MIS 301 Introduction to Information Technology Management
Fall 2009 - Unique Numbers: 03765

Instructor	Lizhen Xu Department of Information, Risk, & Operations Management (IROM)
Class times & location	MWF 8:00-9:00AM in UTC 4.122
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Office Hours	TTh 1:00-2:00PM and by appointment (if you have class or work during regular office hours, email the instructor in advance to schedule)

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 is invested in IT. 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, 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. It is vital that future managers—in every area of business—have a working knowledge of modern IT, practical experience in its use, and management perspectives on how IT is used in organizations.

MIS 301 will focus on three broad issues: (a) using IT for strategic competitive advantage; and (b) IT core skills and management, and (c) 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), and IT security. While students are introduced to the practical business use of hands-on technology (particularly Excel), the real value that McCombs majors gain from MIS 301 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

Course Materials

Required Textbook	• *Experiencing MIS* 2e by David Kroenke – available at UT Co-op and online
Required Readings	• *MIS 301 Course Packet* , available at the UT Co-op • Other readings listed in 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/. Log in using your UT EID and select **09F Introduction to Information Technology Management (03765)**.

Academic Rigor and MIS 301

In 2003, the McCombs School faculty developed a strategic plan for "Leading in the 21st Century." http://www.mccombs.utexas.edu/strategicplan/. The mission of the McCombs School of Business is to educate the business leaders of tomorrow while creating knowledge that has critical significance for industry and society, and our goal is to become the best public business school in the nation. To accomplish that goal, the school is focusing on six strategic initiatives. One of those initiatives is to "Increase the rigor of our BBA Program to match the capabilities of our undergraduate student body." The rigor of this course has been increased to match that key strategic initiative. This means that you can expect a substantive workload of reading, homework, exams, and critical thinking processes in all sections of MIS 301.

Grading

Grading Weights for all DELIVERABLES (Exams, Assignments, and Participation Grades)	**Total Points**
Exam 1 (October 2)	200
Exam 2 (November 4)	250
Final Exam (December 10)	300
Homework and Microsoft Group Project	305
Quizzes, Free Writes, and Class Participation	45
Total	**1,100**

Final Grading Policy

The final letter grade in the class will be based on a curve. Per McCombs school policy, the average final grade in MIS 301 will be 3.2 to 3.3. However, this average can be higher (or lower) based on overall class performance. The plus/minus grading system will be used. Details on the plus/minus breakdown will be presented in class. You may expect the following grade distribution: approximately 30-35% will receive an A or A-, about 15-20% a C+ or below, and the rest will receive a B+, B, or B-. However, if the overall class performance exceeds the instructor's expectations, the percentages of A, B, C, etc. may change.

Exams

There are three exams in MIS 301. Two are midterms, and the last is given during the final exam period. The final exam is NOT cumulative. Exams will combine multiple-choice and essay format. There are no make-up exams. If you miss a midterm exam for an extreme emergency, you can have the final exam grade count for both the missed midterm and the final. 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.

Deliverables

In the context of this course (and most business applications), 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 four assignments for the Microsoft Group Project, two class participation quizzes, five skill (Excel and Access) exercises, and several short (1-2 page) writing assignments. The skill assignments emphasize IT capabilities you will use in your careers. The writing and group project assignments will push you to think strategically about the use of IT in business. Detailed content and grading criteria will be posted on Blackboard for each assignment. The weight of each assignment is detailed below.

Deliverable Detail	Points
Microsoft Group Project (MSGP) – includes four separate deliverables	**105**
MSGP1: Turn in MSGP Team List	5
MSGP2: Choose your team's MSGP Topic and specify your technology choice	10
MSGP3: Project Proposal, including beginning research and wiki organization or video script outline	30
MSGP4: Final Deliverable	60
Class Participation	**15**
Class Participation Quiz 1	5
Class Participation Quiz 2	10
Quizzes and Free Writes	**30**
Quiz/Free Write 1	5
Quiz/Free Write 2	5
Quiz/Free Write 3	5
Quiz/Free Write 4	5
Quiz/Free Write 5	5
Quiz/Free Write 6	5
Homework	**200**
Excel 1 - Gradebook and Retirement Portfolio	20
Excel 2 - Class Survey Analysis	20
Access 1 Homework	5
Access 2 Homework	15
RFID Case Write-up with Excel financial analysis	55
Excel 3 - Data Mining with XLMiner	30
IS Development Exercise Homework	10
IT Interview	40
iPremier Quiz	5

Class Participation Quizzes:
Twice during the semester you will grade yourself on your own class participation by taking a short quiz with True/False questions related to your contributions to class learning.

