This course will be offered this semester as a virtual class. In many ways it will be offered “live”: much like you were in a physical classroom. At this time we are planning on using Blackboard Collaborate Ultra as the video platform that is well integrated into Blackboard. You will be required to have your video on throughout the class and audio turned to mute unless speaking.

This class has been designed to highly interactive. Each week each student is expected (unless otherwise instructed) to submit an article chosen that is relevant to the week’s topic. You will earn up to 5% of your grade each week as a combination of presenting, posting and class participation.

Course Management Instructions

1. Read the Course syllabus that lists topics and assigned readings each week.
2. Post an article that focuses on the week’s topic via “Assignments” in Blackboard.
3. Students missing a class will have a way to make up for the absence.
4. Each week click on “Collaborate Ultra” found on the left side of your screen under the Control Panel to get to each week’s virtual class.
5. Make sure your device camera and microphone are operational and all are to be left on for the duration of the class. – as if you were in class in person.
6. Let’s make it interesting and fun! I will certainly do my part – but seriously we will be covering some very contemporary issues that face us all.

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 everyday challenges regarding information technology and its related policies.

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 emerging technologies that will impact government
7. Appreciate the role of public policy and technology.

**Instructor Information**

Dr. Alan R. Shark, D.P.A
Office address: Van Meter Hall 468 when open!
Email address: ashark@gmu.edu or ashark@comptia.org
Internet address: https://schar.gmu.edu/, and/or www.pts.org
Office phone: 202-626-2445 (Washington, DC Office)
Office mailbox: Office hours: by appointment and only via phone or video conference.

Education: Dr. Shark holds a Doctorate in Public Administration (D.P.A.) from the University of Southern California, an 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.pts.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.

Assignments

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 so that I have an alternative way of reaching you (this is voluntary).

2. **Mini Topical Research Paper (15% of grade)**
   A mini research topical paper is a way to further explore on your own a particular topic of interest. You are free to choose a topic that relates to technology, policy, and government, i.e., body-worn cameras, GIS, privacy, health IT, etc. Please list a few references unless coupled to a particular book. Your paper should include a summary of the topic (research question, method, findings and conclusions) or chapter (major arguments made in chapter). Your paper should be 3 to 5 pages in length (not counting a cover sheet) and use APA style for any quotes, etc.

3. **Weekly Assignments/Postings/Class Participation (60% 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.

4. **Final Paper (20% of grade)** A paper will be due at the end of the semester that focuses on an 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 15 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.

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

There is a total of 100 possible points with the following grade scales:

- A+  Above 96 points
- A  94-96 points
- A-  90-93 points
- B+  87-89 points
- B  84-86 points
- B-  80-83 points
- C+  77-79 points
- C  74-76 points
- C-  70-73 points
- F  Below 70 points

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.

<table>
<thead>
<tr>
<th>Assignment 1: (Bio &amp; Picture)</th>
<th>5% of Grade</th>
<th>August 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 2: Mini Topical Research Paper</td>
<td>15% of Grade</td>
<td>September 30</td>
</tr>
<tr>
<td>Assignments: Weekly (oral) Discussions/Participation</td>
<td>60% of Grade</td>
<td>Weekly (5% each of 12 weeks)</td>
</tr>
<tr>
<td>Assignment 4: Final Written Paper</td>
<td>20% of Grade</td>
<td>December 9</td>
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Course Calendar: Class Schedule and Assignments

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| Week 1*    | Introduction to Information Technology and Public Admin. | • Tech and PM Book: Chapter 1  
• Seven Trends Book: Chapter 1 | Assignment 1 Due |
| August 26  |                                            |                                               |                  |
| Week 2*         | September 2 | Technology Leadership, Governance, and Innovation | - Tech & PM Book: Chapter 2  
|                |             |                                                 | - Seven Trends Book: Chapter 2 |
| Week 3*        | September 9 | The Role of Technology and E-Government and Social/Civic Media | - Tech & PM Book: Chapter 3  
|                |             |                                                 | - Seven Trends Book: Trend 5 |
| Week 4*        | September 16| Shared Services: Consolidate, Coordinate, and Cooperate | - Seven Trends Book: Chapter 6  
|                |             |                                                 | - Tech & PM Book: Chapter 7 |
| Week 5*        | September 23| The Data Factor – Big and Open | - Tech and PM Book: Chapter 4 |
| Week 6         | September 30| Privacy & ID Management | Assignment 2 Due |
| Week 7*        | October 7   | Managing Technology  
                  |                | Part 1: Project, Program & Risk Management | Tech and PM Book: Chapter 5  
|                |             |                                                 | Part 2: Enterprise Resource Planning (ERP) |
|                |             |                                                 | Part 3: Outsourcing vs. Insourcing |
| Week 8*        | October 14  | Broadband and Mobility, and the Internet | Tech and PM Book: Chapter 6  
|                |             |                                                 | Seven Trends Book: Chapter 4 |
| Week 9*        | October 21  | Digital Equity and Ethics | Tech and PM Book: Chapter 13 |
| Week 10*       | October 28  | The People Factor - Managing the Human Resource Function in a Technology Environment | Tech and PM Book: 12 and 14  
|                |             | Nonprofit Management | |
| Week 11*       | November 4  | Cybersecurity – Securing the Enterprise | Tech and PM Book: Chapter 10  
<p>|                |             |                                                 | Seven Trends: Chapter 7 |</p>
<table>
<thead>
<tr>
<th>Week 12* November 11</th>
<th>Artificial Intelligence – The Future of Work</th>
<th>Tech and PM: Chapters 11</th>
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<tbody>
<tr>
<td>Week 13* November 18</td>
<td>GIS: Geospatial Systems and Planning: Mapping and Visualizing the Future</td>
<td>Tech and PM Book: Chapter: 8</td>
</tr>
<tr>
<td>Thanksgiving Break!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 14 December 2</td>
<td>Emerging Trends – Future Issues</td>
<td>Tech and PM Book: Chapter 13</td>
</tr>
<tr>
<td>December 9 (No Class)</td>
<td></td>
<td>Assignment 4: Final Paper Due</td>
</tr>
</tbody>
</table>

*Students earn 5% of grade

**Course Policies**

**Class Ground Rules**

- We will start class sharply at 7:20 PM.
- We will not take a formal break which means the class may finish earlier the scheduled.
- Please try to eat before class.
- 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.