MIS 301 Introduction to Information Technology Management
FALL 2011 - Unique Numbers: 03935, 03940, 03945

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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. Information systems influence business processes, organizational structures, and the ways people do business, work, and communicate. Emerging technologies have triggered new forms of organization and business process innovation; they have also impacted organizational structure, culture, politics, decision making, and society as a whole. IT is 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 is occurring as more and more physical 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 perspective on how IT is used in organizations.

MIS 301 will focus on three broad issues: (a) data and enterprise systems; (b) IT and competitive strategies; and (c) emerging technologies. While there is some introduction to the practical business use of hands-on technology, the real value that McCombs majors will gain from MIS 301 will come from understanding the strategic business possibilities inherent at the intersection of business and technology.

Data and Enterprise Systems:

1. Introduction to databases: Here you will learn high-level database design principles, and structured query language. This will give you a working knowledge to manage, retrieve and manipulate data.
2. Data analysis and modeling skills: This will provide working knowledge for data-driven decision-making using Excel and related data analysis tools.
3. Role of IT in supply chain management: Using cases we will explore how IT can transform supply chain. We will particularly focus on the need to recognize supply chain principles in enabling change, rather than IT functionalities.
4. Role of IT in customer relationship management: We will study how IT can be effectively used in understanding and acquiring customer preference/knowledge. We will explore emerging methods to extract hidden knowledge from databases.

IT and Competitive Strategies:

1. Economics of IT: We will explore how the fundamental characteristics of IT and the digital economy. We will investigate the role of pricing, versioning, customization, digital rights, lock-in, network externalities, standards, open source movement, and other competitive dynamics.
2. Strategic Issues: Here we will explore how IT and the digital economy is changing industry structure due to their unique economic characteristics.

3. Electronic commerce: We will study how electronic commerce affects competitive strategies, supply chain management and customer relationship management.
4. Innovations: Here we will explore IT-related product innovations, process innovations and destructive creations and their implications for business operations and competitive strategies.

Emerging Technologies:

1. Emerging issues: There are fundamental changes in how individuals obtain information in today's markets. Social networks and online search engines are widely used for information acquisition. This section will explore the role of social media and search engine in the digital economy.
2. New technologies: You will learn the business implications of cloud computing, utility computing, software as a service (SaaS).
3. Global sourcing: No study in IT is complete without understanding global sourcing of IT and IT-enabled services (i.e., business process outsourcing). We will study what processes are desirable to insource or outsource and when to keep those domestic vis-à-vis offshore. We will study risk assessment and management.

Required Textbook

- ***Laudon and Laudon, Management Information Systems: Managing the Digital Firm 12/E (with MyMISLab Access Card)****, ISBN-13: 9780132576581.*
  - The textbook is bundled with a MyMISLab Access Card. If you have acquired a textbook without the access card, you will need to purchase a standalone access card online at www.mymislab.com. Two types of standalone access cards are available online: one with eText ($80) and one without eText ($40). Unless you need access to an electronic version of the textbook, an access card without eText is sufficient for this class.

- **Wallace, Information Systems in Organizations, 1/E.**
  - **The textbook will be provided free of charge by your instructor.**

Required Readings

- Required reading will be provided in class or posted on the Blackboard

Class Website

- Announcements, assignments, course schedule, additional readings and other information are available at Blackboard http://courses.utexas.edu/. Log in using your UT EID and select **11F Introduction to Information Technology Management.**

Grading

Your course grade will be based on the following point distribution:

	Points	**Weight**
Class participation and attendance	5 points	5%
MyMISLab Assignments (4)	2.5 points	10%
Significant Assignments (5)	5 points	25%
Group project (1)	15 points	15%
Exam ½	15 points	30%
Exam 3	15 points	15%
Total	**100 points**	**100%**

Grading Policy

The final letter grade in the class will be based on a curve. The average grade in MIS 301 will be between 3.2-3.4. However, this average can be higher (or lower) based on overall class performance. You may

expect the following grade distribution: approximately 30-35% will receive As, about 10-15% a grade of Cs or below, and the rest will receive Bs. However, if the overall class performance exceeds the instructor's expectations, the percentages of A, B, C, etc. may change.

