MIS 301 Introduction to Information Technology Management Unique Number: 03920 Fall 2011

Kui Du (go by Andy) Instructor Class times MWF 10:00-11:00am

Class location UTC 1.146

CBA 3.332P (close to the O's Cafe in the 3rd floor) Instructor's Office

IROM Department Office, CBA 5.202 Mailbox kui.du@phd.mccombs.utexas.edu E-mail MW 1:00 - 2:00pm and by appointment Office Hours

COURSE OBJECTIVES

Information technology (IT) has been deemed as one of the most influential innovations in history, changing nearly everything from an individual's lifestyle to societal structures. In the business world, we also witnessed the accelerating fusion of business and IT. IT-based innovations are transforming, destroying, and revitalizing many industries. Start-ups providing IT-related products and services emerge and scale up at an astonishing speed. For traditional companies, despite the fact that IT becomes a necessity of doing business, some of them constantly outperform their competitors by better leveraging IT. It is vital for future business leaders, entrepreneurs, and professionals to have a working knowledge of modern IT and a deep understanding on how IT has shaped and will shape products, organizations, and competition.

While we will cover some basic technological knowledge and skills, the focus of this course is IT management, i.e., leveraging information technology to create business value. After taking this course, students would be empowered with knowledge to (1) understand fundamental business and IT concepts, (2) analyze challenges and opportunities in managing the Internet-based business models and information goods, and (3) understand contemporary approaches of internal IT management from a non-IT executive's perspective.

TEXTBOOK AND READINGS

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

There are three options to get the book:

- (1) The book could be read online for FREE at http://www.flatworldstudents.com/course?cid=590658&bid=38086 Or you can go to www.flatworldstudents.com and find the book by searching for the instructor's name.
- (2) At the website above, you could choose to purchase the book in many different formats: Color printed books; Black and White printed book; Print-it-Yourself PDFs; Audiobook; or eBook which supports many e-readers including iPad, Kindle, nook, or Sony Reader. All versions have the same content.
- (3) You could purchase a paperback version of the book at the UT Co-op.

Required Readings Course Packet

We will use a digital course packet hosted on the Harvard Business Publishing website. You can purchase the packet at:

http://cb.hbsp.harvard.edu/cb/access/9781352

You need register before you can access the course packet. Other readings will be posted or linked on Blackboard.

Class Website Announcements, assignments, additional readings, reading quizzes, and other information are available on Blackboard at http://courses.utexas.edu

> Login with your UT EID and select 11F INTRO TO INFO TECHNOLOGY MGMT (03920).

- Software (1) We will use Microsoft Excel and Microsoft Access for our assignments. Version 2007 or above is recommended.
 - For Mac users, unfortunately, there is no Mac version of Microsoft Access. There are at least three options you could address this issue. (1) Install Windows on your Mac. You can run both Mac OS and Windows using Boot Camp; (2) You could use the Windows Terminal Services provided by ITS, which allow you to access many Windows applications through Windows Remote Desktop Connection; (3) You could work on the two Access-based assignments at the Millennium Lab (CBA 5.322), or the MOD Lab (CBA 5.304) in the help sessions.
 - (2) The course packet and other readings are in PDF format. You need to have a free Adobe Reader or other PDF readers.

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 thing 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-. Per McCombs 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:

Items		Points
Class Participation	:	10
Homework (4 assignments)	:	4 x 10
Short Reading Quiz (10 quizzes)	:	10 x 5
Case Write-up (1 case)	:	30
Exam (3 exams)	:	3 x 100
Group Project	:	70
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. 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

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.

2. Homework

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 Quiz

Reading is an important part of learning in this class. So there are <u>12 short reading</u> <u>quizzes</u>. These quizzes will be short, straightforward, and requires no additional efforts other than thoughtfully reading the assigned materials. Each quiz will only cover the reading material assigned for the quiz due day. Quizzes will be open-book, with no time limit, and offered through Blackboard (see Course Schedule for details).

