MIS 301: Information Technology in Business
Spring 2010 – Unique Numbers: 03575 and 03585

Instructor	Katie Gray – katie.gray@mccombs.utexas.edu Information, Risk and Operations Management (IROM) Department
Class Time	MWF 9:00-10:00am or MWF 10:00-11:00am
Class Location	UTC 4.124
Office	CBA 3.408 (near the south side of wide escalators on 3rd floor by the Hall of Honors)
Mailbox	IROM Department, CBA 5.202
Phone	(512) 232-8190
Fax	(512) 471-0587
Office Hours	MW 2:30-4:00pm and by appointment (email Katie 2-3 days ahead to make an appointment if you work or have class during office hours)
Teaching Assistants	Carolyn McLain (carolyn.mclain@bba07.mccombs.utexas.edu) Kayla Monus (kayla.monus@bba07.mccombs.utexas.edu)

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 301 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, supply chain management systems (SCMs), e-commerce, business process management, 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 (particularly Excel), the real value that students gain from MIS 301 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

Required Textbook	*Experiencing MIS* by David Kroenke, 2nd Edition – available at UT Co-op and online
Required Readings	*Course Packet* – available at UT Co-op 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 **10SP INTRO TO INFO TECHNOLOGY MGMT (03575)**. I combine my two sections on Blackboard, so both classes are listed under unique number 03575.

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

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. At the end of the semester, those who have had **perfect** attendance will receive a bonus – 10 extra points added to their grade. (There are no "excused" absences for the bonus).

Academic Rigor and MIS 301

In 2003, the McCombs School faculty developed a strategic plan for "Leading in the 21st Century." http://www.mccombs.utexas.edu/strategicplan/. The mission of the McCombs School of Business is to educate the business leaders of tomorrow while creating knowledge that has critical significance for industry and society, and our goal is to become the best public business school in the nation. To accomplish that goal, the school is focusing on six strategic initiatives. One of those initiatives is to "Increase the rigor of our BBA Program to match the capabilities of our undergraduate student body." The rigor of this course has been increased to match that key strategic initiative. This means that you can expect a substantive workload of reading, homework, exams, and critical thinking processes in all sections of MIS 301.

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 301, and having them will serve you later at UT and in your professional career.

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 301 consist of critical thinking assignments, skills assignments, class participation, reading quizzes, and exams. The critical thinking assignments will push you to think strategically about using IT in business. The skill assignments emphasize IT capabilities you will use in your careers. Detailed content and grading criteria will be posted on Blackboard for each assignment. The assignment weights are detailed below.

Deliverable Detail	Points
Critical Thinking Assignments	**305**
Microsoft PowerPoint Assignment	**30**
Facebook Team Project (FBTP) – includes three separate deliverables	**130**
FBTP1: Turn in FBTP Team List	5
FBTP2: Project Proposal	50
FBTP3: Final Deliverable	75
RFID Case Write-Up	**100**
iPremier Quiz	**5**
IT Interview	**40**
Skills Assignments	**110**
Excel 1 - Gradebook and Retirement Portfolio	25
Access 1 - Events Management Database	5
Access 2 - Pet Walking Database	20
Excel 2 - Class Survey Analysis	25
Excel 3 - Data Mining with XLMiner	30
IS Development Exercise Homework	5
Class Participation	**15**
Class Participation Quiz 1	5
Class Participation Quiz 2	10
Reading Quizzes and Free Writes	**20**
Quiz/Free Write 1	5
Quiz/Free Write 2	5
Quiz/Free Write 3	5
Quiz/Free Write 4	5
Exams	**650**
Exam 1	150
Exam 2	200
Exam 3	300

Late Policy for Deliverables

Deliverables are assigned because work outside of class supplements and reinforces learning. Deliverables are also due at a designated time and a specific format.

- Deliverables handed in after the due date/time but ***during the next 24 hours*** will receive half credit.
- Deliverables will not be accepted more than 24 hours after the due date.
- PLEASE double-check deliverables submitted through Blackboard to make sure your assignment file is attached. If your file is not attached, **YOU WILL NOT RECEIVE CREDIT FOR THE ASSIGNMENT**!!
- Quizzes and Free-Writes are given in class; some are announced, others are not. These items ***cannot be made up*** and are often given at the beginning of class, so please be on time.

Re-Grades

I strongly believe that following up after your exams and assignments have been graded reinforces learning and helps you to understand 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. After ***the one-week window is past, your grade for that assignment is permanent.***

Class Participation, Quizzes, and Free Writes

Twice during the semester, you will grade yourself on your own participation by taking a short quiz with True/False questions related to your contributions to class learning. There will be several short multiple-choice quizzes on class readings. Some quizzes will be announced, some will not. Occasionally in class, we will also do "think and learn" free write assignments on class readings. Because quizzes and free writes are related to class attendance, there are no make-ups if you miss class or come in late. *READ the material prior to the day it is due, and you will do well on quizzes, free writes, and class participation.*

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! It's vital that you learn to write effective, professional, and error-free work 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 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 three exams in MIS 301. Two are in-class midterms, and the last exam is given during the final exam period. The final exam is **not** cumulative. Exams will combine multiple-choice and essay format. There are no make-up exams. If you miss a 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.

In-Class Technology Use Policy

Please turn cell phones, pages, 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.), inform me before 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. 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, and otherwise stray 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.

Drop Policy

University policies permit you to drop this course with instructor approval by the withdraw/drop deadlines set by UT. The spring 2010 Q-drop deadline is February 15th. 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. PowerPoint slides will be available on Blackboard in time for you to bring hard copies to class.

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 FERPA-related issues, see http://registrar.utexas.edu/students/records/ferpa/. **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

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 or 471-4641 TTY). 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 some 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.