

MIS310 Management Information Systems

Spring 2007

Unique Numbers: 03600 and 03605

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Course Web page: Login to Blackboard

Course Objectives

Information Technology (IT) has transformed all aspects of business and everyday life. New IT investments continue to be staggering. Worldwide over \$2.5 trillion is invested on IT and in the U.S. over 50% of capital expenditures are related to IT. It has triggered new forms of organizations and business process innovation, and impacted organizational structure, culture, and politics, decision making, and society has a whole. IT is also transforming how physical products are designed, how services are bundled with products, and how individuals interact with businesses and other individuals. There is a silent transformation of physical products underway with embedded IT to improve experience and performance. Further, the ubiquity and pervasiveness of IT are expanding global trade and changing how and where work is performed. Thus, it is imperative that future managers must have a broader understanding of the IT ecosystem, working knowledge of modern IT, practical experience in its use, and management perspectives on its utilization in organizations.

The class will focus the three broad issues: (a) Strategic Impacts of IT (20%); (b) IT at the intersection of functional areas (40%); and (c) IT core skills (40%). Note that IT core skills and IT at the intersection will be discussed in the context of business strategy.

Required Material

1. Reading packet is available at Speedway copy center in Dobie Mall.
2. Additional material will be provided in class and posted on the Blackboard

NOTE: I have given for photocopying only copyrighted material like Harvard Business Review articles or cases and large documents. Articles available in public domain and free to access are made available with direct link or on the Blackboard.

Grading

Your course grade will be based on the following point distribution:

	Date	Weight
Class participation & short assignments (personal Webpage, personal home, Excel et al.)		10%
Significant Assignments (3) Database, ROI (Excel), Data Mining		15%
Group Project		10%
<i>Mid-semester Exam</i>	3/7/2007	35%
<i>Final Exam</i>		30%

The letter grade will be based on a curve. The average grade in the class will be between 3.2-3.3. However, this average can be higher (or lower) based on overall class performance. You may expect the following grade distribution: approximately 25% to 30% will receive a grade A; about 10-20% a grade of C or below, and the rest B. However, if the overall class performance exceeds the professor's expectations, the percentages of A, B, C, etc. may change.

A grade of X (incomplete) is very uncommon and will be given only for very unusual circumstances as determined by the professor (e.g., medical emergencies for you or your immediate family members that occur after the official drop date). You are required to provide sufficient evidence of the problem and notify your professor as soon as it occurs.

Class Participation

It is important for you to come prepared for class and actively participate. Students' collective knowledge and experience add to the learning experience. It is everyone's job to keep the discussion productive and moving forward. **Students will be cold called!** Therefore, it is in your best interest to come prepared for each class and to actively participate. In evaluating your class participation grade, we take the following into consideration:

- useful arguments expressed coherently and succinctly
- good analysis supported by case facts or your own experience
- constructive disagreement
- readiness to contribute upon receiving a "cold call".

I expect that students to arrive on time to class. Coming in late and leaving during class time distract class proceedings.

No LAPTOP Policy

Based on overwhelming feedback from previous students, the **use of laptops is not allowed** in this class. This is a simple rule; please respect it. I recognize some students prefer to take notes electronically on PPT slides. However, there is no way of controlling students from checking email/stocks, using IM, and surfing the web once a laptop is allowed. The quality of discussion and the flow will be affected severely. I will make PPT slides available on the Blackboard in time for you to bring copies to class, or will make PPT copies available in class.

Please make sure you keep Cellphones, Pagers, iPods, and other devices switched off during class time. However, **feel free to video-tape or audio record my lectures.**

Assignments, Case Write-ups, and Group Projects

Class work comprises of short individual IT-skill assignments, and substantive individual and group assignments/projects. Short assignments will be used to emphasize few IT skills useful for your career. The short assignment requirements will be provided in advance.

There will be three substantive assignments during the semester (worth 15%). The three assignments are on databases, data mining, and return on investments using Excel. These assignments will test your understanding of the concepts and develop significant level of expertise in using tools.

Students are expected to complete one group project which is due on May 2, 2007 (last day of class). The details of the projects will be handed out in class. The report length should be **about 8** 1 ½ spaced pages with 12 font size (including an executive summary). Be sure to use diagrams (whenever feasible) in your project reports. Any appendix is not counted in the page limit.

