Course Overview
This course explores the implications and principals of information management technologies for public and nonprofit managers, including: the role of eGovernment, citizen engagement through Web 2.0 and social media, digital service delivery, open and big data, cyber security awareness, augmented decision making through artificial intelligence, the exploration of how policy and technology intersect, and how technology can be best managed through various governance models.

This course is designed for the “non-techie” who will surely be called upon to manage or oversee some form of technology application – either directly or indirectly through policy or management.

The course is taught in a seminar/lecture setting with reliance on classroom interaction and assignments. It provides students the opportunity to build a sense of greater awareness and confidence in what public managers face in every day challenges regarding information technology and its related polices.

The course will explore all the latest trends in public management technology and the potential impact for managers and citizens. Students will also gain a better perspective as to how technology is managed through various governance models. Finally, through the course there will be discussions and real-life examples about the need for policies and procedures to safeguard our technology infrastructure while providing greater openness, participation, and transparency.

Upon completion, students should better appreciate how the use of technology applications, "electronic/digital government" and other web-based technologies can transform government and
be able to help governments develop and manage programs and services that are more responsive and effective.

**Course Objectives**

1. Understand how information system design relates to democratic theory.
2. Understand the skills and tools that are useful in information management, information technology, and systems dedicated for the effective flow of information within organizations.
3. Develop an understanding of the role of e-government and e-governance, digital government, and social media in today's society and in public organizations.
4. Develop an understanding of the possibilities and challenges of technology applications within public organizations.
5. Understand how technology can be managed through various governance models.
6. Appreciate the role of public policy and technology.

**Instructor Information**

Dr. Alan R. Shark, D.P.A

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Email address: ashark@comptia.org

Internet address: [https://schar.gmu.edu/](https://schar.gmu.edu/), and/or [www.pti.org](http://www.pti.org)

**Office phone:** 202-626-2445 (Washington, DC Office)

**Office mailbox:** Office hours: by appointment.

**Education:** Dr. Shark holds a doctorate in Public Administration (D.P.A.) from the University of Southern California, a MPA from Baruch College, and a BBA Degree in Business and Public Administration from Baruch College, as well as an AAS Degree in Business Administration with Honors from Staten Island Community College.

**Professional work:** Dr. Alan R. Shark is the Executive Director/CEO of the Public Technology Institute headquartered in Washington, DC. See [www.pti.org](http://www.pti.org)

His career has spanned over 30 years as a highly recognized leader in both the nonprofit management and technology fields, with an emphasis on technology applications for business and government. Prior to being recruited to PTI, Dr. Shark served as President and CEO of the American Mobile Telecommunications Association (AMTA) and served as Executive Director of the Rural Broadband Coalition, and the Power Line Communications Association. Dr. Shark also served as the Associate Executive Director for Marketing & Communications and and Publisher for the Water Environment Federation.
As an author and speaker on technology developments and applications for most of his distinguished career, Dr. Shark’s experience both balances and embraces the business, government, education and technology sectors. Dr. Shark is well published and his many works can be found on www.amazon.com by searching his name.

**Awards & Recognition:** Dr. Shark is a Fellow of the National Academy of Public Administration (NAPA), as well as Fellow of the Radio Club of America (RCA), and Fellow of the American Society for Association Executives (ASAE). He is the recipient of the 2012 Technology Champion Award by the National Association of State Chief Information Officers (NASCIO).

**Readings**
The course will use two main textbooks, described below. Other selected readings will be posted in electronic form on Blackboard or distributed in class. The textbooks were selected because they provide a good and contemporary collection of current topics related to information technology and government.


- **Seven Trends That Will Transform Local Government Through Technology**, Shark, Alan R. Public Technology Institute, Alexandria VA,

**Assignment**

1. **One Page Student BIO and Picture (5% of grade)** Please submit a 1 to 3-page, bio summary including a picture inserted in the same document – preferably a headshot. Please state where you have come from, where you are, and where you hope to be in your career journey. Also, include what you hope to get out of the class and your degree objectives. What are your professional aspirations? Also, include your e-mail address and a non GMU Email address if you wish.

