MIS 302F: Intro to Information Technology Management (Foundations) Spring 2013 – Unique Numbers: 03970, 03975 - Tuttle



Instructor Clint Tuttle – clint.tuttle@mccombs.utexas.edu

Information, Risk and Operations Management (IROM) Department

Class Time T TH: 2-3pm (03970), 3:30-5pm (03975)

Class Location UTC 2.102A

Office CBA 3.404 (on the south side of the wide escalators on 3rd floor above the Hall of Honors)

Mailbox IROM Department, CBA 5.202

Phone (512)-232-8197

Office Hours M 2pm-3pm, W 1-2pm, or by appointment (if you work or have class during the these

hours please send me an email 2-3 days ahead of time and I'll try to accommodate but also

please be sure to utilize office hours with TA's as well)

Teaching Assistants Chelsea Baskin – Chelsea Baskin — Chelsea Baskin @bba10.mccombs.utexas.edu (office hours posted online)

Lila Blum – <u>lila.blum4@gmail.com</u> (office hours posted online)

Liz Miller – elizabeth.miller@utexas.edu (office hours posted online)

Class Website Announcements, assignments, course schedule, additional readings, and other information

are available on Canvas, not Canvas, at https://utexas.instructure.com/courses/923598

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 302F will focus on three broad issues: (1) IT for strategic competitive advantage, (2) IT core skills and management and (3) IT at the intersection of functional business areas. Topics covered include complexity, strategy, the IT ecosystem, using information systems (IS) for competitive advantage, databases, networking and data communications, enterprise software such as CRM, SCM and ERP, e-commerce, business process management, data mining, business intelligence and knowledge management, Web 2.0 technologies, user-generated content (UGC), social networks, media digitization, online advertising, 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 302F comes from understanding the strategic possibilities inherent at the intersection of business and technology.

Academic Rigor and MIS 302F Workload

Welcome to The McCombs School of Business. In order to challenge you and truly add to your education, the McCombs School is committed to rigorous classes. This means that you can expect a *substantial workload* in many of the weeks during the semester. This course, while for non-business majors, is in no way a "business lite" class and will require significant reading, outside homework, and learning new critical thinking processes.

Required Materials for this Class

Required Textbook Information Systems: A Manager's Guide to Harnessing Technology

by John Gallaugher, Flatworld Knowledge, Inc., Version 1.3,

eISBN 978-1-4533-3272-6; only available online through the following website:

http://students.flatworldknowledge.com/course/1215023

IMPORTANT NOTE: The textbook can be read online for \$19.95. You do **NOT** need to purchase a hardcopy of the book or any of the upgraded products like the "All-Access Pass" or "VIP Pass". However, if you dislike reading on a screen or want a ebook version you can do so by visiting the website link above for more information.

Required Readings Course Packet – available at UT Co-op (Hardcopy) OR a slightly cheaper, online version at https://cb.hbsp.harvard.edu/cbmp/access/16926953 (Digital Copy)

Other Articles – Various free articles and videos that will be post on Canvas

Required Excel Trainer In response to recruiter feedback about the poor Excel skills of recent graduates, the McCombs School has adopted SAM 2010. This software package is a self-paced online tool to help you learn the Microsoft Office Suite. 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 Canvas on Modules page.

Required Software You will also need access to 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/OavLzY. NOTE: Use of Open Office or Apple **Numbers** is not endorsed at this time. If purchasing Office is a problem you can use the lab computers in libraries which some students using Numbers and Google Docs did in past.

Required i>clicker This class, like most BFP classes, requires the use of an i>clicker (ISBN 0-716779390) which is a remote device that allows you to respond to questions that I pose during class. NOTE: Just the basic iClicker will suffice. You do not need to buy the high-end model. If you have a "hand-me-down" iClicker from someone that that was in the class before that should be fine too. NOTE: I do **not** endorse the "web clicker" as it does not seem to perform consistently well for students in the UTC but if you already have one we'll be sure to work with you. Just be aware that the web clicker is a little finicky.

