

**MIS 301 Introduction to Information Technology Management
Spring 2011 - Unique Numbers: 03655, 03665, 03680**



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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) Economics of IT; (b) IT Skills; and (c) IT at the intersection of functional business areas.

- a) Economics of IT
 - Understand the economic principles that have shaped the current ecosystem of software and hardware products
 - Understand the characteristics of information technology which drive the rapid pace of innovation of IT products
- b) IT Skills
 - Understand the components of the IT architecture such as software hardware, telecommunications and security required to manage organizations
 - Understand evolving trends in technology such as Cloud Computing, Grid Computing and Web services which are transforming business practices.
 - Understand the role of data and business intelligence in driving business decision
 - Learn basic database concepts to organize, manage and analyze data using Microsoft Access
 - Learn basic excel skills for decision making
- c) IT at the intersection of functional business areas
 - Understand the firm's value chain and the competitive advantage that can be gained by appropriate use of IT

- Understand how IT can impact supply chain management and marketing
- Understand the significance of new technology trends such as Internet Search, Web 2.0 and Social Networking for businesses
- Understand how IT can be leveraged for innovation and firm redesign including globalization and Outsourcing

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**
- *Information Systems: A Manager’s Guide to Harnessing Technology* by John Gallaugher, Flatworld Knowledge, Inc., Version 1.1, ISBN 978-0-9823618-1-8; available through the UT Co-op as well as the following website
 - <http://www.flatworldknowledge.com/elota.pattonmcombs.utexas.edu/intro-it-mgmt-03890-03895-0390>
- 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/>. Note that I combine all my course content under the unique number 03655

Grading Policies

The breakdown of assignments for MIS 301 is as follows:

	<i>Weight</i>
Exam 1	30%
Exam 2	30%
Homework	23%
Group Project	7%
Quizzes and case writeups	10%
Total	100%

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 online videos and training sessions on Excel. Those with little exposure to Excel are urged to enroll in one of the training sessions or go through the online videos to become familiar with Excel. We will have only one session to cover the basics.

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

Deliverables

Class work comprises of individual assignments, case writeups 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 case writing 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 10 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 unless specified.** 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.

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.

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.

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 I 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, Katie, Gray, Bin Gu, and Pei-yu Chen for generously sharing their syllabi and teaching notes that make this course possible.

Tentative Schedule

Wk	Cl	Day/Date	Class
1	1	T Jan 18	Introduction to MIS 301
	2	Th Jan 20	IT & Strategy
2	3	T Jan 25	Introduction to Excel
	4	Th Jan 27	Moore's Law
3	5	T Feb 1	Software for Managers
	6	Th Feb 3	Database
4	7	T Feb 8	Database
	8	Th Feb 10	Database
5	9	T Feb 15	Software Ecosystem: Microsoft
	10	Th Feb 17	Telecom and Internet
6	11	T Feb 22	Hardware Ecosystem: Apple
	12	Th Feb 24	Electronic Commerce
7	13	T Mar 1	User generated Content
	14	Th Mar 3	User generated Content: UnMe Jeans
8	15	T Mar 8	Review for Mid Term
	16	Th Mar 10	Mid Term Exam (Meets in MOD Lab)
		Mar 14 - 18	<u>Spring Break</u>
9	17	T Mar 22	Web 2.0 : Social Networks
	18	Th Mar 24	Business Intelligence & Competitive Advantage
10	19	T Mar 29	Data mining
	20	Th Mar 31	Social Networks
11	21	T Apr 5	IT & Supply Chain Management: Zara
	22	Th Apr 7	IT & Supply Chain Management: Metro RFID
12	23	T Apr 12	IT for Innovation
	24	Th Apr 14	Web 2.0 : Search
13	25	T Apr 19	Internet Marketing: Air France
	26	Th Apr 21	New Developments in Software
14	27	T Apr 26	Security
	28	Th Apr 28	IT for Organization & Global Outsourcing
15	29	T May 3	Q&A
	30	Th May 5	Review for Final
			Final TBA