2. **Class Participation/Attendance (35% of grade)**

   *Participation* is very important in this class and I will be tracking how each student participates and interacts among the class and myself. Each week at the beginning of each class, you will be asked to scan the journals, newspapers, tech publications and report (orally) what caught your eye, why, and the significance to the topics covered.

   The course meets only once a week, so attendance is also critical to the overall grade. If you are unable to attend one class, please check with me (via e-mail) for any changes to the syllabus or announcements that you may have missed during class. I will provide opportunities upon request to make up a missed class. **However, A student missing three or more classes will receive a full letter grade lower.**
You participate by asking a question, responding to a question or making a comment or observation. Therefore, it is critical to be prepared for class by reading the assigned chapters or articles in advance and be familiar with their main points.

3. Article Critiques or Mini Topical paper (2) (15% of grade each or 30% total)
You can critique any chapter of either textbooks or any assigned article, journal article, or other respected source or sources. Your critique should include a summary of the article (research question, method, findings and conclusions) or chapter (major arguments made in chapter). You should then critique how well the author(s) made their points, and your reaction to their arguments. Feel free to express your opinion regarding the material based on your background and experiences. Your critique should be 3 to 5 pages in length (not counting a cover sheet) and use APA style for any quotes, etc.

4. Final Paper (30% of grade with 5% of it graded as an oral presentation in class and 25% as the paper)
A paper will be due at the end of the semester that focuses on a particular aspect of technology and government. You might consider technology applications (or plans) in a governmental department, office, or nonprofit organization. This paper should be between 12 and 18 pages (not counting a cover sheet) and the topic will be of your choosing. Oral presentations will be required and presented by each student, individually, during the last one or two classes of the semester. Your paper can either be a literature review or a small research study. I will review general requirements in class.

As noted above, part of your final grade you will be asked to make a 8 to 5 minute, presentation to the class at the end of the semester so that the rest of the class can benefit from your knowledge and information gained in developing your paper.

Grading Criteria
All written assignments shall be evaluated based content, organization, difficulty of topic, and format. Content means did you fully complete all required parts of the assignment?. Format refers to the proper page length, inclusion of cover page, overall organization of assignment, use of proper citation format (APA) and inclusion of reference list.

Overall, I will use the following to assign grades to your assignments:

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<thead>
<tr>
<th>Letter Grade</th>
<th>Definition</th>
<th>Numerical Equivalent</th>
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<tbody>
<tr>
<td>A</td>
<td>Outstanding</td>
<td>89.5 – 100</td>
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<tr>
<td>B+</td>
<td>Very Good</td>
<td>84.5 – 89.49</td>
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<tr>
<td>B</td>
<td>Good</td>
<td>79.5 – 84.49</td>
</tr>
<tr>
<td>C+</td>
<td>Intermediate</td>
<td>74.5 -79.49</td>
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<tr>
<td>C</td>
<td>Satisfactory</td>
<td>69.5 - 74.49</td>
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<tr>
<td>F</td>
<td>Failing</td>
<td>&lt; 69.5</td>
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Note: No “Incomplete Grade” will be offered for any student who has not completed at least 85% of course work. A student missing three or more classes will receive a full letter grade lower.

Student Learning Outcomes (General)

- To be able to lead and manage in public governance.
- To participate in and contribute to the public policy process.
- To analyze, synthesize, think critically, solve problems, and make decisions.
- To articulate and apply a public service perspective.
- To communicate and interact productively with a diverse and changing workforce and citizenship.

| Assignment 1: (Bio & Picture) | 5% of Grade | August 28 |
| Assignment 2: Weekly (oral) Discussions/Participation | 35% of Grade | Weekly |
| Assignment 3: Article Critique One | 15% of Grade | September 18 |
| Assignment 4: Article Critique Two | 15% of Grade | November 13 |
| Assignment 5: Oral presentation and Final Paper | 30% of Grade | December 4, December 11 |