I will drop the <u>TWO lowest</u> quiz scores when calculating your final grade. Thus, only <u>10</u> <u>quizzes</u> will be taken into account. So, do not feel panic if for any reasons you do not perform well, or completely missed the deadline, in up to two quizzes. And there will be <u>NO make-up quizzes</u>. Once submitted, a quiz cannot be retaken. You are expected to complete all the quizzes by your own.

4. Case Write-up

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, <u>one</u> case write-up task about RFID at Metro Group will be assigned (see Course Schedule for details). A team of up to <u>THREE students</u> 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 midterm 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.

6. Group Project

The class will have a final take-home project. A team of up to <u>6 students</u> can work together for the project. The project team needs to (1) select an IT company, preferably a publicly traded one for its higher visibility; (2) learn the company's backgrounds through publicly available information such as the company's website, investor presentations, annual reports, and media coverage; (3) analyze the company's strategies, products, and competition; and (4) make assessments and/or recommendations to the company by applying concepts and frameworks covered in this class. The final deliverable will be a research report with <u>no more than 10 pages</u> (excluding exhibits, endnotes, references, or appendix). Detailed requirements, guidelines, and templates will be posted on Blackboard and explained in the classroom.

An optional project proposal is due in December 2nd. Proposals will not be graded. If your team chooses to submit a proposal, I will provide written feedbacks on your proposal as quickly as possible, but within three days. The final project deliverable is due by December 7th.

Each team member will submit a peer evaluation form separately. In the form, you will rate the contributions of your team members to the project as "above team average", "team average", or "below team average". If all team members contribute to the project equally, they will share the same grade for the project. Otherwise your peer evaluation results will affect the grade you get for your final project.

POLICIES

Classroom policy. Unless explicitly required or approved by the instructor, <u>no laptops are allowed in the classroom</u>. Please also <u>turn off your mobile phones and other electronic devices</u> 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.

Late work policy. Any assignment delivered after the deadline is considered late. No late assignment will be graded unless the instructor's approval is obtained before the deadline. The instructor only allows for a late assignment in case of medical or family emergencies. PLEASE double-check deliverables submitted through Blackboard to make sure your assignment file is attached.

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 your exams and 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 exam or assignment is permanent.

Using Email for Official Correspondence to Students. Email is recognized as an official mode of university correspondence. Therefore, <u>you are responsible for reading your email for university and course-related information and announcements</u>. 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 update your official email address in UT Direct.

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 faculty permission. Students should refer to the Student Judicial Services http://deanofstudents.utexas.edu/sjs/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty. Below I excerpt the consequences of academic dishonesty for your attention:

You may see or hear of other students engaging in some form of academic dishonesty. If so, do not assume that this misconduct is tolerated. Such violations are, in fact, regarded very seriously, often resulting in severe consequences. Grade-related penalties are routinely assessed ("F" in the course is not uncommon), but students can also be suspended or even permanently expelled from the University for scholastic dishonesty. Other potential consequences can be particularly far-reaching, such as the creation of a disciplinary record that may very well impact future opportunities. Furthermore, incidents of scholastic dishonesty diminish the overall value of scholastic achievements on this campus and reflect poorly on the University... future! (http://deanofstudents.utexas.edu/sjs/acadint_conseq.php)

Special Accommodations Policy. 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). Present the letter to me at the beginning of the

semester so we can discuss the accommodations you 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 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.