Attendance

I expect you to attend class. You will learn more and do better if you attend class regularly, take notes, ask questions, and contribute to discussions. I make a commitment to you that I will do my best to prepare engaging lectures. In return I expect you to be present and prepared at all classes. I also recommend coming to office hours as people who tend to do this improve their chances in doing better in the class. Also see notes below on *i>clicker* and *participation*.

i>clicker

As noted above, this class requires the use of an i>clicker. Please get your i>clicker, register it online, and bring it to class on the 1st class day to respond to least one question. After that, you must ensure you register your i>clicker remote by the 2nd class day at http://www.iclicker.com/support/registeryourclicker/.

Complete the fields with your first name, last name, student ID, and remote ID. Your student ID must be your UTEID; the remote ID is the series of numbers and letters found on the back of your i>clicker remote. Your i>clicker will be used regularly in class and you are responsible for bringing it to every class session and ensuring that it is functioning properly. During the semester, if you lose your i>clicker or for any reason have to get a different remote, you should notify the instructor as soon as possible. If you have any issues just see Clint in class or office hours.

How participation points (aka clicker points) work

During the semester you will be asked to participate in various exercises and questions while in class. The majority of participation related questions will require the use of your i>clicker; as such, you are responsible for bringing it to every class session and ensuring that it is functioning properly and has batteries. Each class day we will usually have about 3 participation points possible, which you earn by both answering questions and getting correct answers. By the end of the semester a total of around 75 participation points will be offered. Although there is **no way to make-up participation points** that are missed for **any reason**, you will only need about 50 points (~66%) to get full credit for participation points. The reason I don't require 100% is to allow for sick days, lost/forgotten clickers, religious holidays, etc...so if you miss one day of clicker points don't fret or ask "if there's anyway you can get credit" because the answer is "no" and it likely wont make a difference.

Readings and Class Participation

Participation through class is worth 6% of your final evaluation in the class so come to class ready to join the discussion on the reading and lecture material. Your knowledge and experience will add to class learning, making the discussion informative and productive. High-quality class participation includes:

- Attending class regularly
- Doing assigned readings <u>before</u> class to be sure you answer questions correctly
- Making useful and succinct contributions to class thinking
- Offering insightful analysis of topics supported by facts from class/outside readings or from own experience
- Adding constructive disagreement to the class conversation
- · Contributing when called on
- Letting others speak, and, in fact, encouraging them to speak
- Posting questions, comments, and information on the Hoot.me class Discussion Board

Developing as Critical Thinkers

All career paths have something thing in common: to succeed in a constantly changing job market, you must constantly be able to locate using information and recognize all your available resources so you can better solve problems. When opportunities or crisis arises you must be someone that can make sense of the situation with your colleagues or business partners and then react with a sound strategy. You must be able to think critically and solve problems. It is because of this that we expect all students in this class to take on a "figure it out" attitude and only after searching own your own should you then properly escalate questions/issues to the TAs solutions (whether this be on homework, concepts, or general questions). Out in the real world, the people that are successful are not the ones with the answers, it's the ones that know where or how to find the answer.

Discussion Board on Facebook

You know how two minds are better than one? Well 800 minds can be quite amazing if we pool our collective knowledge. We'll be conducting all class-related discussion on Hoot.me (https://app.hoot.me/?sid=5HVfZUwf4). Hoot.me is a Facebook-based question-and-answer platform specifically designed to get you answers fast by leveraging social media and the concept of "crowdsourcing". The quicker you begin asking questions on Hoot.me (rather than via individual emails to the TA or professor), the quicker you'll benefit from the collective knowledge of your classmates, TAs, and instructor. NOTE: All questions should be routed through Hoot.me unless it is of a personal nature. We insist on this because if one person has a question, it's likely one of the other 800 will too and it allows for a more efficient way of handling questions.

We also encourage you all to become teachers/tutors yourself by not only posting questions but hints and tips too. In case you're wondering, don't worry – you don't have to "friend" a TA or Clint to use this too. Lastly, please make sure you are asking clear questions with lots of detail that get quality conversations started. I don't consider "i'm so lost on this homework! Where do I even start?" to be a meaningful contribution to the discussion group.

