

MIS 301: Introduction to Information Technology Management

Fall 2012 – Unique Number: 03930

Instructor	Qian Tang – qian.tang@phd.mcombs.utexas.edu Information, Risk and Operations Management (IROM) Department
Class Time	MWF: 11:00-12:00pm
Class Location	UTC 4.132
Office	CBA 5.334R (enter through PhD lounge on 5th floor)
Mailbox	IROM Department, CBA 5.202
Office Hours	MW 1:30 – 2:30 pm and by appointment (email 2-3 days ahead to make an appointment if you work or have class during office hours)

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 using information systems (IS) for competitive advantage, databases, networking and data communications, supply chain management systems (SCMs), e-commerce, business process management, business intelligence and knowledge management, Web 2.0 technologies, user-generated content (UGC), social media and 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.

TEXTBOOK AND READINGS

Required Textbook *Information Systems: A Manager's Guide to Harnessing Technology* by John Gallaugher, Flatworld Knowledge, Inc., Version 1.3, ISBN 978-1-4533-3272-6; available at the following website:
<http://students.flatworldknowledge.com/course?cid=1099337&bid=696436>

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. Visit the website above for more information. (Be sure to scroll down!)

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

Class Website Announcements, assignments, course schedule, additional readings, and other information are available on Blackboard at <http://courses.utexas.edu>
Login with your UT EID and select **12F INTRO TO INFO TECHNOLOGY MGMT (03930)**

Software We will use Microsoft Excel and Microsoft Access for assignment. Version 2007 or above is recommended.

For Mac users, unfortunately, there is no Access database for Mac OS. You can address this issue in two ways: (1) Install Windows on your Mac. You can run both Mac OS and Windows using Bootcamp, VMWare Fusion or Parallels. Bootcamp comes with your Mac but in order to switch from Mac OS to Windows you will have to reboot. VMWare or Parallels will let you run both OSs at the same time and switch instantaneously. However, running this software can slow your Mac down considerably. (2) Use the labs in the McCombs School to complete your assignments. All the software used in MIS 301 is installed on the computers in both the Millennium and Mod Labs.

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 critical thinking.

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.

In order to think critically, you need a knowledge base. A significant part of MIS 301 involves reading, learning, and sometimes memorizing conceptual models, frameworks, 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.

EVALUATION OF YOUR PERFORMANCE

I will use the plus/minus grading system in this class. The final letter grade in the class will be based on a curve. You may expect the following grade distribution: approximately 30-35% will receive an A- or above, about 15-20% will receive a C+ or below, and 45-55% will receive a B+, B, or B-.

policy, the average final grade in MIS 301 will be between 3.2-3.3. However, the grade distribution and the average could change if the overall class performance exceeds the instructor's expectations.

The breakdown of your final grade is as follows:

Deliverable Detail	Points
Class Participation	10
Skills Assignments (4 assignments, 10 points each)	40
Short Reading Quizzes (8 quizzes, 5 points each)	40
Capstone Case Analysis – Dropbox Case	40
Exams (3 exams, 100 points each)	300
Application Development Project (ADP) – 4 deliverables	70
ADP1: Turn in ADP Team List	5
ADP2: Project Proposal – PowerPoint	20
ADP3: Final Deliverable – Presentation	20
ADP4: Final Deliverable – Paper and Financial Analysis	25
Total Points	500

1. Class Participation

To get the most from this class, it is important that you come to class ready to join the discussion on the day's topic. You are expected to read all the assigned reading materials before class, behave properly in the class room, and contribute actively to the class discussion. Please use a name card to help the instructor and your peers learn your name. Sitting roughly in the same place in each class could help speed up this process. When evaluating class participation, I keep the criteria as follows:

- Attending class regularly
- Good classroom citizenship and following classroom policies indicated below
- Positive behaviors such as active listening to the instructor and peers, asking inspiring questions, reviewing reading materials, responding to questions, synthesizing others' ideas, bringing appropriate real-life experience, and disagreeing constructively
- Out of class interaction with the instructor are welcome but does not earn participation points

Occasionally, there will be several short quizzes or free writes given on class readings. Some quizzes will be announced, some will not. Because quizzes and free writes are related to class attendance, there are no make-ups if you miss class or come in late. *READ the material prior to the day it is due, and you will do well on quizzes, free writes, and class participation.*

2. Skills Assignments

IT skills for individual productivity will be a necessity for any business professionals in their careers. To help students master those basic IT skills, there are FOUR homework assignments designed. Two are Excel-based and two are Access-based. Those assignments will stimulate real-life tasks and ask students to solve them by using the designated tools. You are expected to complete all of them by your own, although you are encouraged to discuss assignments in groups and seek internal and external helps.

