

MIS 301: Introduction to Information Technology Management

Unique number: 03940, 03945



Fall 2012

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Class Time: 12:00 pm - 1:00 pm, MWF (Unique number: 03940)
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Class Room: UTC 4.132
Office Hours: TBA

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COURSE OVERVIEW

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) 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, Web 2.0 technologies, databases, data communications, mobile telecommunications, business process management, business intelligence, and IT security. While students are introduced to the practical business use of hands-on technology (particularly Excel), 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 COURSE MATERIALS

- Gallaugher, John (Dec 2011), *Information Systems: A Manager's Guide to Harnessing Technology*, Flatworld Knowledge, Inc., version 1.3, ISBN 978-1-4533-2292-5, available through the following website:
<http://students.flatworldknowledge.com/course?cid=1042187&bid=696436>

IMPORTANT NOTE: The textbook can be read online FOR FREE! You do NOT need to purchase a copy of the book or the digital products. However, if you dislike reading on a screen, you may want to invest in a “dead-tree” version. Visit the website above for more information. (Be sure to scroll down!)

- Course packet, available at the GSB copy center (GSB 3.136).
- A set of supplement materials (e.g. lecture slides and additional readings) will be provided in class or posted on the Blackboard. Please DO NOT redistribute any material you downloaded from the Blackboard without written permissions of their respective copyright owners.

GRADING

- | | |
|--|-----|
| • Exam 1 | 20% |
| • Exam 2 | 20% |
| • Exam 3 | 20% |
| • Homework Assignments | 20% |
| • In-class Quizzes and Class Participation | 20% |

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

Exams will be closed book and will cover all reading assignments and materials discussed in class. There will be three exams: the first two exams will be given in-class during the semester and the third exam will be given during the final exam period. All exams will be non-cumulative.

HOMEWORK ASSIGNMENTS

Homework assignments consist of case write-ups and skills assignments. The case write-ups will push you to think about strategically using IT in business. I grade the write-ups on three dimensions:

- The **quality of research** you have done to find support for your viewpoints – anyone can have an opinion, you need to back it up with research on the web, the library sites and other sources.
- The **logical development** of your arguments – are your arguments carefully and logically developed or do they appear ad-hoc and not well thought through?
- **Presentation**—how well you organize your reports. Do I have to read every word and decipher the key points hidden somewhere, or does your presentation facilitate my understanding of the arguments made?

The skills assignments will be used to emphasize IT skills useful for your career. You will be expected to develop basic skills including using Excel to develop return on investments model, database manipulation, and data mining.

Teams of two students can do the assignment together or you may work on the assignment individually. Sharing or discussing solutions to the assigned problems with anyone other than your team member will be considered cheating. You may pair with different team members for different assignments. The homework questions will be distributed on Blackboard. **All assignments are due at the beginning of class on the due date.** Turn in your homework to me electronically on Blackboard. If you work as a team, please submit only one copy with the names of both team members.

Instruction for Mac Users

Some of the assignments involving databases and Excel add-on may require you to use Windows. There is no Access database for Mac OS. You can address this issue in two ways:

- a) Install Windows 7 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 will have to reboot. VMWare or Parallels will let you run both OSs at the same time and switch instantaneously. However, running this software can slow your Mac down considerably.
- b) Use the labs in the McCombs School to complete your assignments. All the software used in MIS 301 is installed on the computers in both the Millennium and Mod Labs.

IN-CLASS QUIZZES AND CLASS PARTICIPATION

In-class quizzes can take place at any time during the class. In general, two types of quizzes will be given very frequently throughout the course of the semester. The first type of quizzes are to ensure that you are prepared to come to class and finish all required readings, so they will target very basic concepts discussed in the required readings, and are worth 8% of your final grade. The second type of quizzes target key takeaways covered in the previous class (if given during the first ten minutes of class) or covered in the current class (if given during the last ten minutes of

class). These are designed to evaluate how well the class understands the material, and are worth 8% of your final grade. Students who miss a quiz will be unable to retake it unless the absence is excused. Excused absences include, but are not limited to, death in the immediate family, serious personal or immediate family illness resulting in hospitalization, and jury duty. Documented proof substantiating the reason may be required. The instructor reserves the right to determine excused absences.

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:

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

COURSE POLICIES

Exam Policies

- Exams missed due to an excused absence must be made up **within one week of returning to class for full credit or no credit will be given**. Exams missed due to an unexcused absence may not be made up. Documentation proving the excused absence may be required at the time the exam is made up. If you are unable to attend a scheduled exam, prior written notice must be provided to the instructor including the reason for the absence.

Assignment Policies and Quality Expectations

- Assignments are due on the day announced at the beginning of class. Assignments turned in 5 minutes after class has begun will be considered late.
- Any assignment turned in late but within 24 hours of the due date/time will receive half credit; after that no credit will be received unless previous arrangements have been made with the instructor.
- All assignments must be typed. Spelling, grammar, and punctuation are important, and points may be deducted for errors.

In-Class Technology Use

- 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 rule applies to all McCombs MBA classes, so you are in good company. When students surf the web, answer email, check Facebook, and stray from the topic at hand, they do themselves and distracted peers a

disservice. For this reason, **texting in class is also a violation of the no laptop policy.** Thanks for respecting this simple rule.