Class Participation and Attendance

It is important that you come to class ready to join the discussion on the day's reading. Your collective knowledge and experience add to the 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 actively participate. In evaluating your class participation, I will take the following into consideration:

- Useful arguments expressed coherently and succinctly
- Good analysis supported by case facts or your own experience
- Constructive disagreement
- Readiness to contribute when called upon

I expect that students to arrive on time to class. Coming in late or leaving during class time distracts class proceedings.

Assignments and Group Projects

Class work is comprised of short individual IT skill assignments and substantive individual and group assignments. Short assignments will be used to emphasize IT skills useful for your careers.

Deliverables for MIS 301 consist of four short assignments, four significant assignments and a group project. Some of the assignments are skill (Excel and Access) exercises, while others are writing assignments (2-3 pages). 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.

Exams

There will be three exams. The exams are non-cumulative. On these exams, you will be responsible for the material presented in class, in the course packet, and any required readings distributed in class/or on Blackboard. Questions on the exam may be multiple choice, true/false with justification, or short answer types. Any appeals about grades should be emailed to me or the TA within a week after the exam or assignment has been returned to you. If you miss a midterm exam for an extreme emergency, you can have the last exam grade count for both the missed midterm and the final. That one exam will thus constitute a greater portion of your course grade. <u>The extreme emergency must be approved by the instructor BEFORE the exam date</u>. Counting one exam twice is a high-risk move and not recommended.

Homework & Assignment Late Policy

Homework and write-ups supplement and reinforce learning. Both are due at a specific time in proper format.

- Homework handed in after the due time/day but <u>during the next 24 hours</u> will receive half credit.
- Homework will not be accepted more than 24 hours late.
- Unannounced In-class quizzes may be given in class. They **cannot be made up**, even if you miss them because you are late to class.

Electronic Devices & NO LAPTOP Policy

Please turn cell phones, pagers, iPods, and other electronic devices OFF during class time.

Based on strong feedback from previous students and agreement among all the MIS 301 instructors, the **use of laptops is not allowed** in this class. I recognize that some students prefer to take notes electronically on PPT slides. However, there is no way to control students checking email or stocks, using

IM, playing games, going on Facebook, or surfing the web if laptops are allowed. The quality and flow of discussion is affected when people engage with laptops in these ways, and it distracts students who want to participate. PPT slides will be available on Blackboard in time for you to bring copies to class.

Drop Policy

If University policies permit, you may withdraw or drop this course with approval by the withdraw/drop deadlines set by the UT. After the deadline, students who withdraw/drop the course receive a grade based on what they have earned in the course at that point.

Blackboard Use

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. Violations of the UT Austin Acceptable Use Policy will be vigorously pursued. Violators may face disciplinary action including, but not limited to verbal warnings, negative impact on grades, or loss of email privileges. For information on reporting emails that you believe violate the policy, please see the UT Acceptable Use Policy site at http://www.utexas.edu/academic/blackboard/answers/email_abuse.html.

Scholastic Dishonesty Policy

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. Please refer to the Student Judicial Services Website at http://www.utexas.edu/depts/dos/ or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty. In this class, all cases must be done individually. You are free to seek help from the professor or the TA.

Special Accommodations

Upon request, The University of Texas at Austin provides 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.

Acknowledgement

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Tentative Schedule (All assignments are due midnight one week after the announcement date unless otherwise noted)

No.	Date	Topic	Readings
1	8/25	**Introduction: Class Overview**	• Syllabus • MyMISLab Setup
2	8/30	**Introduction to MIS**	• Laudon & Laudon: Ch 1. 1.1, 1.2, Case Study • Laudon & Laudon: Information Systems and Your Career (BB) **MyMISLab Assignment 1:** My Course > myitlab for Office 2010 Components > Excel 2010 > Excel Chapter 1: Introduction to Excel > Excel Chapter 1 Activities > Excel Chapter 1 Skill-Based Training

