

Gray's MIS 301: Introduction to IT Management Summer 2012 – Unique Number: 71905

Instructor	Katie Gray – katie.gray@mcombs.utexas.edu Information, Risk and Operations Management (IROM) Department
Class Time	MTWTh: 12:00-2:00pm
Class Location	CBA 4.328
Office	CBA 3.408 (near the south side of wide escalators on 3 rd floor by the Hall of Honors)
Mailbox	IROM Department, CBA 5.202
Phone	(512) 232-8190
Office Hours	TWTh 11:00-12:00 noon and by appointment (email Katie 2-3 days ahead to make an appointment if you work or have class during office hours)
Teaching Assistants	Julie Lim - j.k.lim@hotmail.com Claire Williams - clairewilliams15@gmail.com

Course Description

Information Technology (IT) has transformed all aspects of 21st century business and everyday life. New IT investments continue to be staggering. Worldwide, over \$2.5 trillion has been invested in IT. In the U.S., over 50% of capital expenditures are related to IT. IT has triggered new forms of organizations; transformed business process innovation; and impacted organizational structure, culture, politics, decision-making and society as a whole. IT is also transforming how physical products are designed, how services are bundled with products, and how individuals interact with businesses and with other individuals. A silent transformation of physical items is occurring as more and more products use embedded IT to improve customer experience and product performance. The pervasiveness of IT is expanding global trade and changing how and where work is performed.

The availability of vast amounts of searchable data is changing the nature of the learning required to succeed in traditional business disciplines such as finance, accounting, and marketing. It is vital that future managers – from all majors – have a working knowledge of modern IT, practical experience in its use, and management perspectives on how IT is used to reshape products, services, and organizations.

MIS 301 will focus on three broad issues: (1) using IT for strategic competitive advantage, (2) IT core skills and management and (3) IT at the intersection of functional business areas. Topics covered include the IT ecosystem, using information systems (IS) for competitive advantage, databases, networking and data communications, supply chain management systems (SCMs), e-commerce, business process management, data mining, business intelligence and knowledge management, Web 2.0 technologies, user-generated content (UGC), social networks, and IT security. While students are introduced to the practical business uses of some technology tools (Excel in particular), the real value that students gain from MIS 301 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

Academic Rigor and MIS 301 Workload

Welcome to The McCombs School of Business, where everyone admitted – including you – is a top student. In order to challenge you and truly add to your education, the McCombs School is committed to rigorous, cutting-edge classes. This means that you can expect a *substantial* workload; all MIS 301 sections require significant reading, writing and learning new critical thinking processes.

Required Textbook *Information Systems: A Manager's Guide to Harnessing Technology* by John Gallaugh, Flatworld Knowledge, Inc., Version 1.3, ISBN 978-0-9823618-1-8; available through the following website <http://students.flatworldknowledge.com/course/729356>

IMPORTANT NOTE: The textbook can be read online FOR FREE! You do NOT need to purchase a copy of the book or the digital products. However, if you dislike reading on a screen, you may want to invest in a "dead-tree" version of the book. Visit the website above for more information.

Required Readings *Course Packet* – available at UT Co-op
Listed in the schedule and posted or linked on Blackboard

Excel Training Site SAM 2010 from Cengage. Through a special deal with Cengage, the SAM website and projects will be available to all MIS 301 students free of charge. Detailed instructions about accessing SAM will be provided in class and on BB.

Class Website Announcements, assignments, course schedule, additional readings and other information are available on Blackboard at <http://courses.utexas.edu>

Readings and Class Participation

Come to class ready to join the discussion on the day's reading. Your knowledge and experience will add to class learning, making the discussion informative and productive. *Students will be cold-called*, so it is in your best interest to come prepared and to participate actively. High-quality class participation includes:

- Attending class regularly
- Doing assigned readings before class
- Making useful and succinct contributions to class thinking
- Offering good analysis of class topics supported by facts from class readings, outside readings, or from your own experience
- Adding constructive disagreement to the class conversation (in-class and online)
- Contributing when called on
- Letting others speak, and, in fact, encouraging them to speak
- Posting questions, comments, and information on the Blackboard class Discussion Board

Hoot.me Discussion Board

We'll be conducting all class-related discussion on Hoot.me (<https://app.hoot.me/?sid=y4OzBQAyf>) this term. Hoot.me is a Facebook-based question-and-answer platform specifically designed to get you answers fast. They support LaTeX, code formatting, embedding of images and attaching of files. The quicker you begin asking questions on Hoot.me (rather than via individual emails to a classmate or one of us), the quicker you'll benefit from the collective knowledge of your classmates and instructors. We encourage you to ask questions when you're struggling to understand a concept. Don't worry – you don't have to "friend" me, the TA or that weird guy in the back row to be able to interact with us.

