



## MIS 301 INFORMATION TECHNOLOGIES IN BUSINESS, SPRING 07

**Unique #:** 03590  
**Instructor:** Tayfun Keskin  
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IROM Department  
**Class Hours:** MWF 12:00PM - 1:00PM  
**Location:** UTC 4.122  
**Office:** CBA 1.308B  
**Office Hours:** MW 11:00AM - 12:00PM

### Course Description:

Information systems and communications technologies have a central role in the economic and social structures of our society. They influence business processes, organizational structures, and the way people do business, work, and communicate with each other.

This course is an introduction to the fundamentals of information technologies and to the strategic opportunities and challenges presented by these technologies. The course is based on the belief that business opportunities and challenges are best addressed through a fundamental understanding of management and technological concepts. Topics covered include databases, data communications and networking, local area networking and wireless local area networking technologies, Internet technologies, enterprise systems and IT security. While there is some introduction to technical details, the real impact of this class is gained by understanding the impact of technology on how business is done.

### Objectives

I am expecting all students to be familiar with the IS world and learn technological advances that might help to create sustained competitive advantage both in your business and personal life. To do so, I am asking all students to read two MIS articles of your choice approved by me in the first two weeks of the semester. I expect articles from reputable sources such as Financial Times, Wall Street Journal, Business Week etc... There will be two single-page essay summaries as homework on those articles. Your first technical task will be building a website of your own. After learning enough technical knowledge in class, I will ask you to design spreadsheets for business analyses. On top of this, you'll build a database as class project.

Do not worry about the load. Most of your homework grades will not depend on your design performance and time consumed but will depend on your analysis of the results and your understanding. Therefore, showing that you understood course material will be enough for a high portion of grade. Briefness is preferred both in your essays and projects.

**Textbook:** Business Driven Technology, Haag, Baltzan and Phillips, 2007

**BlackBoard:** Announcements, assignments, course schedule, additional readings and lecture slides are available at <http://courses.utexas.edu/> (AKA blackboard).  
Login using your UT EID and select 07SP INFORMATN TECHNOL IN BUSINESS (03590).



### **Grading:**

	<b>Points</b>	
Homework, Projects, etc...	300	
Midterm Exam 1	200	Friday, February 23
Midterm Exam 2	200	Friday, March 30
Final Exam	300	Wednesday, May 9 (9:00 AM – 12:00 PM)
Total	1000	

### **Exams:**

There will be two midterms and one final. Exams are not cumulative will be closed book and in a multiple-choice format. There are no make-up exams for midterms. If a student misses a midterm exam for an extreme emergency, s/he can have the final exam grade count for both the missed midterm and final and constitute a greater portion of the final grade. The extreme emergency must be approved before the exam date. This is a guts move and not recommended. There are no individual exam curves. If a curve is needed on the final course grades, it will be applied. If the class average is low, I will curve. If the class average is high, I will not. I will not “curve down.”

### **Homework, Projects, etc.:**

There will be homework assignments and quizzes to supplement and reinforce your learning. Homework is due at a specific time and day announced in the class and in the proper format. Homework handed in after the due time and during the next 24 hours will receive half credit. Homework will not be accepted more than 24 hours late. Quizzes may be given occasionally in class. These cannot be made up if missed.

### **Attendance:**

I will come to class and I expect you to do the same. Attendance will be taken every day, because it is helpful for me to know who is attending and who is not. In addition, you will learn more if you are in class daily to listen, take notes and have your questions answered.

### **Tape recorders:**

Please do not tape record during class unless you have a particular need and have discussed it with me in advance.

### **Drop Policy:**

If the University policies permit, a student may withdraw or drop this course with approval by the withdraw/drop deadlines set by the University. After the deadline, students who withdraw/drop the course receive a grade based on what they have earned in the course at that point in time.

### **Scholastic Dishonesty Policy:**

By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this



class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course an/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

**Special accommodations:**

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.



**Topics to be covered:** (prone to change within semester, please follow BlackBoard)

<b>Date</b>	<b>Topic</b>	<b>Chapter</b>	<b>Plug-Ins</b>	<b>TO DO</b>
Week commencing Jan 17	IT and Business Basics	Ch1: Business Driven Technology	B1: Business Basics T1: Personal Productivity using IT	<b>1. Project 1</b> <pg 532> (Due Jan 29)
w/c Jan 22	Strategic IT	Ch2: Identifying Competitive Advantages  Ch3: Strategic Initiatives for Implementing Competitive Advantages	T2: Basic Skills Using Excel	<b>Set 2 MIS articles with me</b> (Due Jan 31)
w/c Jan 29	Strategic IT  <b>On Jan 31, go to MOD Lab for MS Excel training</b>	Ch4: Measuring Success of Strategic Initiatives,  Ch5: Organizational Structures That Support Strategic Initiatives	T3: Problem Solving Using Excel T4: Decision Making Using Excel	<b>2. Project 26</b> <pg 547> (Due Feb 7)
w/c Feb 5	Managing Information for Business Initiatives  <b>On Feb 5, go to MOD Lab for working on Project</b>	Ch6: Valuing Organizational Information  Ch7: Storing Organizational Information	T5: Designing Database Applications	<b>3. Project 46</b> <pg 558> (Due Feb 19)
w/c Feb 12	Database week  <b>On Feb 12 and 16, go to MOD Lab for MS Access training</b>		T6, 7, 8: Access	
w/c Feb 19	Managing Information for Business Initiatives (continued)	Ch8: Accessing Organizational Information		<b>5. Project 28</b> <pg 548> (Due Mar 5)  <b>MIDTERM 1</b>
w/c Feb 26	Enhancing Business Decisions	Ch9: Enabling the Organization  Ch10: Extending the Organization	B8: Supply Chain Management	<b>Article Summary 1</b> (Due Mar 9)
w/c Mar 5	Enhancing Business Decisions	Ch11: Building a Customer-Centric Organization  Ch12: Integrating the Organization from End to End	B9: Customer Relationship Management  B10: Enterprise Resource Planning	<b>6. Project 47</b> <pg 559> (Due Mar 19)



<b><i>SPRING BREAK</i></b>				
w/c Mar 19	Telecommunications and Internet		T9: Designing Web Pages B5: Networks and Telecommunications	<b><i>Build Website (Due Apr 16)</i></b>
w/c Mar 26	Information Security and IT Ethics		B1: Information Security B2: Ethics	<b>MIDTERM 2</b>
w/c Apr 2	Creating Collaborative Partnerships in Business	Ch13: Creating Innovative Organizations Ch 14: E-Business	B11: E-Business	<b><i>7. Project 41 &lt;pg 555&gt; (Due Apr 23)</i></b>
w/c Apr 9	Creating Collaborative Partnerships in Business	Ch15: Creating Collaborative Partnerships		<b><i>8. Project 50 &lt;pg 563&gt; (Due Apr 30)</i></b>
w/c Apr 16	Transforming Organizations and RFID	Ch16: Integrating Wireless Technology in Business	B12: Emerging Trends and Technologies	<b><i>Article Summary 2 (Due May 4)</i></b>
w/c Apr 23	Transforming Organizations	Ch17: Building Software to Support an Agile Organization	B14: Systems Development B15: Project Management	
w/c Apr 30	Transforming Organizations	Ch18: Outsourcing in the 21 <sup>st</sup> Century Ch19: Developing a 21 <sup>st</sup> Century Organization	B13: Strategic Outsourcing	
<b><i>FINAL EXAM</i></b>				