

MIS 302F: Introduction to Information Technology Management Second Summer Session 2010 – Unique Number: 71795



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Information, Risk and Operations Management (IROM) Department

Class Time & Location MTWThF 10:00 AM GSB 2.126

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Office Hours TWTh 9-9:45 AM and by appointment (email Katie 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 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 all areas – have a working knowledge of modern IT, practical experience in its use, and management perspectives on how IT is used in organizations.

MIS 302F will focus on three broad issues: (a) using IT for strategic competitive advantage, (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, local area and wireless networks, Internet technologies, enterprise systems, customer relationship management systems (CRM), supply chain management systems (SCM), 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 technology, the real value that students gain from MIS 302F comes from understanding the strategic possibilities inherent at the intersection of business and technology.

Required Textbook *Experiencing MIS, 2nd Edition* by David Kroenke – available at UT Co-op and online

Required Readings 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 and select **(10SU) INTRO TO INFO TECHNOLOGY MGMT (71795)**

Developing as Critical Thinkers

Thinking critically is a key component of being both a good consumer of IT services and an effective participant in IT development projects. To think critically, you need a body of knowledge from which to evaluate technology-related business problems. Therefore, a significant part of this class will involve reading, learning, and sometimes memorizing specific conceptual models and theories. Invest the time you need to actively learn these base concepts and you will have a foundation for thinking critically and solving business problems. Developing these skills is the real goal of MIS 302F, and having them will serve you later at UT and in your professional career.

Readings and 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 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 arguments expressed coherently and succinctly
- Offering good analysis of class topics supported by facts from the readings or your own experience
- Adding constructive disagreement to 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.
- Posting questions, comments, and information on the Blackboard class Discussion Board

Grading Policies

<i>Assignment</i>	<i>Date</i>	<i>% of Total Grade</i>	<i>Your Score</i>
Exam 1	July 16	10%	
Exam 2	July 23	15%	
Exam 3	July 30	15%	
Exam 4	August 6	15%	
Final Exam	August 16	15%	
Writing Assignments	See Schedule	20%	
IT Interview	August 10	10%	

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 302F consist of four 1-page writing assignments and an IT Interview. These assignments push you to think strategically about the use of IT in business and the impact of technology in society. These assignments are to be delivered ***in hard copy at the beginning of class on the day they are due***. Detailed content and grading criteria will be posted on Blackboard for these assignments.

NOTE: There will be five writing assignments given throughout the course. You are only required to submit FOUR of the five assignments. Because you are allowed to skip one assignment, LATE WORK WILL NOT BE ACCEPTED!

Re-Grades

I strongly believe that following up after your exams and assignments have been graded reinforces learning and helps you to understand both your strengths and weakness with course material. Therefore, I encourage you meet with me to discuss your grade. However, you **MUST** do so within ONE WEEK of the day the grades are returned or posted on Blackboard. ***Once the one-week window has passed, your grade for that assignment is permanent.***

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. To these people, YOU ARE WHAT YOU WRITE! Thus, it is imperative that you develop the ability to write effective, professional, and error-free communications in a variety of formats.

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. Slang, “text speak,” and other highly informal language is not appropriate in any business context (including emails to your professor). I realize that this is not an English or Writing course, 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 TA or the Undergraduate Writing Center (<http://www.utexas.edu/cola/centers/uwc/>) for help.

Exams

There are five exams in MIS 302F. Four are on Fridays during class time, and the last exam is given during the final exam period. The midterm exams are *not* cumulative in a strict sense, but the course material does build on concepts covered earlier in the semester. **The final exam will be cumulative.** Due to the size of the course and the tight summer schedule, exams will be multiple-choice completed on Scantrons. There are no make-up exams. If you miss a midterm exam for an extreme, non-academic 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.

Attendance

I come to class – on time – and I expect you to do the same. You will learn more if you attend class daily to listen, take notes, ask questions and contribute to you the learning experience. This is especially important since a large portion of exam questions are derived from lectures and class discussion.

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 the class exists (e.g., a medical emergency, etc.), please inform me prior to class.