Deliverables

In 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 302F 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.

Homework assignments will require <u>independent</u> learning and thought to be completed. Homework assignments will be introduced in class with minimal discussion. All assignments will be turned in either via Canvas or SAM but regardless, <u>always follow instructions and deadlines posted on Canvas</u>. It is your responsibility to submit your work by the deadline. Deadlines for all assignments are <u>strictly enforced with no exceptions</u>. I suggest submitting assignments on Canvas well ahead of the deadline to ensure that you have time to resolve any potential technical issues that you may have, which is your sole responsibility. Missed deadlines due to technical issues are not acceptable. Also, SAM tends to slow down and even crash when 800 people hit it at the same time so that means I would not wait until the last hours to turn in a SAM assignment. Consider yourself warned on this.

Known browser issues with Canvas: UT's Technical Support advises that you for the optimal experience on Canvas you should use Firefox, which is available for free at http://www.mozilla.com. It will save you lots of trouble.

If you have issues with Canvas

If you have technical issues with Canvas, first make sure you're using Firefox. If problems persist then send an email to Canvas Support at canvas@utlists.utexas.edu

Excel Training using SAM

SAM is a great tool that allows you to do step-by-step tutorials before any SAM assignment. These are optional but can be very helpful. Also note that once you attempt a SAM assignment you can generate a "study guide" report in the reports section of SAM that will show you want you were counted off for. Then you are allowed to correct your mistakes and turn in the assignment up to four more times. We do this to get you acclimated to Excel without the worry of the grade and being new to certain functions.

If you have no background in Excel I would strongly urge you to start with the step-by-step tutorial on SAM and if problems persist use Hoot.me group OR come attend office hours. When all else fails Google is a tremendous resource. Please note that class time will not be used to teach you basics of Excel. You are expected to learn on your own because employers want to hire people who are problem solvers and critical thinkers.

Instructions for Mac Users

You should not be required to have Windows but if you choose to do so 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) Or, you can choose to download Windows Remote Desktop Connection for Mac and use any of the programs without installing Windows OS. Check out the following link for information. http://www.utexas.edu/its/wts/answers/rdc-macintosh.php.

Reading Quizzes

There will be several short multiple-choice quizzes on class readings. All quizzes will be announced and completed individually on Canvas or sometimes in class with iClickers. Because quizzes relate to assigned class reading, there are no make-ups if you miss. READ the material prior to the day it is due, and you will do well on quizzes.

Late Assignments and Responsibility of Turning in Work Properly

Deliverables are assigned because they supplement and reinforce 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, the deadlines are important. Please turn things in on time.

- Deliverables handed in *after* the due date/time but *during the next 24 hours* will receive half credit. This goes for assignments turned in even 1 minute after deadline so recommended to do assignments early.
- Deliverables will not be accepted more than 24 hours after the due date.
- PLEASE double-check deliverables submitted through Canvas to make sure your assignment file is attached. If your file is not attached, you will not receive credit for the assignment
- Quizzes are usually given online before class. *These items cannot be made up*.

Manage Your Grades Proactively

Asking questions after your exams and assignments have been graded reinforces learning and helps you to understand your strengths and weaknesses in the course. Therefore, I encourage you meet with TA or me to discuss your assignments. You can meet with both TA or me to discuss exams. However, you need to contact us within **ONE WEEK** of the day the homework is returned or grades are posted on Canvas. *After the one-week window, your grade for that assignment is permanent.* We do this to help keep the class moving forward and keep student engaged in monitoring their grades proactively versus checking grades right before the final exam.

Exams

There are three <u>non-cumulative exams</u> in MIS 302F. Two are in-class midterms, and the last exam is given during the final exam period. The final exam is <u>not</u> cumulative and covers the material included in class lectures and discussions, assigned readings, and homework assignments. Exams will be multiple choice and exact dates of exams are found on class schedule on CANVAS. There are no exceptions to the exam date schedule and there will be no make-up exams. You must take the exam in the section for which you are registered. 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 <u>BEFORE</u> the exam date.* Counting one exam twice is a gutsy move and not recommended.