Optional assignment help sessions will be provided, usually in the evening of the assignment due date (see Course Schedule for details). You are encouraged to utilize them, especially if you do not have previous experiences with Excel or Access.

3. Short Reading Quizzes

Reading is an important part of learning in this class. So there are **8 short reading quizzes**. These quizzes will be short, straightforward, and requires no additional efforts other than thoughtfully reading the

assigned materials. Quizzes will be open-book, with no time limit, and offered through Blackboard (see Course Schedule for details). And there will be **NO make-up quizzes**. Once submitted, a quiz cannot be retaken. You are expected to complete all the quizzes by your own.

4. Case Analysis

One of the goals in this class is to help you apply concepts and frameworks learned in the classroom to real life problems. To achieve this goal, **one** case analysis will be assigned (see Course Schedule for details). A team of up to **THREE** students can work together for the case write-up, and team members will share the same grades for their write-ups. If you choose to work as a team, the whole team only needs to submit one copy of the write-up. Make sure that the names of all team members are listed in the write-up. Detailed requirements and grading criteria will be posted on Blackboard and explained in the classroom.

5. Exam

There are **three** in-class exams (see Course Schedule for details). Exams per se are NOT cumulative, meaning that each exam will cover only new contents since the last exam. However, please be aware that the class has a cohesive structure, and contents in different sessions constantly build upon each other. So, having a good understanding on the concepts covered by previous exams will still significantly help you in subsequent exams. We will have one exam review session before each exam.

Exams will combine multiple-choice and essay format. There are no make-up exams. If you miss one exam of the first two for an extreme emergency, you can have the next exam grade count for both. That one exam will thus constitute a greater portion of your course grade. ***The extreme emergency must be approved by the instructor BEFORE the exam date.*** Counting one exam twice is a gutsy move and not recommended.

6. Application Development Project

The class will have a group project on application development. A group of up to **FIVE** students can work together for the project. Your developer group needs to deliver a proposal for a mobile application (an app that runs on a mobile platform). The detailed description for this project and instructions for four deliverables will be given later in the semester.

POLICIES

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 graded and 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

Asking questions after your exams and assignments have been graded reinforces learning and helps you to understand your strengths and weaknesses with course material. Therefore, I encourage you to meet with me to discuss assignments. However, you must do so within ONE WEEK of the day the homework

is returned or grades are posted on Blackboard. After *the one-week window, your grade for that assignment is permanent.*

Classroom policy

Unless explicitly required or approved by the instructor, **no laptops** are allowed in the classroom. Please also **turn off** your mobile phones and other electronic devices to avoid disturbing. Please arrive on time and leave after class ends. Remember that your classroom citizenship will be considered in your in-class participation grades.

Drop Policy

University policies permit you to drop this course with instructor approval by the withdraw/drop deadlines set by UT. The Fall 2012 Q-drop deadline is November 6. After the deadline, students who drop the course receive a grade based on what they have earned in the course at that point.

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 your grades 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.

Students should refer to the Student Judicial Services <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.

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.

Fall 2012 MIS 301 Class Schedule – Qian Tang

Where to find the readings: Ch.#: Textbook chapters; **[CP]:**Course packet; **[BB]:**Articles posted on Blackboard