Blackboard Use & Class Learning

- In this class I use Blackboard—a Web-based course management system with password-protected access at <http://courses.utexas.edu>—to distribute course materials, to make announcements, and to post assignments and grades. You can find support in using Blackboard at the ITS Help Desk at 475-9400, Monday through Friday, 8 am to 6 pm, so plan accordingly. Your use of Blackboard's email should be for course-related messages only. 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/cio/policies/>.

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/>.

Using Email for Official Correspondence

- 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.

Documented Disability Statement

- Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>. 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. 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.

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 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 UT Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Scholastic Dishonesty Policy

- I take this issue 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 faculty permission.

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 BBA Program's Statement on Scholastic Dishonesty at <http://www.mcombs.utexas.edu/BBA/Code-of-Ethics.aspx>. By teaching this course, I have agreed to observe all faculty responsibilities described in that document.

By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. 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, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <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.

Students should refer to the Student Judicial Services 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.

TENTATIVE SCHEDULE

| Date | Session | Topic | Readings ¹ | Due |
|----------------------|-----------|---|--|------|
| 8-29-2012 (W) | 1 | Introduction: Class overview | Syllabus | |
| 8-31-2012 (F) | 2 | Strategy and technology | Ch. 2 ² | |
| 9-5-2012 (W) | 3 | Digital and disruptive innovation | <ul style="list-style-type: none"> • Kodak (Packet) • Ch. 4 | |
| 9-7-2012 (F) | 4 | | | HW 1 |
| 9-10-2012 (M) | 5 | Moore's law | Ch. 5 | |
| 9-12-2012 (W) | 6 | Network effects | Ch. 6 | |
| 9-14-2012 (F) | 7 | Social media | Ch. 7 | HW 2 |
| 9-17-2012 (M) | 8 | | Ch. 8 | |
| 9-19-2012 (W) | 9 | Hardware ecosystem | Apple in 2012 (Packet) | |
| 9-21-2012 (F) | 10 | Software ecosystem | <ul style="list-style-type: none"> • Ch. 9 • Microsoft in 2005 (Packet) | |
| 9-24-2012 (M) | 11 | | | HW 3 |
| 9-26-2012 (W) | 12 | Open source software | <ul style="list-style-type: none"> • Ch. 10 • See BB for details | |
| 9-28-2012 (F) | 13 | Exam 1 review | See BB for details | |
| 10-1-2012 (M) | 14 | EXAM 1 | | |
| 10-3-2012 (W) | 15 | Software as a service and cloud computing | <ul style="list-style-type: none"> • Ch. 10 • Oracle vs. Salesforce (Packet) • See BB for details | |
| 10-5-2012 (F) | 16 | | | |
| 10-8-2012 (M) | 17 | Database | <ul style="list-style-type: none"> • Ch. 11 • See BB for details | |
| 10-10-2012 (W) | 18 | | | |
| 10-12-2012 (F) | 19 | | | |
| 10-15-2012 (M) | 20 | Data communications | <ul style="list-style-type: none"> • Ch. 12 • See BB for details | HW 4 |
| 10-17-2012 (W) | 21 | | | |
| 10-19-2012 (F) | 22 | | | |
| 10-22-2012 (M) | 23 | Standard war | See BB for details | HW 5 |
| 10-24-2012 (W) | 24 | Mobile telecommunications | See BB for details | |
| 10-26-2012 (F) | 25 | | | |
| 10-29-2012 (M) | 26 | Mobile industry ecosystem and Google's strategy | <ul style="list-style-type: none"> • Google (Packet) • Ch. 14 | HW 6 |
| 10-31-2012 (W) | 27 | | | |
| 11-2-2012 (F) | 28 | Exam 2 review | See BB for details | |

¹ There will be additional readings posted at Blackboard throughout the semester.

² Please refer to *Information Systems: A Manager's Guide to Harnessing Technology* by Gallaugher, John for the chapter.

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|---|-----------|---------------------------------------|---|------|
| 11-5-2012 (M) | 29 | EXAM 2 | | |
| 11-7-2012 (W) | 30 | Business process management | See BB for details | |
| 11-9-2012 (F) | 31 | IT and supply chain | Ch. 3 | |
| 11-12-2012 (M) | 32 | Process innovation | Cemex (Packet) | HW 7 |
| 11-14-2012 (W) | 33 | Business value of IT | <ul style="list-style-type: none"> • San Diego City Schools (Packet) • See BB for details | |
| 11-16-2012 (F) | 34 | | | |
| 11-19-2012 (M) | 35 | Business value of IT (Cont.) | RFID at the METRO Group (Packet) | HW 8 |
| 11-21-2012 (W) | 36 | Business intelligence and data mining | See BB for details | |
| 11-26-2012 (M) | 37 | | | |
| 11-28-2012 (W) | 38 | | | |
| 11-30-2012 (F) | 39 | IT and CRM | Harrah's Entertainment Inc (Packet) | HW 9 |
| 12-3-2012 (M) | 40 | IT Security | <ul style="list-style-type: none"> • Ch. 13 • iPremier (Packet) | |
| 12-5-2012 (W) | 41 | | | |
| 12-7-2012 (F) | 42 | Exam 3 review, course summary | See BB for details | |
| EXAM 3 | | | | |
| Unique number 03940: Friday, December 14, 2:00-5:00 pm | | | | |
| Unique number 03945: Wednesday, December 12, 9:00-12:00 noon | | | | |