In-Class Technology Use Policy

Please turn cell phones, iPods, tablets, and other devices OFF during class time unless otherwise noted by professor. When a true need to communicate with someone outside of the class exists (e.g., a medical or family emergency, etc.), inform me before class and just sit closer to the door so you can quietly step out.

Based on strong feedback from previous students and agreement among all the MIS 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, play Angry Birds on their iPad, 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.

Drop Policy

University policies permit you to drop this course without instructor approval by the withdraw/drop deadlines set by UT. After the Q-drop deadline you must comply with University policy and have professor sign a Q/F form in order to drop the course.

Canvas Use & Class Learning

Access to Canvas and your email (as listed with the Registrar) is **required** for this class. It is **your responsibility** to regularly check both the class website on Canvas and your email account that is registered with Canvas.

PowerPoint slides will be available on Canvas (hopefully the night before but usually by 8am the day of class) in time for you to bring hard copies to class. Canvas's email functionality is useful for contacting people within the class including teacher or TAs but no abuse or spamming will be tolerated. If you abuse the Canvas mail feature, it will result in points being deducted from your grade.

Information Privacy

Password-protected class sites, such as Canvas, 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 Canvas.

Scholastic Dishonesty Policy

I take this issue seriously. Any dishonesty—such as cheating, unauthorized collaboration on quizzes and homework, etc.—that comes to my attention will result in an F in the assignment in question. Also a report of the incident will be filed with Student Judicial Services. 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 an/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.

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.

Lastly, regarding the use of i>clickers for this class, since each i>clicker has a unique code, you are not allowed to share or borrow another i>clicker. Allowing another student to use your i>clicker, using another person's i>clicker or simply having more than one i>clicker in your possession will be considered academic dishonesty and will warrant a severe academic penalty.

Communicating with the Professor and Teaching Assistant

The teaching assistants and I have regularly scheduled office hours every week, which are posted on Canvas. I encourage students to use this time to discuss any course-related issues or get additional help as needed. If you are unavailable during scheduled office hours, please feel free set an appointment for an alternate day and/or time. To set an appointment, please send an email with several date/time options of when you will be available. The teaching assistants or I will choose from your options to give a specific date and time to meet.

Be aware that we cannot discuss specific grades over email. Students must discuss grades specifics during office hours or an office appointment. Also, due to the large size of this class, it may be two to three days before you get a response to any email that you send. Please keep this in mind, particularly when scheduling an appointment.

Online Office Hours

TA's will regularly hold only office hours as will Clint from time to time. Exam reviews will also be done online through Adobe Connect. To access the online office hours click on link below and just enter as a guest. You can also register if you like but it is not required. In online office hours you have the ability to see the host and hear them while typing questions. You can raise your hands, upload files (in case for homework), and conduct rich interaction. Adobe Connect MIS 302F online office hours = https://meeting.austin.utexas.edu/tuttle_mis302f/

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.

Using Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, <u>you are responsible for reading your email for University- and course-related information and announcements</u>. 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

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/. Please present the letter to me at the beginning of the semester so we can discuss the accommodations you need. Even if you don't think you'll need accommodations it's still a good idea to bring me a later and talk to me if you can. 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.

Changing Sections

Students cannot simply change sections because of a time preference. <u>Please come to your assigned sections</u>. There is a waitlist process in effect. Students with a bona fide time conflict, the UPO will do its best to accommodate them.

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.

Lost & Found

All items left in class will be taken to GSB 2.104 (Dean's Office of Business School) and will remain there for about a week before they are picked up and taken to UTPD.

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 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.

Campus Safety

Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety/

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency.

Getting overwhelmed or stressed?

We've all been there so don't worry. It's going to be okay. Keep in mind that student fees go towards providing free 24/7 counseling to all students. Just call 512-471-2255 to be directly connected to licensed counselors at any time.