Quizzes & Free Writes:
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. **READ the material prior to the day it is due, and you will do well on quizzes, free writes, and class participation.**

Late Policy for Deliverables

Deliverables are assigned because work outside class supplements and reinforces learning. Deliverables are also due at specific times and in proper format.

- Deliverables handed in after the due time/day but during the next **24 hours** will receive half credit.
- Deliverables will NOT be accepted more than 24 hours late.
- You may consult with me about your grade for each deliverable, but you MUST DO SO within **ONE WEEK** of the day assignments are returned to the class or posted on Blackboard. **Once the one-week window has passed, your grade for that assignment is permanent.**
- 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.

Attendance

I come to class—on time—and I expect you to do the same. Attendance will be taken periodically because it is helpful for me to know who is attending and who is not. You will also learn more if you attend class daily to listen, take notes, ask questions, and contribute to the learning, especially since a number of exam questions are derived from lectures and class discussion. At the end of the semester, those who have had **perfect** attendance will receive a bonus – 10 extra points added to their overall homework grade. (There are no "excused" absences for the bonus).

Readings & Class Participation

It is important that you come to class ready to join the discussion on the day's reading. Your knowledge and experience will add to class learning, so everyone will share the job of keeping the discussion moving and productive. Students will be cold called, so it is in your best interest to come prepared and to actively participate. High-quality class participation includes:

- Attending class regularly
- Doing assigned readings before class
- Making useful arguments expressed coherently and succinctly
- Offering good analysis of class topics supported by facts from the readings or your own experience
- Adding constructive disagreement into the class conversation
- Contributing when called on
- Letting others speak and, in fact, encouraging them to speak – the learning will increase if we hear from everyone, not just the eager few. One way to encourage others to speak is to ask a question in class that other students can answer.
- Writing short thank you emails to guest speakers (email Patton to pass on)
- Posting questions, comments, and information on the Blackboard class Discussion Board
- Volunteering to assist with class activities (bringing laptops to class when requested, working in learning teams when requested)

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 business world, it is common to have a close working relationship with someone exclusively through email. To these people, YOU ARE WHAT YOU WRITE. Thus, developing the ability to write effective, professional, and error-free communications in a variety of formats is essential to your career success.

You will NOT receive the grade you want in this class if your deliverables contain major grammatical or syntactical errors, spelling mistakes, or poor organization. In-class free write assignments will not be graded with the same high standards for spelling, grammar or punctuation — however, slang, "text speak," and other highly informal language is not appropriate in any business context. I realize that this is not an English course or BA 324 (Business Communication), but you MUST write well to be successful. The earlier and more often you practice professional writing techniques, the sooner they will become second nature.

It is perfectly acceptable (and encouraged) to ask a peer to proofread your deliverable before handing it in. (Just be sure to follow the Academic Dishonesty guidelines – proofreading does NOT mean copying.) The peer editing process helps both participants (editor and edited) improve their writing skills and understanding of the material. You can also bring a draft of your paper to me, the TAs or the Undergraduate Writing Center (http://www.utexas.edu/cola/centers/uwc/) for help.

In-Class Technology Use Policy

Please turn cell phones, pagers, iPods, and other devices OFF during class time. When a true need to communicate with someone outside of class exists (e.g., for some medical need), please inform me prior to 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. FYI, the same rule applies to all McCombs MBA classes, so you are in good company. When students surf the web, respond to email, check Facebook, instant message each other, and otherwise don't devote their full attention to the topic at hand, they do themselves and their distracted peers a major disservice. For these reasons, texting on your cell phone under the desk is a violation of the no laptop policy. Students cannot benefit from the insights of classmates who are not engaged. This is a simple rule; please respect it. FYI, I CAN SEE YOU TEXTING UNDER YOUR DESK.

PowerPoint slides will be available on Blackboard in time for you to bring hard copies to class if you care to.

Feedback Policy

During this course, I will ask you to give me feedback about your learning in informal and formal ways, including anonymous surveys about how my teaching strategies are impacting your learning. I value getting your thoughts on what we do in class, so I encourage you to respond to feedback requests to help co-create an effective learning environment.

