

MIS 301: Introduction to Information Technology Management

Spring 2013 – Unique Number: 03920

Instructor	Shun-Yang Lee (shun-yang.lee@phd.mcombs.utexas.edu) Information, Risk and Operations Management (IROM) Department
Class Time	MWF 11:00-12:00pm
Class Location	CBA 4.328
Office	CBA 3.332B (next to the Atrium)
Office Hours	MF 2:00 – 3:30pm and by appointment (email 2-3 days ahead to make an appointment if you work or have class during office hours)

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 the learning required to succeed in traditional business disciplines such as finance, accounting, and marketing. It is vital that future managers – from all majors – 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 using information systems (IS) for competitive advantage, databases, networking and data communications, supply chain management systems (SCMs), e-commerce, business process management, business intelligence and knowledge management, Web 2.0 technologies, user-generated content (UGC), social media and 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.

TEXTBOOK AND READINGS

Required Textbook *Information Systems: A Manager's Guide to Harnessing Technology* by John Gallaugh, Flatworld Knowledge, Inc., Version 1.3, ISBN 978-1-4533-3272-6; available at the following website:
<http://students.flatworldknowledge.com/course/book/2206>

Required Readings *Course Packet*– available at UT Co-op
Other Articles –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 with your UT EID and select 13SP INTRO TO INFO TECHNOLOGY MGMT (03920)

Excel Training Site In response to recruiter feedback about the poor Excel skills of recent graduates, the McCombs School has adopted SAM 2010. If you don't have a SAM license from another McCombs class, you will need to purchase access to the SAM tool through Cengage's website at <http://www.cengagebrain.com/micro/utacampus>. A separate document with detailed instructions for accessing this site is available on Blackboard.

You will also need the most recent version of Excel (2010 for PC/2011 for Mac). You can purchase a license for this software from the campus computer store in the FAC for around \$33. Here is a link: <http://bit.ly/PrUnl8>

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 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:

Deliverable Detail	Points
Class Participation	30
Assignments	120
In-class Activities/Quizzes	60
Quantitative Analysis Exercises	60
Case Analysis	80
Exams	350
Exam 1	100
Exam 2	100
Exam 3	150
Application Development Project (ADP) – 4 deliverables	100
ADP1: Turn in ADP Team List	5
ADP2: Project Proposal – PowerPoint	20
ADP3: Final Deliverable – Presentation	30
ADP4: Final Deliverable –Paper and Financial Analysis	45
Total Points	680

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. *Students will be cold-called.* Please use a name card to help the instructor and your peers remember your name. Sitting roughly at the same spot in each class could help speed up this process. When evaluating class participation, I keep the criteria as follows:

- Attending class regularly
- Following classroom policies indicated below
- Displaying positive behaviors such as active listening to the instructor and peers, asking insightful questions, reviewing reading materials, responding to questions, synthesizing others' ideas, bringing appropriate real-life experiences, and disagreeing constructively
- Out of class interaction with the instructor is welcome but may not directly contribute to class participation

2. Assignments

In-Class Activities:

Communication skill is crucial in the business world. You will collaborate with your peers several times throughout the semester to complete in-class group activities.

Occasionally, there will be short quizzes or free writes given on class readings. *READ the material prior to the day it is due, and you will do well on quizzes, free writes, and other activities.*

Quantitative Analysis Assignments:

You will be responsible for various assignments related to learning Microsoft Excel. Excel proficiency is absolutely required in today's business world, regardless of major. You will be using a self-paced online tutorial (SAM) to complete these deliverables. The SAM tool will help you learn the mechanics of Excel

(where to click, how to set up formulas, etc.) The subsequent substantial Excel assignments will give you a chance to practice analyzing the output of these tools. Specific details for these assignments will be posted on Blackboard.

3. Case Analysis

One of the goals of this class is to help you apply concepts and frameworks learned in the classroom to real life problems. To achieve this goal, an individual case write-up and a team case write-up will be assigned (see Course Schedule for details). A team of up to **THREE** students can work together for the team case write-up, and team members will share the same grade. Detailed requirements and grading criteria will be posted on Blackboard and explained in the classroom.

4. Exams

There are **three** in-class 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 of the concepts covered in previous exams will significantly help you in subsequent exams. An exam review session will be provided before each exam.

Exams will combine multiple-choice and essay format questions. 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 can be a risky move and not recommended.

5. Application Development Project

The class will have a group project on application development. A group of up to **FIVE** students can work together on the project. Your developer group needs to deliver a proposal for a mobile application (an app that runs on a mobile platform). The detailed description for this project and instructions for four deliverables will be given later in the semester.

6. Extra Credit

Additional extra credit assignments may be offered to the entire class at the discretion of the instructor. There will be no opportunity to raise your course grade by doing individual extra credit work at any point during or after the semester, as this would violate University policy.

POLICIES

Fairness, Deliverable Deadlines, and Time Management

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. To be fair to everyone in class and to get assignments graded and returned in a timely fashion, we have to have deadlines. Please turn things in on time.

- Deliverables handed in *after* but *within 24 hours* of the due date/time 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 understand your strengths and weaknesses with course material. Therefore, I encourage you to meet with me to discuss 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 an assignment cannot be changed.*

Classroom policy

Unless explicitly required or approved by the instructor, **no laptops** are allowed in the classroom. Please also **turn off** your mobile phones and other electronic devices 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.

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. 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.**

Using 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 forthcoming 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 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. You should refer to the Student Judicial Services website at <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.

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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.

Spring 2013 MIS 301 Class Schedule [Shun-Yang Lee]

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

Please complete the assigned readings BEFORE class on the day they are assigned! This schedule is subject to change.