Tentative Class Schedule

The class schedule is planned for the complete semester, as accurately as possible. However, it is tentative and may change. At the end of each class, I will announce what must be completed before the next class. I will also announce any changes to the currently posted schedule. Therefore, pay attention during the end of each class to understand the assignments due for the next class. The latest version of the class schedule will be posted on Canvas.

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 302F 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.

Grades will be announced and reported on Canvas. It is your responsibility to check Canvas after each grade announcement to confirm that your grades are correct. Any grading issue or question that you have must be discussed during office hours with the teaching assistants or instructor immediately. Questions or issues related to grades must be resolved <u>within one week</u> from the date the grade is announced. Otherwise, <u>no change</u> in a previously reported grade will be made.

Additional extra credit assignments **may** be offered to the <u>entire class</u> at the discretion of the instructor. There will be <u>no</u> 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. Also, I will not under any circumstance (including scholastic probation) curve a grade up to a higher grade that wasn't earned fairly. This would be unfair to the class and other students. If you do have special circumstances that require you to get a higher grade in this class I recommend coming to class, office hours, and discuss the situation with your Instructor or TA's so we can ensure you prepared and truly earning the grade you need.

How to calculate your current grade in the class: The final letter grade in this class will be calculated by added up the total points earned (plus any extra credit) and then divided by the total potential points (see breakdown below), then multiplied by 100 to get a grade percentage out of 100%. Letter grades will then be assigned based on UT recommend grade distribution listed below.

Curve Policy: The instructor does reserve the right to curve a final letter grade up but please note that there is no way to determine if there will be a curve in the class until all individual grades are finalized. Also there is also no way to determine the amount of curve that will occur until final grades are initially calculated. If the average in the class is above a 3.25 GPA then no curve will be implemented. If the average is below that then a curve **may** be implemented final grades. Rounding final grades is **not** automatic so if your final grade at the end of a semester is 89.5, this does not automatically become a 90 (i.e. move from a B- to an A). Any further questions on grading policy can be directed to professor or Teaching Assistants.

Detailed content and grading criteria will be posted on Canvas for each assignment. The assignment weights are detailed below.

Deliverable Detail	Points	% Dist
Quizzes	40	5%
Homework	225	28%
Exams	480	60%
Class Participation	50	6%
Class Survey	10	1%
Total Potential Points	805	

Quizzes – Approximately 5 quizzes will be assigned based on reading either before class or in class. These will be short and simple. If you do the reading you'll be fine. I'll also be dropping the lowest quiz grade

Homework – Approximately 10 homeworks will be assigned (about one per week) and you will be give usually a week to complete it. These will either be Excel Assignments through SAM tool or ad-hoc assignments I will give out based also on Excel, web designing, or possibly case analysis. <u>I will drop the lowest homework grade</u>.

Exams – Three non-cumulative exams will be given through semester. These are usually multiple-choice around 40 questions and are worth 160 points each. I will **not** dropping lowest exam score

Class Participation – I will give opportunity to earn up to 75 points of iClicker participation points. You only need to get 50 to gain full participation points. If you get more than 50 it does not make a difference since this will still count as 50 points.

Class Survey – This is a short survey that everyone must do to help provide a data set for one of the excel assignments and also helps me understand the class demographics better.

UT Recommended Grade Distribution

From	То	Grade	GPA
93	100	Α	4.00
90	93	A-	3.67
87	90	B+	3.33
83	87	В	3.00
80	83	B-	2.67
77	80	C+	2.33
73	77	С	2.00
70	73	C-	1.67
67	70	D+	1.33
63	67	D	1.00
60	63	D-	0.67
0	60	F	0.00

