



## MIS 301 Introduction to Information Technology Management Spring 2009 - Unique Numbers: 03580, 03595

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### Course Description

Information technology (IT) has transformed all aspects of 21<sup>st</sup> 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) Strategic Impact of IT; (b) Data 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, IT security, supply chain management systems (SCMs), e-commerce, customer relationship management systems(CRM), data mining, business intelligence, Web 2.0 technologies, Global sourcing, IT investments . While students are introduced to the practical business use of hands-on technology (particularly Excel and Access), the real value that McCombs majors gain from MIS 301 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

- Required Textbook** • *Management Information Systems: Managing the Digital Firm 11/E, ISBN-10: 013607846X* by Jane Laudon and Kenneth Laudon – available at UT Co-op and online bookstores. Student value edition and eTextbook edition (180-day subscription) are available from the publisher website for lower prices.
- 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/>.

### Grading Policies

The breakdown of assignments for MIS 301 is as follows:

	<b><i>Weight</i></b>
Exam 1	30%
Exam 2	25%
Homework	25%
Group Project	10%
Class Participation, Attendance and short writeups	10%
<b>Total</b>	<b>100%</b>

### **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

### **Excel Training**

The McCombs School's Technical Training team is offering several training sessions on Excel. Those with little exposure to Excel are urged to enroll in one of the training sessions to become familiar with Excel. This class is not designed to teach basics of Excel or other Microsoft Office suite applications. If you choose not to attend, then you are responsible to learn the basics. Helpful material is provided on the Blackboard.

1. Thursday, January 26, from 4 – 6pm
2. Thursday, February 4, from 4– 6pm
3. Friday, February 5, from 2 – 4pm

You can register for these sessions using the following link  
<http://www.mcombs.utexas.edu/tech/training/Courses/index.asp>

### **Deliverables**

Class work comprises of individual assignments and group project. These assignments will test your understanding of the concepts and develop significant level of expertise in using tools. There will be a group project that is due at the end of the semester. The details will be discussed in class.

### **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.

### **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 (including emails to your professors). 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.

### **Final Grading Policy**

The final letter grade in the class will be based on a curve. Per McCombs policy, the average final grade in MIS 301 will be between 3.2-3.3. However, this average can be higher (or lower) based on overall class performance. I will use the plus/minus grading system, and 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 two exams in MIS 301. One is a midterm (March 9 during regular class hours), and the last is given during the final exam period. The final exam is NOT cumulative. Exams will combine multiple-choice, true or false and short essay format. There are no make-up exams. If you miss the 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. 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.

### **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 February 16<sup>th</sup>. 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](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.

### **Scholastic Dishonesty Policy**

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 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.*

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

### **Instructions for Mac Users**

Some of the assignments involving databases and Excel add-on may require you to use Windows. There is Access database for Mac OS. You can address this issue in two ways:

- a) Install Windows XP or other versions 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 may have to reboot. VMWare or Parallels will let you run both OSs at the same time and switch instantaneously.
- b) Or, you can choose to download Windows Remote Desktop Connection for Mac and use any of the programs without installing Windows OS. Check out the following link for information.  
<http://www.utexas.edu/its/wts/answers/rdc-macintosh.php> .

### **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.

**Class Web Sites and Student Privacy**

Password-protected class sites will be 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 e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be 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 me your JDOE number so she can post your grades on Blackboard.**

**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 by phone 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 University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

**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.

**Acknowledgement**

I thank my colleagues Prabhudev Konana, Elota Patton, Bin Gu, and Pei-yu Chen for generously sharing their syllabi and teaching notes that make this course possible.

**Tentative Schedule (CP → Course Packet; BB → Blackboard)**

Wk	Cl	Day/Date	Class	Readings
1	1	T Jan 19	Introduction to MIS 301	Laudon & Laudon: Ch 1.1 & 1.2
	2	Th Jan 21	IT in Organizations	Laudon & Laudon: Ch 2.1 - 2.3
				<b><u>Assignment 1 handed out ( Due Jan 28)</u></b>
2	3	T Jan 26	IT and Business Strategy	Laudon & Laudon: Ch 3.3

	4	Th Jan 28	Introduction to Databases (Meets in the MOD Lab)	Laudon & Laudon: Ch 6. 6.1. 6.2 Learning Track 1 – Database Design, Normalization, and Entity- Relationship Diagramming  <b>Due: Assignment 1</b>  <b><u>Assignment 2 handed out (due Feb 4)</u></b>  Primer on Microsoft Access (BB)
3	5	T Feb 2	Database Design	
	6	Th Feb 4	SQL	Laudon & Laudon: Ch 6 Learning Track 2 – Introduction to SQL  <b>Due: Assignment 2</b>  <b>Assignment 3 handed out (Due Feb 11)</b>
4	7	T Feb 9	Enhancing Decision Making	Laudon & Laudon: Ch 12.1 - 12. 3  Tesco: 'Wal-Mart's Worst Nightmare' (BB)
	8	Th Feb 11	Enhancing Decision Making	<b>Due: Assignment 3</b>  <u>In class exercise (BB)</u>
5	9	T Feb 16	CRM	Laudon & Laudon: Ch 5.1 & Ch 5.2
	10	Th Feb 18	Electronic Commerce	Laudon & Laudon: CH 10.1 - 10.4
6	11	T Feb 23	Web 2.0 : Search	Google Inc (CP)
	12	Th Feb 25	Internet Marketing	Air France Internet Marketing (CP)  <b>Assignment 4 handed out (Due Mar 4)</b>
7	13	T Mar 2	Web 2.0 : Social Networks	Cyworld: Creating and capturing value in a social network (CP)
	14	Th Mar 4	DataMining (Meets in the MOD Lab)	<b>Due: Assignment 4</b>
8	15	T Mar 9	Review for Mid Term	
	16	Th Mar 11	Mid Term Exam (Meets in MOD Lab)	
		Mar 15 - 20		<u>Spring Break</u>
9	17	T Mar 23	IT for Innovation	Connect & Develop : Inside Proctor & Gamble's new model for innovation (CP)  The New, Faster Face of Innovation (BB)
	18	Th Mar 25	IT for Operational Excellence	Zara: IT for Fashion (CP)
10	19	T Mar 30	IT & Supply Chain Management	Metro RFID (CP)

	20	Th Apr 1	Business Value of IT	Laudon & Laudon: Ch 14.3 <b>Assignment 5 handed out (Due Apr 13)</b>
11	21	T Apr 6	Hardware	Laudon & Laudon: Ch 5.1 & Ch 5.2
	22	Th Apr 8	Software	Microsoft in 2005 (packet)
12	23	T Apr 13	New Computing Paradigm	Laudon & Laudon: Ch 5.3  Case Study: Amazon's new store utility computing <b>Due: Assignment 5</b> <b>Assignment 6 handed out (Due Apr 20)</b>
	24	Th Apr 15	Telecom & Internet	Laudon & Laudon: Ch 7.1 - 7.3
13	25	T Apr 20	Security	Laudon & Laudon: Ch 8.1 - 8.4  <b>Due: Assignment 6</b>
	26	Th Apr 22	IT enabled products & services	What makes a digital car digital? (BB)  Amazon's Kindle (BB)  Pay as you go autoinsurance (BB)
14	27	T Apr 27	IS & Organizations	Laudon & Laudon: Ch 3.1, 3.2 & 3.4
	28	Th Apr 29	IT Investments	
15	29	T May 4	Globalization & Outsourcing	
	30	Th May 6	Review for Final	<b>Due: Final Project Report</b>
<b>Final Exam TBA</b>				