Developing as Critical Thinkers

Why are McCombs classes rigorous? Our goal is to help you go beyond being a top student. Our vision is that you will become a productive employee, an effective project leader, a future division leader, perhaps a future CEO. Some of you will work in traditional companies; some will work for nonprofits; some will become professional business consultants; some will grow a family business or start your own successful business.

All these career paths have something thing in common: to succeed in a constantly changing business world, you must constantly seek new information from the environment, make sense of it with your colleagues and business partners and act on it to develop and implement your business strategy. You must be able to think critically.

In order to think critically, you need a knowledge base. A significant part of MIS 301 involves reading, learning, and sometimes memorizing conceptual models and theories. Learning these base concepts will give you a foundation for thinking critically and solving real business problems. The goal of MIS 301 is to deliver learning that will serve you in the future, both at UT and in your career.

Deliverables

In most business settings, a deliverable is the product of your work that can be conveyed to and assessed by someone else. A deliverable does not have to be a tangible document, but it does serve as the evidence that you have completed an assigned task. Deliverables for MIS 301 consist of critical thinking assignments, skills assignments, class participation, reading quizzes, and exams. The critical thinking assignments will push you to think strategically about using IT in business. The skill assignments emphasize IT capabilities you will use in your careers. Detailed content and grading criteria will be posted on Blackboard for each assignment. The assignment weights are detailed below.

Fairness, Deliverable Deadlines and Time Management

Deliverables are assigned because work outside of class supplements and reinforces learning. Deliverables are also due at designated times and in specific formats, all of which will be described in assignment criteria. To be fair to everyone in class and to get assignments returned in a timely fashion, we have to have deadlines. Please turn things in on time.

- Deliverables handed in *after* the due date/time but *during the next 24 hours* will receive half credit.
- Deliverables will not be accepted more than 24 hours after the due date.
- PLEASE double-check deliverables submitted through Blackboard to make sure your assignment file is attached. If your file is not attached, you will not receive credit for the assignment!
- Quizzes and Free-Writes are given in class; some are announced, others are not. These items *cannot be made up* and are often given at the beginning of class, so please be on time.

Re-Learning on Assignments and Exams

Assignment feedback will be reported on Blackboard. It is your responsibility to check the site frequently to confirm that your assignment feedback is correct. Asking questions after your deliverables are returned reinforces learning and helps you to understand your strengths and weaknesses with course material. Therefore, I encourage you meet with me OUTSIDE OF CLASS to discuss your assignments. However, you must do so within **one week** of the day the homework is returned or feedback is posted on Blackboard. *After the one-week window, your grade for that assignment is permanent.*

Additional extra credit assignments may be offered to the entire class at the discretion of the instructor. There will be no opportunity to raise your course grade by doing individual extra credit work at any point during or after the semester, as this would violate University policy. Also, I will NOT under any circumstance (including scholastic probation) report a result that wasn't EARNED fairly. This would be unfair to the class and other students and a major ethical violation.

Student Feedback (aka Grades)

Assignment	Weight
Quizzes	20%
Mid-term Exam	30%
Final Project	35%
Excel Assignments	15%
Total	100%

*Lowest quiz score will be automatically dropped

Final Average	Final Letter
93.34 – 100.00	A
89.50 – 93.33	A-
86.67 – 89.49	B+
83.34 – 86.66	B
79.50 – 83.33	B-
76.67 – 79.49	C+
73.34 – 76.66	C
69.50 – 73.33	C-
66.67 – 69.49	D+
63.34 – 66.66	D
59.50 – 63.33	D
0.00 – 59.49	F

The final letter may be adjusted depending on proximity to the cutoff and the final overall distribution of class grades. I will NEVER curve grades DOWN. That is, my discretion can only HELP you!!