	Tentative Class Schedule					
CI	Day	Date	Class	Pre-Reads for Class *	Deliverables	
1	Т	15-Jan	 Introduction to MIS302F and Course What is MIS about? How can I be successful in this class? Important notes on class policies and structure 	Syllabus, SAM Demo, Canvas Demo	Get Course Packet, Setup SAM tool access, and Register iClicker if you haven't already.	
2	Th	17-Jan	 IT Evolution, Transformation, & Disruption How does technology cause destruction? How has IT evolved over the years? How does IT transform business? What characteristics of digital products change the way businesses compete? 	Ch. 1 - Sections 1.1, 1.3 - "Setting the Stage" The Amazon Economy podcast (Canvas)		
3	Т	22-Jan	 Complex Adaptive Systems Theory (CAST) What are characteristics of a CAS? What kinds of leadership thrive in a CAS? What can we learn from the study of CAS and how can we apply it to IT & business? 	Embracing Complexity (Packet) Ch. 7 - Section 7.7 - Prediction Markets and Wisdom of Crowds		
4	Th	24-Jan	 Robust Adaptive Strategy What's the different b/w theory & strategy? What qualities should a strategy possess in a CAS? Explore examples of good RAS 	Robust Adaptive Strategies (Canvas)	Assignment 1 due today by 2pm	
5	Т	29-Jan	Strategy and Technology How can firms create sustainable Competitive Advantage? How does industry structure influence strategy?	Thoughts on Case Analysis (Canvas) Ch. 2 - Sections 2.1, 2.4 - "Strategy and Technology"		
6	Th	31-Jan	 Strategy and Technology cont'd What is a value chain? How can a value chain enable strategy? What are barriers to entry and how can that create a competitive advantage? 	Ch. 2 - Sections 2.2, 2.3 - "Strategy and Technology"	Assignment 2 due today by 2pm	
7	Т	5-Feb	What are network effects? How can companies compete in markets where network effects are present? What are ways to gain network effects?	Ch. 6 - "Understanding Network Effects"		
8	Th	7-Feb	 Software Ecosystem & Microsoft What is Konana's ecosystem model and how does it affect the average computer user? What are basic types of software? How did MSFT become the leader in OS and Productivity software? What were successes and threats dealt with by MSFT 	Microsoft in 2005 (Packet) Ch. 9 - Sections 9.1, 9.3 - "Understanding Software"	Assignment 3 due today by 2pm	

9	T Th	12-Feb	 Hardware Ecosystem & Moore's Law What is Moore's Law and how has it contribution to IT evolution? How does ecosystem model influence strategy for creators of IT? How does Apple fit in the ecosystem model differently that MSFT? Exam 1	Apple in 2010 (Packet)	NOTE: Reviews will be held in online office
10	Т	19-Feb	Open Source Software & Movement How is software market different from other markets? If OSS is free, how does it make money? How does TCO for OSS compare with traditional SW? How has the OSS model changed the structure of the software industry?	Ch. 10 - Sections 10.2 to 10.5 - "Software in Flux"	hours prior to exams.
11	Th	21-Feb	 Intro to Databases What is data? Where does data come from? How is a database structured to manage data? 	Ch. 11 - Section 11.2 to 11.3 - "Data, Info, & Knowledge"	
12	Т	26-Feb	 Intro to Databases cont'd How are databases structured to allow data sharing across the value chain? What are the tactical and strategic reasons for using databases? 	Konana's Intro to Databases - pg 1-6 only (Canvas)	Assignment 4 due today by 2pm
13	Th	28-Feb	 History of the Internet What factors led to creation of the Internet? What is the difference between analog and digital? Why is packet switching a better means of communicating when it comes to fault-tolerance? 	Nerds 2.0.1 (Canvas)	
14	Т	5-Mar	 Data Communication - Comm ecosystem What makes the internet work? How does understanding parts of a URL help explain the Internet? How has the Internet changed SW industry? 	Ch. 12 - "Manager's Guide to the Internet"	Assignment 5 due today by 2pm
15	Th	7-Mar	 Software & Hardware as a Service What are the benefits and risks for companies USING cloud computing? What are the business models, benefits, and risks for companies PROVIDING SaaS? 	Ch. 10 - Sections 10.6 to 10.12 - "Software in Flux" Oracle vs. salesforce.com (Packet)	
	T Th	12-Mar 14-Mar	No Class - Spring Brea	k	

