



White's MIS 301: Introduction to IT Management -  
Spring 2014

Instructor Bruce White –

[bruce.white@mcombs.utexas.edu](mailto:bruce.white@mcombs.utexas.edu)

Information, Risk and Operations Management (IROM) Department



**Class Time T/Th 8:00**

**Class Location** UTC 1.130

**Office** CBA 3.416 (near the south side of escalators – east of Finance Technology and Trading Center)

**Mailbox** IROM Department, CBA 5.202 **Phone** [512-471-7858](tel:512-471-7858)

**Office Hours Tuesday / Thursdays 11:00 to 12:15** and by appointment (email Bruce 2-3 days ahead to make an appointment if you work or have class during office hours)

**Teaching Assistant** Robert Salinas, [robert.salinas.91@gmail.com](mailto:robert.salinas.91@gmail.com)

**Comment** This section will be structured somewhat differently than the other sections of MIS 301. Be aware that although the sequence and structure might be different, the course content is the same. Additional comment: Dr. White will allow laptops in class and tests and quizzes may be done on laptops in the classroom. On other days we will probably use the laptops for some activities, but when asked to close the laptop you WILL close your laptop.

### **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. I tend to see MIS 301 as technology, intro to business competitiveness, entrepreneurship and Excel.

### **Academic Rigor and MIS 301**

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 Gallaugher, Flatworld Knowledge, Inc., Version 1.3, available FREE through the following website: <http://2012books.lardbucket.org/books/getting-the-most-out-of-information-systems-v1.3/index.html>

**Required Readings** We will do a lot of case studies in this course they will all be on the Blackboard course for free!!

*Other Articles* – Listed in the schedule and posted or linked on Blackboard

**Excel Training** In response to recruiter feedback about the poor Excel skills of recent graduates, we will have an extensive Excel training. Unlike other sections, we will use free resources.

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

**Grading:** This class will follow the standard UT grading scale. One comment – I do NOT round grades. 89.999 is a B+, not an A minus. Final grades will reflect on attendance and class participation. I will add the points throughout the semester and then apply the percentages at the end of the course. There may be extra credit assignments or opportunities.

### **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 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.

### **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. I will keep track of your participation

and it can affect your grade. High-quality class participation means: offering good analysis of class topics supported by facts from class readings, outside readings, or from your own experience

**Deliverables:** – All assignments will be listed by module on the course Blackboard site. Most assignments will have due dates of 11:59 p.m. on Sunday evening.

**Academic Integrity:** We WILL abide by the University of Texas Academic Integrity Policy.

**Americans with Disabilities Act:** If you have a documented disability, you must contact Professor White to arrange for appropriate accommodations.

**University 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, fairness, and respect toward peers and community.”

