

Patton's MIS 301: Information Technology in Business Fall 2010 – Unique Numbers: 03890, 03895 & 03900

Instructor	Elota Patton – Elota.Patton@mcombs.utexas.edu Information, Risk and Operations Management (IROM) Department
Class Time	MWF: 10:00-11:00am, 11:00am-Noon, Noon-1:00pm
Class Location	UTC 1.146
Office	CBA 3.412 (near the south side of wide escalators on 3 rd floor by the Hall of Honors)
Mailbox	IROM Department, CBA 5.202
Phone	(512) 471-4766
Office Hours	MW 3:00-4:00pm and by appointment (email Elota 2-3 days ahead to make an appointment if you work or class during office hours)
Teaching Assistants	To be announced

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; transformed 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.

The availability of vast amounts of searchable data is changing the nature of learning required to succeed in traditional business disciplines, such as finance, accounting, and marketing. 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 to reshape products, services, and organizations.

MIS 301 will focus on three broad issues: (1) using IT for strategic competitive advantage, (2) IT core skills and management and (3) 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), social networks, and IT security. While students are introduced to the practical business uses of some technology tools (Excel in particular), 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	<i>Information Systems: A Manager's Guide to Harnessing Technology</i> by John Gallaugher, Flatworld Knowledge, Inc., Version 1.1, customized by Katie Gray, 2010, ISBN 978-1-4533-0464-8; available through the following website http://www.flatworldknowledge.com/elota.patton@mcombs.utexas.edu/intro-it-mgmt-03890-03895-0390
Required Readings	<i>Course Packet</i> – 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 10F INTRO TO INFO TECHNOLOGY MGMT (03890) . I combine my three sections on Blackboard, so all classes are listed under unique number 03890.

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 contributions to class thinking, expressed coherently and succinctly
- Offering good analysis of class topics supported by facts from the readings or from your own experience
- Adding constructive disagreement to the class conversation
- Contributing when called on
- Letting others speak, and, in fact, encouraging them to speak – class learning will increase if we hear from everyone, beyond the eager few
- Posting questions, comments, and information on the Blackboard class Discussion Board

Attendance

I come to class – **on time** – and expect you to do the same. You will learn more if you attend class regularly, listen, take notes, ask questions, and contribute to discussions. Coming to class is vital, since many exam questions come from lectures and class discussion. At the semester's end, those with **perfect** attendance receive a bonus – 10 extra points added to their overall final 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.mcombs.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 to 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. Investing the time to actively learn base concepts will give you a future foundation for thinking critically and solving real business problems. Developing these skills is the real goal of MIS 301; your learning will serve you later, both at UT and in your professional career.

Deliverables

In the context of this course (and most business settings), 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	
Critical Thinking Assignments	305
Facebook Team Project (FBTP) – includes three separate deliverables	130
FBTP1: Turn in FBTP Team List	5
FBTP2: Project Proposal – PowerPoint	50
FBTP3: Final Deliverable – Paper	75
RFID Case Quiz	5
RFID Case Write-Up	120
Microsoft Case Quiz	5
iPremier Quiz	5
IT Interview	40
Skills Assignments	
Skills Assignments	110
Excel 1 - Gradebook and Retirement Portfolio	25
Access 1 - Events Management Database	10
Access 2 - Pet Walking Database	20
Excel 2 - Class Survey Analysis	25
HTML Assignment	30
Class Participation	
Class Participation	15
Class Participation Quiz 1	5
Class Participation Quiz 2	10
Reading Quizzes and Free Writes	
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	
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 designated times and in specific formats, all of which will be described in assignment criteria.

- 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-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 meet with me to discuss your 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 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 online 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 45-55% 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. could 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 in class is also considered a violation of the no laptop policy**. FYI, 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 fall 2010 Q-drop deadline is September 23. 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 your JDOE number to your instructor 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 so that I can make arrangements. 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.

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.

Wk	CI	Day/Date	Class	Readings	Deliverables	
1	1	W Aug 25	Introduction to MIS 301			
	2	F Aug 27	Setting the Stage: Why are you in this class?	Ch. 1 - "Setting the Stage: Technology, the Manager, and the Modern Enterprise"		
2	3	M Aug 30	Competitive Advantage + Fresh Direct (Ch. 2)	Ch. 2 - "Strategy and Technology"		
	4	W Sep 1	Zara	Ch. 3 - "Zara: Fast Fashion from Savvy Systems"		
	5	F Sep 3	Zara Redux + Business Process + Supply Chain Demo Excel Assignment 1	Dell Supply Chain (Packet) Organizing Armageddon (BB)		
3		M Sep 6	No Class - Labor Day			
	6	W Sep 8	CAS	<i>Prepare Your Organization to Fight Fires(Packet)</i> <i>Leadership in a (Permanent) Crisis (Packet)</i>		
		Th Sep 9	Optional Excel Assignment #1 Help Session - try to do on your own for LEARNING 5:00 - 7:00 in MOD Lab, CBA 5.304		Excel Assignment #1 Due on BB by 11:59 pm Thu. Sep. 9	
	7	F Sep 10	RAS	Robust Adaptive Strategies(BB)		
4	8	M Sep 13	CAS + RAS Complete		FBTP1 Due Fri. Sept 10 beginning of class	
	9	W Sep 15	Moore's Law & Hardware	Ch. 5 - "Moore's Law"		
	10	F Sep 17	Understanding SW Demo HTML Assignment	Ch. 9 - "Understanding Software - A Primer for Managers"		
5	11	M Sep 20	Microsoft, Software and Konana's SW Ecosystem	<i>Microsoft in 2005 (Packet)</i>	Microsoft Case Quiz - take at beginning of class	
		T Sep 21	Optional HTML Assignment Help Session - try to do on your own for LEARNING			
	12	W Sep 22	Network Effects (Ch. 5)	Ch. 5 - "Understanding Network Effects"	HTML Assign due Wed. Sep. 22 beginning of class	
	13	F Sep 24	Facebook and the Social Graph	Ch. 7 - "Facebook: Building a Business from the Social Graph"		
6	14	M Sep 27	Exam #1 Review			
	15	W Sep 29	Exam #1		Exam #1	
	16	F Oct 1	Introduction to Databases			
	17	M Oct 4	Access #1 Assignment Demo - Meet in MOD Lab CBA 5.304			
		T Oct 5	Optional Access Assignment #1 Help Session - try to do on your own for LEARNING 5:00 - 7:00 in MOD Lab, CBA 5.304		Access #1 Due on BB by 11:59pm Tue Oct 5.	
	18	W Oct 6	Data Mining Continued (Guest Speaker, Rob Fusillo, Wal-Mart)			