16	Т	19-Mar	 Info Security What are the sources of info security threats? What are the ways that companies can manage risk? If information security increases costs without increasing revenue, what is the business proposition of info security? 	Ch. 13 - "Barbarians at the Gateway"	
17	Th	21-Mar	 Web 2.0 & Social Graph What is web 2.0 and was there a web 1.0? How does web 2.0 change the way you build a website? What are platforms and how do they contribute? 	Ch. 7 - "Social Media, Peer Production, and Web 2.0" – Sections 7.1 & 7.8	
18	Т	26-Mar	 Value in Social Data / Social Analytics Where is social data a unique source of data? What is the use and value of social data to businesses and organizations? 	Ch. 8 - "Facebook" – Sections 8.3, 8.5, & 8.7	Assignment 6 due today by 2pm
	Th	28-Mar	Exam 2		NOTE: Reviews will be held in online office hours prior to exams.
19	Т	2-Apr	 Business Process Mgmt & ERP What are the five steps of BPM? What is the importance of inherent processes? When does it make sense to match the process to the SW? When does it make sense to match the SW to the process? 	Deep Change: How Operational Innovation(Packet)	•
20	Th	4-Apr	 Zara & SCM with Info Systems Why is inventory mgmt so important to retailers? How has Zara's strategic use of IT created CA? How can IT reduce the bullwhip effect? 	Ch. 3 - "Zara: Fast Fashion from Savvy Systems"	
21	Т	9-Apr	 Data Mining & BI (Market Basket & CRM) What is the relationship between transactional / operational data and Business Intelligence? What are some problems with operational data? What kinds of business intelligence systems exist? What are some techniques for data mining? How has data mining changed business and society 	Ch. 11 - Sections 11.1; 11.3-11.8	Assignment 7 due today by 2pm
22	Th	11-Apr	 Data Mining & BI (Market Basket & CRM) What is the relationship between transactional / operational data and Business Intelligence? What are some problems with operational data? What kinds of business intelligence systems exist? What are some techniques for data mining? How has data mining changed business and society 	Ch. 11 - Sections 11.1; 11.3-11.8	

23	Т	16-Apr	 Netflix using data & tech to gain CA What factors made Netflix so disruptive & profitable? How does the long tail create competitive advantage for Netflix (and other digital companies)? What caused the rise and fall of Netflix? 	Ch. 4 - "Netflix in Two Acts"	Assignment 8 due today by 2pm
24	Th	18-Apr	 Google using data & tech to gain CA How has Google disrupted advertising business? What is Google's business model to make money? How does online advertising work? 	Ch. 14 - "Google in Three Parts"	
25	T	23-Apr	 Software Project Management What are the phases of project management (PM)? What tasks are associated with each phase? How does the triple constraint influence planning? What is scope creep? How do we prevent it? 	Watch pre-record "Triple Constraint" video (Canvas)	Assignment 9 due today by 2pm
26	Th	25-Apr	 Global Sourcing & Risks (BPO, ITO) How does outsourcing differ from offshoring? Why do organizations outsource IT services? What are the risks of outsourcing? 	TBD - See Canvas	
27	Т	30-Apr	 iPremier - Outsourcing & Security What could iPremier have done differently to recover more quickly from the DDOS attack? How does outsourcing bring risk to iPremier? What do they do next? What are lessons learned? 	iPremier: Denial of Service Attack (Packet)	Assignment 10 due today by 2pm
28	Th	2-May	Take-aways and Class Surveys		NOTE: Reviews will be held in online office hours prior to exams.
	Th	9-May	Exam 3 - 2:00 pm class (03970)	Final will be in TBD: Thursday, May 9, 9:00am- 12:00pm	NOTE: Exam 3 is not cumulative
	Sa	11-May	Exam 3 - 3:30 pm class (03975)	Final will be in TBD: Saturday, May 11, 9:00am- 12:00pm	NOTE: Exam 3 is not cumulative

^{*} Always be sure to check Canvas for other articles that may be assigned if any