MIS301 INTRODUCTION TO INFORMATION TECHNOLOGY MANAGEMENT (03920) Fall 2011 Course Schedule

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

Wk	CI	Date	Topic	Readings	Deliverables
1	1	W Aug 24	Introduction to MIS 301		
	2	F Aug 26	Strategy and Competitive	Ch. 2 - "Strategy and Technology", Section 1-2	
			Advantage		
2		M Aug 29		Ch. 2 - "Strategy and Technology", Section 3-4	Course Survey
	4	W Aug 31	Zara's Strategy, Competition, and	Ch. 3 -"Zara: Fast Fashion from Savvy Systems"	Reading Quiz #1 due on BB
			Supply Chain		by 10:00am on Wed. Aug. 31
		F Sep 2	Skill Session: Intermediate Excel		
3		M Sep 5	No class. Labor Day holiday		
	HS	T Sep 6			Excel Assignment #1 due on BB by 11:59pm on Tues.
			5:00 7:00pm CRA 5:304 Bring your flash drive		Sept. 6
	7	W Sep 7	Understanding Hardware	Ch. 4 - "Moore's Law: Fast, Cheap Computing and	
				What It Means for the Manager"	
	8	F Sep 9	Understanding Software	Ch. 5 - "Understanding Software - A Primer for	
	-			Managers"	
4	9	M Sep 12	Open Source Software	Ch.10 - "Software in Flux: Partly Cloudy and	
	10	W Con 14	Claud Caramutina	Sometimes Free", Section 1-5 Ch.10 - "Software in Flux: Partly Cloudy and	
	10	W Sep 14	Cloud Computing	Sometimes Free", Section 6-12	
	11	F Sep 16	Information Systems: beyond	[CP] Davenport, T.H. "Putting the Enterprise into	Reading Quiz #2 due on BB
		1 3cp 10	Technology	the Enterprise System," Harvard Business Review	by 10:00am on Fri. Sep. 16
			l	(76:4) 1998, pp 121-131.	by releasing on the sept re
5	12	M Sep 19	Exam #1 Review	(1017) 1110/ PF 121 1011	
			Exam #1		Exam #1
	14	F Sep 23	Introduction to the Internet	Ch. 12 - "A Manager's Guide to the Internet and	
				Telecommunications"	
6	15	M Sep 26	Internet and Strategy	[CP] Porter, M.E. "Strategy and the Internet,"	Reading Quiz #3 due on BB
				Harvard Business Review (79:3) 2001, pp 63-78.	by 10:00am on Mon. Sep.26
	16	W Sep 28	E-Commerce	Ch. 4 - "Netflix: the Making of an E-commerce Giant	<u> </u>
				and the Uncertain Future of Atoms to Bits",	by 10:00am on Wed.Sep.28
	47	F.C. 06		Section 1-2	
	1/	F Sep 30	Skill Session: Introduction to	Ch.11 - "The Data Asset: Database, Business	
			Database	Intelligence, and Competitive Advantage", Section 1-2	
7	10	M Oct 3	Skill Session: Database Queries and	Section 1-2	
	10	IVI OCL 3	DATA DESSION. DATABASE QUELLES AND		