Course Calendar: Class Schedule and Assignments

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
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| Week 1     | Introduction to Information Technology and Public Admin. | • Tech and PM Book: Chapter 1  
             | August 28                                           | • Seven Trends Book: Chapter 1            | Assignment 1 Due                  |
| Week 2     | Technology Leadership, Governance, and Innovation    | • Tech & PM Book: Chapter 2  
             | September 4                                         | • Seven Trends Book: Chapter 2          |                                  |
| Week 3     | The Role of Technology and E-Government and E-Government | • Tech & PM Book: Chapter 3  
             | September 11                                        | • Seven Trends Book: Chapter 4          |                                  |
| Week 4:  | September 18 | Shared Services: Consolidate, Coordinate, and Cooperate | Seven Trends Book: Chapter 6  
Tech & PA Book: Chapter 7 |
|---------|--------------|------------------------------------------------------|-----------------------------|
| Week 5:  | September 25 | Part 1: The Data Factor – Big and Open  
Part 2: ID Management | Tech and PA Book: Chapter 4  
Assignment 2 Due |
| Week 6:  | October 2    | Managing Technology  
Part 1: Project, Program & Risk Management  
Part 2: Enterprise Resource Planning (ERP)  
Part 3: Outsourcing vs. Insourcing | Tech and PA Book: Chapter 5 |
| Week 7:  | October 9    | Broadband, Mobility, and the Internet | Tech and PA Book: Chapter 6  
Seven Trends Book: Chapter 4 |
| Week 8:  | October 16   | Part 1: Nonprofit Management  
Part 2: Digital Equity and Ethics | Textbook: Chapters 13 and 14  
Textbook: Chapter 8  
Assignment 3 Due |
| Week 9:  | October 23   | Smart Government | Readings to be added |
| Week 10: | October 30   | Cybersecurity – Securing the Enterprise | Seven Trends: Chapter 7  
PA and Tech Book: Chapter 10 |
| Week 11: | November 6   | Part 1: Knowledge & Information Management, Information Sharing  
Part 2: Records Management  
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<tr>
<th>Week 12: November 13</th>
<th><strong>GIS:</strong> Geospatial Systems and Planning: Mapping and Visualizing the Future</th>
<th>Textbook: Chapter: Chapter 8</th>
<th><strong>Assignment 4 Due</strong></th>
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<td>Week 13: November 20</td>
<td><strong>Part 1:</strong> Health IT and Transportation, AI and Robotics</td>
<td>Tech and PA: Chapter 15</td>
<td><strong>Individual Student Presentations</strong></td>
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<td><strong>Part 2:</strong> Future Challenges for Public Administrators</td>
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<td>Thanksgiving Break</td>
<td><strong>Individual Student Presentations</strong></td>
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<td><strong>Final Paper Due</strong></td>
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<td>Week 14: December 4</td>
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<td>Week 15: December 11 (No Class)</td>
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### Course Policies

**Class Ground Rules**

- Turn off all cell phones and other electronic equipment before entering the classroom. If you must take/make a call, please leave the classroom before doing so!
- Please try to eat before class or during the break although drinks in class are okay.
- All questions, perspectives and opinions are important and valuable, you are encouraged to share and discuss.
- You are responsible for learning how to use Blackboard to participate in the class (find readings, check grades, upload assignments etc.). There is an online tutorial or workshops available.
- All assignments must be uploaded through the Assignments folder in Blackboard according to specifications.

**Syllabus Content and Schedule Changes** The syllabus schedule and content may change at the discretion of the instructor. Such changes will be clearly announced in class and posted to Blackboard.
Important Notice: If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center (DRC) at 993-2474. All academic accommodations must be arranged through the DRC.

*Statement on academic integrity, for example:
Faculty in the Schar School have zero tolerance for academic dishonesty and will strictly enforce Mason’s honor code.