Along with the project report, each member of the group should submit a confidential peer review evaluating each member's contribution. A peer review form will be available on Blackboard. Note: any unequal contribution for any group member must be justified. Unequal contribution without justification will be ignored. No member of the team will receive more than 100% of the project grade even if that person has completed the entire project on her/his own. Peer reviews are confidential; however, a student has the right to know the aggregated contribution from his/her peers. Names will not be disclosed.

Exams

There will be a mid-semester exam (**March 7 during regular class hours**) and a final (TBA). On these exams, **you will be responsible for the material presented in class, in the** reading packet, and any required readings distributed in class/or on Blackboard. Questions on the exam may be true/false with justification, or short answer types. Any appeals about grades should be emailed to me or the TA for your cohort within a week after the exam or project has been returned to you.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. Any student with a documented disability (physical or cognitive) who requires academic accommodations should contact the Services for Students with Disabilities area of the Office of the

Dean of Students at 471-6259 (voice) or 471-4641 (TTY for users who are deaf or hard of hearing) as soon as possible to request an official letter outlining authorized accommodations.

Scholastic Dishonesty

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please refer to the Student Judicial Services Website at <http://www.utexas.edu/depts/dos/> or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty. In this class, all cases must be done individually. You are free to seek help from the professor or the TA.

Schedule

No.	Date	Topic	Readings
1	1/17	Introduction: Class Overview	• None
2	1/22	IT-enabled Transformation	• IT-Enabled Transformation, Konana (RP)
3	1/24	Product Digitization	• Mistakes Made on the Road of Innovation, BusinessWeek (RP) • Refer BB for additional material
4	1/29	Introduction to Software Ecosystem	• Case: Microsoft
5	1/31	Introduction to Software Ecosystem	• Refer to BB for notes/articles
6	2/5	Introduction to Databases	• Introduction to Databases by P. Konana (RP)
7	2/7	Introduction to Databases Significant Assignment 1 handed out	• Database Manipulation Language - SQL & QBE by P. Konana (RP)
8	2/12	Introduction to Databases	• Advanced SQL & QBE
9	2/14	Introduction to Databases	• SQL & Data Warehouse • Refer to BB for notes/articles
10	2/19	Introduction to Hardware Ecosystem	• Refer to BB for notes/Articles
11	2/21	Introduction to Data Communication Assignment 1 Due	(a) Case: Cox Communications, Inc.
12	2/26	Wireless Ecosystem (Industry Convergence)	• P. Konana, "Overview of Wireless Technologies" (Blackboard) • Refer to BB for additional Material
13	2/28	World Wide Web	• Refer to BB for additional Material
14	3/5	First-half summary & review	
15	3/7	Mid-term Exam (in class)	
IT Applications			

16	3/19	Customer relationship management Assignment 2 handed out	<ul style="list-style-type: none"> • Material given out in class
17	3/21	Extracting hidden knowledge	<ul style="list-style-type: none"> • Refer to BB for articles • Data mining applications
18	3/26	Extracting hidden knowledge	<ul style="list-style-type: none"> • Data mining methods
19	3/28	Process Virtualization & Innovation	<ul style="list-style-type: none"> • Michael Hammer, “Deep Change: How Operational Innovation Can Transform your Company.” (RP) • Refer to additional articles on BB
20	4/2	IT & Supply chain management Assignment 2 Due	<ul style="list-style-type: none"> • P. Konana, “IT and Supply Chain Management” (BB)
21	4/4	IT & Supply Chain Management:	<ul style="list-style-type: none"> • Refer to BB for articles
23	4/9	Business Value of IT Assignment 3 handed out	<ul style="list-style-type: none"> • Developing ROI models using Excel
22	4/11	Case Discussion: Global Supply Chain Issues	<ul style="list-style-type: none"> • Case
24	4/16	Virtual communities	<ul style="list-style-type: none"> • Refer to BB for articles
25	4/18	Emerging IT	<ul style="list-style-type: none"> • Refer to BB for articles
26	4/23	Global Delivery Model: Opportunities and pitfalls	<ul style="list-style-type: none"> • Konana, Tanriverdi and Ge “Global Sourcing and Value Chain Unbundling.” Working Paper, UT-Austin, 2005 (BB)
27	4/25	Risk Assessment & Management Assignment 3 Due	In class work
28	4/30	Course Summary & Wrap up	Refer to BB
29	5/2	Course Wrap Up – Projects, Website etc. completion	
Final Exam – TBA			