Drop Policy

University policies permit you to drop this course with instructor approval by the withdraw/drop deadlines set by UT. In fall 2008, the Q-drop deadline is September 23. 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.
Adding questions, comments, and learning links to Blackboard's Discussion Board are highly valued professional class behaviors.

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 restricting directory information, see http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html. **If you choose anonymity, please email me your JDOE number so I can post your grades on Blackboard.**

Scholastic Dishonesty Policy

I take this issue very 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 the permission of faculty members.

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 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.

Questions about scholastic dishonesty procedures should be referred to Paula Murray, Associate Dean for Undergraduate Program Office.

Use of 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.

Students with Disabilities

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.

Religious Holy Days

By UT Austin policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following evacuation policies:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of other class instructors.
- Do not re-enter the building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department or the Fire Prevention Services office.

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Wk	Cl	Day/Date	Class	Readings	Deliverables
1	1	W Aug 26	Introduction to MIS 301		Buy text & packet - UT Co-op
	2	F Aug 28	Strategic Thinking and MIS Introduce Group Project	Ch. 1 "IS in the Life of Business Professionals" *Care to Write Army Doctrine* (BB)	
2	3	M Aug 31	IT for Competitive Advantage	Ch. 2 "Bus. Processes, Information & IS" *Bordering on Chaos - The Cemex Story* (BB)	Learn to Download Files in BB
	4	W Sep 2	Complex Adaptive Systems Theory Robust Adaptive Strategies	*Prepare Your Org. to Fight Fires* (BB) *Robust Adaptive Strategies* (BB)	
	5	F Sep 4	CAS and Robust Adaptive Strategies demo Excel Assignment #1, Exercise 1	*Outcome-Driven Exp. Learning thru §3.1* (BB) *JetBlue Genius and Hollywood Lunacy* (BB)	Learn to Submit Assignments in BB Optional: Ch. Ext. 5 "Intro to Excel"
3		M Sep 7	**Labor Day Holiday**		
	6	W Sep 9	Strategy, IS & Competitive Advantage and demo Excel Assignment #1, Exercise 2	Ch. 3 "Org Strategy, IS & Comp. Advantage"	
		Th Sep 10	Optional **Excel #1 Assignment Help Session** - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in **MOD Lab, CBA 5.304**		Excel Assign #1 Due on BB Thur, Sep 10 by 11:59pm
	7	F Sep 11	Hardware and Software	Ch. 4 "Hardware and Software"	
4	8	M Sep 14	Databases & Group Project Discussion	Ch. 5 "Database Processing"	MSGP1 Team List Due Mon, Sep. 14 beginning of class
	9	W Sep 16	Databases	Ch. 5 "Database Processing" continued	
	10	F Sep 18	Databases - Access #1 Assignment Demo - class meets in **MOD Lab, CBA 5.304**	*Microsoft in 2005* (packet)	MSGP2 Media/Topic Due Fri, Sep 18 beginning of class
5	11	M Sep 21	Databases - Access #2 Assignment Demo in class	Ch. 5 "Database Processing" continued	
		M Sep 21	Optional **Access #1 Assignment Help Session** - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in **MOD Lab, CBA 5.304**		Access Assign #1 Due on BB Mon, Sep 21, by 11:59 pm
	12	W Sep 23	International Dimension, Part 1, Crowdsourcing & Excel Assignment #2 Demo	*Connect and Develop* (BB) and International Dimension, Part 1	
		W Sep 23	Optional **Access #2 Assignment Help Session** - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in **MOD Lab, CBA 5.304**		Access Assign #2 Due on BB Wed, Sep 23, by 11:59 pm
	13	F Sep 25	Guest Speaker Kit Webster, Consultant Importance of Processes to Comp Adv	*Amazon Taps its Inner Apple* (BB)	
6	14	M Sep 28	Wal-Mart, Data Mining, Market Basket Analysis, and RFID Case Prep	*What They Know about You* (BB)	
		M Sep 28	Optional **Excel #2 Assignment Help Session** - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in **MOD Lab, CBA 5.304**		Excel Assign #2 Due on BB Mon, Sep 28 by 11:59 pm
	15	W Sep 30	Exam Review		
	16	F Oct 2	**Exam #1**		
7	17	M Oct 5	History of the Internet and CAS and developing business models	*Nerds 2.0.1	
	18	W Oct 7	More Nerds and Data Communications RFID Case Reminder	*Nerds 2.0.1 Ch. 6 "Data Communications"	