Wk	Cl	Date	Class	Readings	Deliverables
1	1	M Jan 14	Introduction to MIS 301		Buy course packet
	2	W Jan 16	Complex Adaptive Systems Theory(CAST)	[CP] "Embracing Complexity" [BB] "The Great Tech War of 2012"	
	3	F Jan 18	Strategy and Competitive Advantage Industry Analysis	Ch. 2 – "Strategy and Technology"	Course Survey
2	4	M Jan 21	No Class – MLK Day		
	5	W Jan 23	Zara: Fast Fashion from Savvy Systems Supply Chain (Assignment #1)	Ch. 3 – "Zara: Fast Fashion from Savvy Systems" SAM Introduction	SAM Assignment 1 due by 11:59pm on Friday January 25
	6	F Jan 25	Network Effects and IT-Based Strategy	Ch. 6 - "Understanding Network Effects"	
3	7	M Jan 28	Understanding Hardware	Ch. 5 - "Moore's Law"	Excel Exercise 1 due on BB by 11:59pm Monday, January 28
	8	W Jan 30	Understanding Software	Ch. 9 - "Understanding Software - A Primer for Managers"	
	9	F Feb 1	Case Study: Microsoft	[CP] "Microsoft in 2005"	
4	10	M Feb 4	Case Study: Apple	[CP] "Apple in 2010"	Case write-up due in hard copy beg. Of class Monday, Feb 4
	11	W Feb 6	Open Source Software	Ch.10 - "Software in Flux: Partly Cloudy and Sometimes Free", Section [CP] "Developing an App for That"	
	12	F Feb 8	Cloud Computing/Software as a Service (SaaS)	[CP] "Oracle v. salesforce.com"	ADP1 due in hard copy at the beginning of class
5	13	M Feb 11	Catch-up and Exam 1 Review		
	14	W Feb 13	Exam 1		
	15	F Feb 15	Introduction to Database	Ch.11 - "The Data Asset: Database, Business Intelligence, and Competitive Advantage", Section 1-2 [BB] Konana's Intro to Databases	
6	16	M Feb 18	Business Intelligence and Analytics	Ch.11 - "The Data Asset: Database, Business Intelligence, and Competitive Advantage", Section 3-8	
	17	W Feb 20	Analytics on the Big Data	[BB] "The Age of Big Data" [BB] "Data Deluge" [BB] "Big Data" The next Frontier for Innovation, Competition, and Productivity"	SAM Assignments 2 & 3 due by 11:59pm on Thursday, February 21
	18	F Feb 22	Social Media and The Wisdom of Crowds	Ch.7 - "Peer production, Social Media, and Web2.0"	
7	19	M Feb 25	Facebook	Ch.8 – "Facebook"	
	20	W Feb 27	Challenges in Monetizing Web 2.0	Ch.8 – "Facebook", Section 6-8.	
	21	F Mar 1	Case Study: Sephora Direct	[BB] "Sephora's Smart Social and Digital Makeover"	Excel Exercise 2 due on BB by 11:59pm Friday, March 1

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Please complete the assigned readings BEFORE class on the day they are assigned! This schedule is subject to change.

Wk	Cl	Date	Class	Readings	Deliverables
8	22	M Mar 4	Guest Speaker, TBA		SAM Assignment 4 due by 11:59pm on Tuesday, March 5
	23	W Mar 6	Dropbox	[CP] "Dropbox: It Just Works"	
	24	F Mar 8	Dropbox Working Day		Dropbox Case due in hard copy by 5pm Friday, March 8 OR Beg. of class Monday, March 18
9	25	M Mar 11	No Class – Spring Break		
	26	W Mar 13	No Class – Spring Break		
	27	F Mar 15	No Class – Spring Break		
10	28	M Mar 18	History of the Internet	[BB] "Nerds 2.0.1"	
	29	W Mar 20	Data Communications: MSN and Skype		
	30	F Mar 22	Information Security	Ch.13 - "Information Security: Barbarians at the Gateway"	
11	31	M Mar 25	Guest Speaker, TBA		
	32	W Mar 27	Catch-up and Exam 2 Review		
	33	F Mar 29	Exam 2		
12	34	M Apr 1	Software Project Management	[BB] "What is Project Management?"	ADP2 due in hard copy at the beginning of class
	35	W Apr 3	IT for Supply Chain Management	[BB] "Konana's Definitions for SCM" Review Ch. 3 – "Zara: Fast Fashion from Savvy Systems"	
	36	F Apr 5	Enterprise Software and Business Process Management	[BB] "Nestlé's ERP Odyssey" [CP] "Deep Change: How Operational Innovation Can Transform Your Company"	
13	37	M Apr 8	Search and Advertising: Google	Ch.14 - "Google Search, Online Advertising and Beyond"	
	38	W Apr 10	Industry Transformation: Netflix	Ch.4 – "Netflix in Two Acts"	
	39	F Apr 12	Groupon	[BB] Groupon	
14	40	M Apr 15	Case Study: iPremier	[CP] "iPremier: Denial of Service Attack"	
	41	W Apr 17	Robust Adaptive Systems Theory (RAS)	[BB] Robust Adaptive Strategies	
	42	F Apr 19	ADP3 Work Day		
15	43	M Apr 22	ADP3 Presentation 1		
	44	W Apr 24	ADP3 Presentation 2		
	45	F Apr 26	ADP3 Presentation 3		
16	46	M Apr 29	ADP3 Presentation 4		ADP4 due in hard copy at the beginning of class
	47	W May 1	Exam #3 Review and Course Evaluation		
	48	F May 3	Exam #3		