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	Readings	Deliverables
1	1	W Aug 29	Introduction to MIS 301		Buy course packet
	2	F Aug 31	Strategy and Competitive Advantage	Ch. 2 – “Strategy and Technology”, Section 1-2	
2	3	M Sep 3	No Class - Labor Day holiday		
	4	W Sep 5	Industry Analysis	Ch. 2 – “Strategy and Technology”, Section 3-4	Course Survey
	5	F Sep 7	Zara: Fast Fashion from Savvy Systems Supply Chain	Ch. 3 – “Zara: Fast Fashion from Savvy Systems”	Reading Quiz #1 due on BB by 11:00am
3	6	M Sep 10	Skill Session: Intermediate Excel Excel Assignment #1		
	7	W Sep 12	Understanding Hardware	Ch. 5 - "Moore's Law: Fast, Cheap Computing and What It Means for the Manager"	
	8	F Sep 14	Understanding Software	Ch. 9 - "Understanding Software - A Primer for Managers"	
4	9	M Sep 17	Open Source Software Cloud Computing	Ch.10 - "Software in Flux: Partly Cloudy and Sometimes Free", Section 1-10	Excel Assignment #1 due on BB by 11:59pm
	10	W Sep 19	IT Outsourcing	Ch.10 - "Software in Flux: Partly Cloudy and Sometimes Free", Section 12, [BB] The Tough Game You Have to Play	Reading Quiz #2 due on BB by 11:00am
	11	F Sep 21	Exam #1 Review		
5	12	M Sep 24	Exam #1		
	13	W Sep 26	Introduction to the Internet	Ch. 12 - "A Manager's Guide to the Internet and Telecommunications"	ADP1 due in hard copy at the beginning of class
	14	F Sep 28	E-Commerce	Ch. 4 - "Netflix: the Making of an E-commerce Giant and the Uncertain Future of Atoms to Bits"	Reading Quiz #3 due on BB by 11:00am
6	15	M Oct 1	Introduction to Database	Ch.11 - "The Data Asset: Database, Business Intelligence, and Competitive Advantage", Section 1-2	
	16	W Oct 3	Skill Session: Basic Access Access Assignment #1		
	17	F Oct 5	Business Intelligence and Analytics	Ch.11 - "The Data Asset: Database, Business Intelligence, and Competitive Advantage", Section 3-8	
7	18	M Oct 8	IT Investment and Valuation	[CP] "Beyond the Business Case: New Approaches to IT Investment"	Reading Quiz #4 due on BB by 11:00am
	19	W Oct 10	Social Media and The Wisdom of Crowds	Ch.7 - "Peer production, Social Media, and Web 2.0"	Access Assignment #1 due on BB by 11:59pm
	20	F Oct 12	Games, Psychology, CAS, and Saving the World - Jesse Schell and Jane McGonigal	[BB] Online Gamers Crack Enzyme Puzzle	Watch videos in class or watch on your own. Links on BB
8	21	M Oct 15	Guest Speaker, TBA		
	22	W Oct 17	Skill Session: Advanced Excel Excel Assignment #2		
	23	F Oct 19	Case Study: Sephora Direct	[CP] “Sephora Direct: Investing in Social Media, Video, and Mobile”	

Fall 2012 MIS 301 Class Schedule – Qian Tang

Where to find the readings: Ch.#: Textbook chapters; **[CP]:**Course packet; **[BB]:**Articles posted on Blackboard

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	Readings	Deliverables
9	24	M Oct 22	The Value of Social Graph	Ch.8 - "Facebook: Building a Business from the Social Graph"	Excel Assignment #2 due on BB by 11:59pm
	25	W Oct 24	Network Effect and Platform Competition Case Study: Microsoft	Ch.6 - "Understanding Network Effect" [CP] "Microsoft in 2005"	Reading Quiz #5 due on BB by 11:00am
	26	F Oct 26	Exam #2 Review		
10	27	M Oct 29	Exam #2		
	28	W Oct 31	Case study: Apple	[CP] "Apple Inc. in 2012"	
	29	F Nov 2	Google: Search and Advertising	Ch.14 - "Google Search, Online Advertising and Beyond"	ADP2 due in hard copy at the beginning of class
11	30	M Nov 5	Guest Speaker, TBA		
	31	W Nov 7	Case Study: YouTube	[CP] "YouTube, Google, and the Rise of Internet Video"	Reading Quiz #6 due on BB by 11:00am
	32	F Nov 9	Case study: Groupon	[CP] "Groupon"	
12	33	M Nov 12	IT Governance and Controls	[CP] "Six IT Decisions Your IT People Shouldn't Make"	Reading Quiz #7 due on BB by 11:00am
	34	W Nov 14	Information Security	Ch.13 - "Information Security: Barbarians at the Gateway"	Dropbox Assignment due on BB by 11:59pm
	35	F Nov 16	Case Study: iPremier	[CP] "iPremier: Denial of Service Attack"	Reading Quiz #8 due on BB by 11:00am
13	36	M Nov 19	Skill Session: Intermediate Access Access Assignment #2		
	37	W Nov 21	No Class – Thanksgiving Holiday		
	38	F Nov 23	No Class - Thanksgiving Holiday		
14	39	M Nov 26	Case Study: Security Breach at TJX	[CP] "Security Breach at TJX"	Access Assignment #2 due on BB by 11:59pm
	40	W Nov 28	Robust Adaptive Systems Theory (RAS)	[BB] Robust Adaptive Strategies	
	41	F Nov 30	ADP3 Presentation 1		ADP4 due in hard copy at the beginning of class
	42	M Dec 3	ADP3 Presentation 2		
	43	W Dec 5	Exam #3 Review and Course Evaluation		
	44	F Dec 7	Exam #3		