Wk	CI	Date	Topic	Readings	Deliverables
			Reports		
	HS	T Oct 4	Optional Access Assignment #1 Help Session		Access Assignment #1 due on BB by 11:59pm Tues. Oct.4
	19	W Oct 5		Ch.11 - "The Data Asset: Database, Business Intelligence, and Competitive Advantage", Section 4-6	
	HS	Th Oct 6	Optional Access Assignment #2 Help Session		Access Assignment #2 due on BB by 11:59pm Thurs, Oct. 6
	20	F Oct 7	Competing on Analytics	Ch.11 - "The Data Asset: Database, Business Intelligence, and Competitive Advantage", Section 7-8	
8	21	M Oct 10	Analytics on the "Big Data"	[BB] McKinsey & Company, "Big Data: The next frontier for innovation, competition, and productivity", May 2011	Reading Quiz #5 due on BB by 10:00am on Mon. Oct. 10
	HS	HS T Oct 11 Optional Excel Assignment #2 Help Session 5:00 - 7:00pm, CBA 5.304 - Bring your flash drive		Excel Assignment #2 due on BB by 11:59pm on Tues. Oct. 11	
		W Oct 12	Guest Speaker: TBA		
	23	F Oct 14	Social Media and The Wisdom of Crowds	Ch.7 - "Peer production, Social Media, and Web 2.0", Section 7-9	
9		M Oct 17	the Value of Social Graph	Ch.8 - "Facebook: Building a Business from the Social Graph"	Reading Quiz #6 due on BB by 10:00am on Wed. Oct. 17
	25	W Oct 19	Challenges in Monetizing Web 2.0	[CP] "YouTube, Google, and the Rise of Internet Video", Harvard Business Case Product #: KEL403-PDF-ENG	Reading Quiz #7 due on BB by 10:00am on Wed. Oct. 19
	26	F Oct 21	Exam #2 Review		
10	27	M Oct 24	Exam #2		Exam #2
	28	W Oct 26	Network Effect and Platform Competition	Ch. 6 - "Understanding Network Effect"	
	29	F Oct 28	Hardware Product with Network Effect	[CP] Schilling, M.A. "Technological Leapfrogging: Lessons from the U.S. Video Game Console Industry," California Management Review (45:3), Spring 2003, pp 6-32.	Reading Quiz #8 due on BB by 10:00am on Fri. Oct.28
11		M Oct 31	Software Product with Network Effect	[CP] "Microsoft in 2005", Harvard Business Case Product #: 705505-PDF-ENG	Reading Quiz #9 due on BB by 10:00am on Mon. Oct.31
		W Nov 2	Internet Business with Network Effect	Ch. 12 - "Google Search, Online Advertising and Beyond"	
		F Nov 4	Guest Speaker: Bill Wade, CIO Gold's Gym International		
12	33	M Nov 7	RFID Case Introduction	[CP] "RFID at Metro Group", Harvard Business	Reading Quiz #10 due on BB

Wk	CI	Date	Topic	Readings	Deliverables
				Case Product #: 606053-PDF-ENG	by 10:00am on Mon. Nov.7
	34	W Nov 9	IT Strategy	[BB] Henderson, J.C., and Venkatraman, N. "Strategic Alignment: Leveraging Information Technology for Transforming Organizations," IBM	
	35	F Nov 11	Corporate IT Governance and Controls	Systems Journal (32:1) 1993, pp 472-484. [CP] Ross, J.W., and Weill, P. "Six IT Decisions Your IT People Shouldn't Make," Harvard Business Review (80:11) 2002, pp 84-92.	Reading Quiz #11 due on BB by 10:00am on Fri. Nov. 11
13	36	M Nov 14	Enterprise IT Architecture	[BB] Ross, J. "Creating a Strategic IT Architecture Competency: Learning in Stages " MIS Quarterly Executive (2:1) 2003, pp 31-43.	
	37	W Nov 16	IT Investment and Valuation	[CP] Ross, J.W., and Beath, C.M. "Beyond the Business Case: New Approaches to IT Investment," MIT Sloan Management Review (43:2), Winter 2002, pp 51-59.	Reading Quiz #12 due on BB by 10:00am on Wed. Nov. 16
	38	F Nov 18	Business Process and IS Development		
14	39	M Nov 21	Case discussion: RFID at Metro Group	[CP] "RFID at Metro Group", Harvard Business Case Product #: 606053-PDF-ENG	RFID Case Write-up Due on BB by 10:00am on Mon. Nov.21
	40	W Nov 23	Information Security	Ch. 13 - "Information Security: Barbarians at the Gateway"	
	41	F Nov 25	No class - Thanksgiving holiday		
15	42	M Nov 28	Exam Review and Course Evaluation		
	43	W Nov 30	Exam 3		Exam #3
	44	F Dec 2	Group Project Working Day	No class, please work on the final project	Optional Group Project Proposal due on BB by 11:59pm on Fri. Dec 2 Group Project and peer evaluation due on BB by 11:59pm on Wed. Dec. 7