Based on strong feedback from previous students and my personal experience as a student, **the use of laptops is not allowed** in class. 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 divert their attention from the topic at hand, they do themselves and their distracted peers a major disservice. For this reason, texting under the desk is also considered a violation of the no laptop policy. I CAN SEE YOU TEXTING UNDER THE DESK!! Students cannot benefit from the insights of classmates who are not engaged. This is a simple rule; please respect it.

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

Drop Policy

University policies permit you to drop this course with instructor approval by the withdraw/drop deadlines set by UT. The second summer session Q-drop deadline is July 23rd. 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 Katie your JDOE number so she 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 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.

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.

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>.

Documented Disability Statement

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 voice or 471-4641 TTY for users who are deaf or hard of hearing). 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. 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 fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment or a project in order 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 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.

MIS 302F Course Schedule

Wk	Cl	Day/Date	Class	Readings	Deliverables
1	1	M Jul 12	Introduction to MIS 302F	Ch. 1 "IS Life of Business Professionals"	Buy textbook
	2	T Jul 13	IT for Competitive Advantage	Ch. 2 "Business Process, Information & IS"	
	3	W Jul 14	Complex Adaptive Systems Theory & Robust Adaptive Strategies	<i>Prepare Your Org. to Fight Fires</i> (Packet) , <i>Robust Adaptive Strategies</i> (BB) & <i>Leadership in a (Permanent) Crisis</i> (Packet)	Writing Assignment #1
	4	Th Jul 15	Strategy, IS & Competitive Advantage	Ch. 3 "Org Strategy, IS & Comp. Advantage" & <i>Jet Blue Genius and Hollywood Lunacy</i> (BB)	
	5	F Jul 16	Exam #1		
2	6	M Jul 19	Hardware and Software	Ch. 4 "Hardware and Software"	
	7	T Jul 20	Database Processing	Ch. 5 "Database Processing"	
	8	W Jul 21	History of the Internet	<i>Nerds 2.0.1</i> (BB)	Writing Assignment #2
	9	Th Jul 22	Data Communications	Ch. 6 "Data Communications" & Ch. Ext. 10 "How the Internet Works"	
	10	F Jul 23	Exam #2		
3	11	M Jul 26	Business Process Management	Ch. 7 "Business Process Management" & Ch. Ext. 11 "Functional Processes, Apps & Systems"	
	12	T Jul 27	Cross Functional Systems	Ch. Ext. 12 "Cross Functional Processes, Apps & Systems" & <i>Nestlé's ERP Odyssey</i> (BB)	
	13	W Jul 28	Supply Chain Management	Ch. Ext. 13 "Interorganizational Processes: Supply Chain Management"	Writing Assignment #3
	14	Th Jul 29	IS for Decision Making	Ch. 9 "Business Intelligence and Information for Decision Making" & Ch. Ext.16 "Database Marketing"	
	15	F Jul 30	Exam #3		
4	16	M Aug 2	Information Systems Development	Ch. 10 "IS Development"	
	17	T Aug 3	IS Project Management	Ch. Ext. 19 "Systems Development Project Management"	
	18	W Aug 4	Information Systems Management	Ch. 11 "IS Management" (Q1, Q2, Q5 and Q6 Only) &	Writing Assignment #4
	19	Th Aug 5	Information Security Management	Ch. 12 "Information Security Management"	
	20	F Aug 6	Exam #4		
5	21	M Aug 9	RFID	<i>Have Your Objects Call My Objects</i> (Packet) & <i>None of Our Business?</i> (Packet)	
	22	T Aug 10	Web 2.0	Ch. 8 "E-Commerce and Web 2.0" & <i>What is Web 2.0?</i> (BB)	IT Interview
	23	W Aug 11	Outsourcing	<i>The Tough Game You Have to Play</i> (BB) & <i>Outsourcing</i> (BB)	Writing Assignment #5
	24	Th Aug 12	Big Data, Social Networks & Games	<i>The Data Deluge</i> (BB)	
	25	F Aug 13	Learning Takeaways & Course Evaluations		
Final		M Aug 16	Final Exam - Monday, August 16, 2:00pm -5:00pm		