	19	F Oct 8	Data Mining	Ch. 11 - "The Data Asset"	
8	20	M Oct 11	Implications of Data Mining	<i>Data Deluge (Packet)</i>	FBTP2 Due Mon. Oct. 11 beginning of class
	21	W Oct 13	History of the Internet, CAS and developing business models	*Nerds 2.0.1	
		Th Oct 14	Optional Access Assignment #2 Help Session - try to do on your own for LEARNING 5:00 - 7:00 in MOD Lab, CBA 5.304		Access Assignment #2 Due on BB by 11:59pm Th. Oct 14
	22	F Oct 15	MIS Career Panel: Boris Siperstein, Kris Torres, and Maxine Cheng		
9	23	M Oct 18	Data Communications	Ch. 12 - "A Manager's Guide to Networking and Telecommunications"	Class Participation Quiz #1 Due on BB by 11:59pm Mon. Oct. 18
	24	W Oct 20	Web 2.0 (Ch.6)	Ch. 6 - "Peer Production, Social Media, and Web 2.0"	
	25	F Oct 22	FBTP Workday		
10	26	M Oct 25	Facebook case discussion		FBTP3 Due Mon. Oct. 25 beginning of class
	27	W Oct 27	Media in Enterprise 2.0	Ch. 3 - "Netflix: The Making of an E-Commerce Giant and the Uncertain Future of Atoms to Bits"	
	28	F Oct 29	Guest Speaker: Kit Webster, Consultant	<i>Amazon Taps Its Inner Apple (BB)</i> <i>\$200 Textbook vs. Free: You Do the Math (BB)</i>	
11	29	M Nov 1	Exam #2 Review		
	30	W Nov 3	Exam #2		Exam #2
		F Nov 5	Excel #2 Assignment Demo Meet in MOD Lab CBA 5.304	<i>RFID at Metro Group (Packet)</i>	Reading Quiz on RFID Case
12	31	M Nov 8	Business Process Management		
		M Nov 8	Optional Exel Assignment #2 Help Session - try to do on your own for LEARNING 5:00 - 7:00 in MOD Lab, CBA 5.304		Excel Assignment #2 Due on BB by 11:59 pm Mon. Nov. 8
	32	W Nov 10	RFID Prep & Supply Chain		
	33	F Nov 12	Guest Speaker: Bill Wade, CIO Gold's Gym International	Groundwork for RFID	
	34	M Nov 15	Outsourcing	<i>The Tough Game You Have to Play (BB)</i>	
	35	W Nov 17	RFID at Metro Group case discussion		RFID Case Due Wed. Nov. 17 beginning of class
	36	F Nov 19	Google	Ch. 8 - "Google Search, Online Advertising and Beyond"	
14	37	M Nov 22	Future of Software	Ch. 10 - "Software in Flux: Partly Cloudy and Sometimes Free"	

	38	W Nov 24	Information Security (Ch. 13)	Ch. 13 "Information Security: Barbarians at the Gateway"	
		F Nov 26	No Class - Thanksgiving		
15	39	M Nov 29	Information Security (Ch. 13)	Ch. 13 "Information Security: Barbarians at the Gateway"	IT Interview Due Mon. Nov. 29 beginning of class
	40	W Dec 1	iPremier Case	iPremier: Denial of Service Attack	iPremier Case Quiz
	41	F Dec 3	Learning takeaways & course evaluations		Class Participation Quiz #2 Due on BB by 11:59pm Fri. Dec.3
Fin		W Dec 8	Final Exam - 10:00am class - Wednesday, Dec 8, 2:00-5:00 pm (03890)		Final Exam
Fin		W Dec 8	Final Exam - 11:00am class - Wednesday, Dec 8, 9:00-12:00 noon (03895)		Final Exam
Fin		F Dec 10	Final Exam - 12:00 noon class Friday, Dec 10, 9:00-12:00 noon (03900)		Final Exam

[*http://www.pbs.org/opb/nerds2.0.1/](http://www.pbs.org/opb/nerds2.0.1/)