry experts are giving up their time for you, so take full advantage of it.
- This course will position you to achieve The Open Group Digital Practitioner certification. You will have that opportunity once course is completed.

### GRADING POLICY:

- Allocation of points
  - Book Reports: 140 (2 @ 70 points each)
  - Quizzes: 260 (13 @ 20 points each)
  - Final: 200
- Grading Scale:
  - A = 93-100, A- = 90-92, B+ = 87-89, B = 83-86, B- = 80-82, C+ = 77-79, C = 73-76, C- = 70-72, D = 65-69, E = under 65.
- No makeup quizzes or exams will be given. Quizzes will be open note open book and will be available online on Carmen on the Friday of quiz week. No late assignments will be accepted. Assignments are to be submitted electronically via Carmen prior to the start of class on the due date.

### CARMEN:

The Carmen system will be leveraged as the primary communication vehicle for this class

- News – Important reminders or items of note will be posted in the News section on the Carmen home page
- Content – The Content Area will be the main communication vehicle between the Instructor and the Students
- Syllabus – updates to the syllabus will be posted in this section
- Lecture Notes – power point slides that guide the lectures will be posted here
- Assignment – homework assignments will be posted here
- Reference Material – additional content and websites that are relevant to the course will be posted in this section
- Quizzes – we will be leveraging the quizzes portion of Carmen in this class. Weekly quizzes will be available for completion from immediately following class Thursday to 11:59 PM on Fridays.
- Grades – you can view your grades in this section

**TENTATIVE SCHEDULE:**

Week	Date	Topics	Managing Digital Readings	Assignments
1	9-Jan	Managing Digital and the Emergence Model	Introduction for the student	
	11-Jan	No Class	No Class	Quiz
2	16-Jan	Digital Value	Part 1; Chapter 1	
	18-Jan	Guest lecturer		Quiz
3	23-Jan	Digital Infrastructure	Chapter 2	
	25-Jan	Guest lecturer		Quiz
4	30-Jan	Application Delivery	Chapter 3	
	1-Feb	Guest lecturer		Quiz
5	6-Feb	Product Management	Part 2; Chapter 4	
	8-Feb	Guest lecturer		Quiz
6	13-Feb	Work Management	Chapter 5	
	15-Feb	Guest lecturer		Quiz
7	20-Feb	Operations Management	Chapter 6	
	22-Feb	Guest lecturer; Phoenix Project discussion	Phoenix Project	Quiz; Phoenix Project book report
8	27-Feb	Coordination	Part 3; Chapter 7	
	29-Feb	Guest lecturer		Quiz
9	4-Mar	Investment and Planning	Chapter 8	
	6-Mar	Guest lecturer		Quiz
10	12-Mar 14-Mar	Spring Break	No Class	No Assignments
11	19-Mar	Organization and Culture	Chapter 9	
	21-Mar	Guest lecturer		Quiz
12	26-Mar	Governance, Risk, Security and Compliance	Chapter 10	
	28-Mar	Guest lecturer		Quiz
13	2-Apr	Enterprise Information Management	Chapter 11	
	4-Apr	Guest lecturer		Quiz
14	9-Apr	Architecture and Portfolio	Chapter 12	
	11-Apr	Guest lecturer		Quiz
15	16-Apr	Unicorn Project discussion; Exam Prep	Unicorn Project	Unicorn Project book report
16	18-Apr	Final Exam		Exam