3	9/1	**Global E-Business and Collaboration**	• Laudon & Laudon Ch 2 **MyMISLab Assignment 2:** My Course > myitlab for Office 2010 Components > Excel 2010 > Excel Chapter 2: Formulas and Functions > Excel Chapter 2 Activities > Excel Chapter 2 Skill-Based Training
4	9/6 **(LAB for 1/2)**	**Making Better Decisions – Data Analysis I**	• Laudon & Laudon: Ch 12 Learning Track 1 - Build Pivot Tables (BB) • In-class Exercise: Use a Spreadsheet to Select Suppliers (Laudon & Laudon Ch 2 Exercise)
5	9/8 **(LAB for 3)**	**Making Better Decisions – Data Analysis II**	• Case Study: MGM Grand Case (HBS - 9-106-029). **Significant Assignment 1:** Using Spreadsheet Pivot Tables to Support Decision Making (MGM Grand Data)
6	9/13	**IT and Business Strategy**	• Laudon & Laudon Ch 3 (Optional: Wallace: Ch 2)
7	9/15	**IT Infrastructure and Emerging Technology**	• Laudon & Laudon Ch 5 (Optional: Wallace: Ch 3) **MyMISLab Assignment 3:** My Course > myitlab for Office 2010 Components > Access 2010 > Access Chapter 2: Relational Databases and Queries > Access Chapter 2 Activities > Access Chapter 2 Skill-Based Training
8	9/20 **(LAB for 1/2)**	**Data and DataBase**	• Laudon & Laudon Ch 6.1, 6.2 (Optional: Wallace: Ch 4) **MyMISLab Assignment 4:** My Course > myitlab for Office 2010 Components > Access 2010 > Access Chapter 3: Customize, Analyze, and Summarize Query Data > Access Chapter 3 Activities > Access Chapter 3 Skill-Based Training
9	9/22 **(LAB for 3)**	**Making Better Decisions – Data Query I**	• Laudon & Laudon Ch 6.3, 6.4 (Optional: Wallace: Ch 4) **Project Milestone 1**: Final Project topic and members (**Due 9/25 11:59pm)**
10	9/27	**Making Better Decisions – Data Query II**	• In-class Exercise: Ch 3.5 – Improving Decision Making: Using a Database to Clarify Business Strategy **Significant Assignment 2:** Achieving Operational Excellence: Building a Relational Database for Inventory Management.

11	9/29	**Exam 1 Review**	
12	10/4 **(LAB)**	**Exam 1**	
13	10/6	**World Wide Web & IT Security**	• Laudon & Laudon: Chapter 8 • Class handout
14	10/11	**From Data to Information Systems**	• Laudon & Laudon: Chapter 9. 9.1, 9.2 (optional: Wallace Ch 5) • Class handouts **Significant Assignment 3:** Build A Simple Information Systems using Excel.
15	10/13	**IT & Customer Relations Management**	• Laudon & Laudon: Chapter 9.3, 9.4 (optional: Wallace Ch 5) • Class handouts
16	10/18 **(LAB)**	**Data Mining**	• Laudon & Laudon: Ch 6.3 • Class Handouts
17	10/20	**IT and Business Strategy I**	• Information Economy: What Every Manager Should Know • **Significant Assignment 4:** Information Economics.
18	10/25	**IT and Business Strategy II**	• Microsoft Case • Helpful notes for MSFT case – P. Konana (BB)
19	10/27	**Exam 2 Review**	
20	11/1 **(LAB)**	**Exam 2**	

21	11/3	**Electronic Commerce**	• Laudon & Laudon: Chapter 10 (optional: Wallace Ch 6) • Andersen, Long Tail (BB) • Bryjolfesson et al. From Niches to Riches: Anatomy of the Long Tail (BB) **• Project Milestone 2: Final Project status update (website live). Due 11/6 11:59pm)**
22	11/8	**Search**	• Secret of Googlenomics (BB) • Class handouts
23	11/10	**Social Media**	• Class handouts • **Significant Assignment 5:** Social Media.
24	11/15	**Outsourcing and Globalization**	• Class handouts
25	11/17	**Digital Revolution**	• Class handouts • Kodak case
26	11/22	**Generating Returns on IT Investments**	• Generating Premium Returns on Your IT Investments • Gu et al, IT Governance and IT Investment Performance • Exam 3 Review
27	11/29	**Project Presentation**	**• Project Milestone 3: Presentation**
28	12/1	**Exam 3**	