Quizzes

There will be several short multiple-choice quizzes on class readings. Some quizzes will be announced, some will not. Occasionally in class, we will also do “think and learn” free write assignments on class readings. Because quizzes and free writes are related to class attendance, there are no make-ups if you miss class or come in late. You will also provide feedback about your own participation by taking a short online quiz with True/False questions related to your contributions to class learning. I will automatically drop the lowest SINGLE quiz score. *READ the material prior to the day it is due, and you will do well on quizzes, free writes, and class participation.*

Mid-Term Exam

There is one in-class mid-term exam in MIS 301 (scheduled for **Monday, July 30**). The exam will combine objective and free-response formats. There is no make-up exam. If you miss this midterm exam for an extreme emergency, you can have the final project count for both the missed midterm and the final project. That one project will thus constitute a greater portion of your course grade. *The extreme emergency must be approved by the instructor BEFORE the exam date. Failure to notify me BEFORE the exam will result in a ZERO for the mid-term.* Please set your alarms carefully – sleeping through an exam does NOT constitute an extreme emergency.

Final Project

There will be no final exam in MIS 301. Instead, you will be asked to present a technology recommendation based on *The San Diego City Schools* case included in your reading packet. This assignment will be due during the final exam period. More details about this assignment will be posted on Blackboard.

Excel Assignments

You will be responsible for various assignments related to learning Microsoft Excel. You will be using a self-paced online tutorial to complete these deliverables. Specific details for these assignments will be posted on Blackboard.

Writing Quality Policy

Written communication is a key part of any professional's day-to-day responsibilities. Throughout your career, your writing will be used to assess your priorities, personality, and capabilities. In today's world, it is common to have a close working relationship with someone exclusively through email. In short, YOU ARE WHAT YOU WRITE! To succeed in a networked world, you need to create effective, professional and error-free work in a variety of formats.

You won't receive the results you want in any McCombs class if your deliverables contain major grammatical or syntactical errors, spelling mistakes or poor organization. Slang, "text speak," and other highly informal language is not appropriate in any business context (including emails to your professor). This is not an English or a Writing course, but you MUST write well to succeed. The more you practice professional writing, the sooner it will become second nature.

It is acceptable and encouraged to ask a peer to proofread your deliverable before handing it in. (Just follow the Academic Dishonesty Guidelines – proofreading doesn't mean copying!) Peer editing helps both editor and edited improve their writing skills and understanding of the material. You can also bring a draft of your paper to the professor, the TAs, or the Undergraduate Writing Center (<http://uwc.utexas.edu>) for help.

In-Class Technology Use Policy

Please turn cell phones, pages, iPods, and other devices OFF during class time. When a true need to communicate with someone outside of the class exists (e.g., a medical emergency, etc.), inform me before class.

Based on strong feedback from previous students and agreement among all the MIS 301 instructors, **the use of laptops is not allowed in class**. The rule applies to all McCombs MBA classes, so you are in good company. When students surf the web, answer email, check Facebook, and stray from the topic at hand, they do themselves and distracted peers a disservice. For this reason, **texting in class is also a violation of the no laptop policy**. Thanks for respecting this simple rule.

Blackboard Use & Class Learning

Your use of Blackboard's email should be for course-related messages only; please see UT Austin's Acceptable Use Policy. Messages such as selling football tickets and posting party invites are not considered course-related unless your instructor has specifically allowed this usage for his/her class. See UT's Acceptable Use Policy at http://www.utexas.edu/academic/blackboard/answers/email_abuse.html. PowerPoint slides will be available on Blackboard in time for you to bring hard copies to class.

Information Privacy

Password-protected class sites, such as Blackboard, are available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging email, engaging in class discussions and chats, and exchanging files. In addition, class email rosters are a component of the sites. Students

who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on FERPA-related issues, see <http://registrar.utexas.edu/students/records/ferpa/>. **If you choose anonymity, please email your JDOE number to your instructor so she can post feedback on Blackboard.**

Using Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible for keeping the university informed about changes to your email address. You should check your email regularly and frequently – I recommend daily, especially the evenings before class – to stay current with university-related communications, some of which may be time-critical. You can find UT Austin’s policies and instructions for updating your email address at <http://www.utexas.edu/its/policies/emailnotify.php>.

Documented Disability Statement

The University of Texas at Austin provides, upon request, appropriate academic accommodations for qualified students with disabilities. If you require special accommodations, you must obtain a letter that documents your disability from the Services for Students with Disabilities area of the Division of Diversity and Community Engagement (471-6259 or 471-4641 TTY). Present the letter to me at the beginning of the semester so we can discuss the accommodations you need. No later than five business days before an exam, you should remind me of any testing accommodations you will need so that I can make arrangements. For more information, visit <http://www.utexas.edu/diversity/ddce/ssd/>.