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	19	F Oct 9	Data Communications	Ch. 6 "Data Communications" and International Dimension, Part 2	MSGP3 Proposal Due Fri, Oct 9 beginning of class
8	20	M Oct 12	How the Internet Works and Creating a SOHO Network	**Warriors of the Net, Ch. Ext. 10 "How the Internet Works" (Q5 Only)	
	21	W Oct 14	E-commerce and Web 2.0	Ch. 8 "E-Commerce and Web 2.0"	Class Participation Quiz #1 Due on BB Wed, Oct 14, by 11:59pm
	22	F Oct 16	MSGP Team Work Day - PLEASE use this valuable time to work on your project	*RFID at the Metro Group* (packet)	
9	23	M Oct 19	Business Processes	Ch. 7 "Business Process Management"	
	24	W Oct 21	Wal-Mart Guest Speaker, Business Process and Supply Chain Management	***Wal-Mart Sustainability slideshow	MSGP 4 Due Wed, Oct 21 beginning of class
		W Oct 21	**MIS Career Networking Event - Extra Credit Opportunity**		
	25	F Oct 23	MSGP Discussion and Functional Processes	Ch. Ext. 11 "Functional Processes, Applications, and Systems"	
10	26	M Oct 26	Supply Chain Management	Ch. Ext. 13 "Interorg. Processes: Supply Chain Management" and *Dell Supply Chain* (packet)	
		M Oct 26	**ConocoPhillips Speaker - Extra Credit Opportunity**		
	27	W Oct 28	RFID at the Metro Group	*RFID at the Metro Group* (packet)	RFID Case Writeup Due Wed, Oct 28 beginning of class
	28	F Oct 30	Cross-Functional Processes and Inherent Processes	Ch. Ext. 12 "Cross-Functional Processes, Applications, and Systems"	
11	29	M Nov 2	Exam Review		
	30	W Nov 4	**Exam #2**		
		Th Nov 5	**Institute for the Future Speaker - Extra Credit Opportunity**		
	31	F Nov 6	Competitive Advantage for Decision Making	Ch. 9 "BI and IS for Decision Making" and International Dimension, Part 3	
12	32	M Nov 9	Data Mining and Excel Assign #3 (Data Mining)	Ch. Ext. 16 "Database Marketing" and *Let Everyone Have Ideas* (BB)	
	33	W Nov 11	Information Systems Development	Ch. 10 "IS Development"	
	34	F Nov 13	IS Development Issues & Alternatives	Ch. Ext. 19 "Systems Dev Project Management"	Excel Assign #3 Due Fri, Nov 13, beginning of class
13	35	M Nov 16	Information Systems Development Exercise	Ch. 11 "IS Management"	In-Class Graded IS Dev Exercise Due Mon, Nov 16, end of class
	36	W Nov 18	IS Dev Exercise Debrief and Interactive Discussion on Readings	*HP Goes All In With An IT Transformation and Does IT Matter* (BB), *IT Doesn't Matter* (Packet)	
	37	F Nov 20	Outsourcing	International Dimension, Part 4 and *The Tough Game You Have to Play* (BB)	
14	38	M Nov 23	Guest Speaker Bill Wade, CIO Gold's Gym		IT Interview Due Mon, Nov 23 beginning of class
	39	W Nov 25	Security	Ch. 12 "Information Security Mgmt"	

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Wk	Cl	Day/Date	Class	Readings	Deliverables
		F Nov 27	**Thanksgiving Holidays**		
15	40	M Nov 30	Security	Ch. 12 "Information Security Mgmt"	Class Participation Quiz #2 Due Mon, Nov 30, by 11:59 pm (BB)
	41	W Dec 2	iPremier Case	*iPremier Case* (packet)	iPremier Quiz Due Wed, Dec 2, by 7:59 am (BB)
	42	F Dec 4	Learning takeaways & course evaluations		
Final		Th Dec 10	**Final Exam (Exam #3)** - 9:00-12:00 noon		

*http://www.pbs.org/opb/nerds2.0.1/
**http://www.warriorsofthe.net/movie.html
***http://walmartstores.com/Sustainability/ - look at links for Climate & Energy, Zero Waste, Products & Associates/Healthcare