Religious Holidays

By UT Austin Policy, you must notify me of your pending absence at least 14 days before the date of observing a religious holy day. If you must miss a class, an examination, a work assignment, or a project to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss your concerns about another individual’s behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The UT Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Scholastic Dishonesty Policy

I take this issue seriously. *Any dishonesty—such as cheating, false representation, plagiarism, etc.—that comes to my attention will result in an F in the course.* The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on an exam or other assignment, and submission of essentially the same written assignment for two different courses without faculty permission.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business:

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. Policy on 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. 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.

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University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness and respect toward peers and community.

Summer 2012 MIS 301 Class Schedule – Katie Gray

Please complete the assigned readings BEFORE class on the day they are assigned! There will be unannounced reading quizzes throughout the semester!

Wk	Cl	Date		Class Topics	Readings
1	1	M Jul 9	A	Introduction to MIS 301	
			B	IT Strategy	<i>The Great Tech War of 2012</i> (BB)
	2	Tu Jul 10	A	Complex Adaptive Systems Theory	<i>Embracing Complexity</i> (Packet)
			B	Complex Adaptive Systems Theory	
	3	W Jul 11	A	Robust Adaptive Strategies	<i>Robust Adaptive Strategies</i> (BB)
			B	Strategy and Technology	Ch. 2 - "Strategy and Technology"
	4	Th Jul 12	A	SAM Demo & Network Effects	Ch. 6 - "Understanding Network Effects"
			B	The Importance of Switching Costs	
2	5	M Jul 16	A	The Hardware and Software Ecosystem	<i>Microsoft in 2005</i> (Packet)
			B	The Hardware and Software Ecosystem	<i>Apple in 2010</i> (Packet)
	6	Tu Jul 17	A	Open Source Software	<i>Developing an App for That</i> (Packet)
			B	Software as a Service	Ch. 10 - "Software in Flux"
	7	W Jul 18	A	Databases	Section 11.2 - "Data, Information and Knowledge"
			B	Databases II	<i>Konana's Intro to Databases</i> - Pages 1-6 ONLY (BB)
	8	Th Jul 19	A	Hands-on Access Exercise	Meet in MOD Lab - CBA 5.304
			B	Hands-on Access Exercise	Meet in MOD Lab - CBA 5.304
3	9	M Jul 23	A	The History of the Internet, Part I	Nerds 2.0.1 (BB)
			B	The History of the Internet, Part II	
	10	Tu Jul 24	A	Data Communications	Section 12.4.7 - "Net Neutrality: What's Fair?"
			B	Information Security	Ch. 13 - "Barbarians at the Gateway"
	11	W Jul 25	A	Enterprise Software	<i>Nestle's ERP Odyssey</i> (BB)
			B	Intra-organizational Software	
	12	Th Jul 26	A	Catch-up	
			B	Exam One Review	
4	13	M Jul 30	A	Exam One	
			B	Exam One	

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Wk	Cl	Date		Class Topics	Readings
4	14	Tu Jul 31	A	Software Project Management	<i>What is Project Management?</i> (BB)
			B	Registration Process Improvement Activity	
	15	W Aug 1	A	Business Process Management	<i>Deep Change: How Operational Innovation...</i> (Packet)
			B	Outsourcing	<i>The Tough Game You Have to Play</i> (BB)
	16	Th Aug 2	A	Supply Chain/Zara	Ch. 3 - "Zara: Fast Fashion from Savvy Systems"
			B	RFID	Konana's Definitions for SCM (BB)
5	17	M Aug 6	A	Data Mining and Business Intelligence	Ch. 11 - "The Data Asset"
			B	Data Mining and Business Intelligence II	<i>Data Deluge</i> (BB)
	18	Tu Aug 7	A	Netflix	Ch. 4 - "Netflix in Two Acts"
			B	Google	Ch. 14 - "Google in Three Parts"
	19	W Aug 8	A	iPremier	<i>iPremier: Denial of Service Attack</i> (Packet)
			B	iPremier	
	20	Th Aug 9	A	Catch-up	
			B	Final Project Discussion	<i>The San Diego City Schools</i> (Packet)
		M Aug 13		Final Project Due at 9am	