White's MIS 301: Introduction to IT Management - Fall 2013

Instructor Bruce White – bruce.white@mccombs.utexas.edu
Information, Risk and Operations Management (IROM) Department

Class Time T/Th 8:00 or T/Th 9:30 or T/Th 11:00

Class Location UTC 4.124

Office CBA 3.416 (near the south side of escalators – east of Finance Technology and Trading Center)

Mailbox IROM Department, CBA 5.202 **Phone** (512) 232-8190

Office Hours Wednesday 10:00 a.m. to 12:00 p.m. and by appointment (email Bruce 2-3 days ahead to make an appointment if you work or have class during office hours)

Teaching Assistant Robert Salinas, robert.salinas.91@gmail.com, office hours to-be-determined

Comment This section will be structured somewhat differently than the other sections of MIS 301. Be aware that although the sequence and structure might be different, the course content is the same. Additional comment: Dr. White will allow laptops in class and tests and quizzes will be done on laptops in the classroom. On other days we will probably use the laptops for some activities, but when asked to close the laptop you WILL close your laptop.

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 producs, 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. 2

Academic Rigor and MIS 301
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 learning new critical thinking processes.

Required Textbook *Information Systems: A Manager's Guide to Harnessing Technology*
by John Gallaugher, Flatworld Knowledge, Inc., Version 1.3, ISBN 978-0-9823618-1-8; available through the following website: http://students.flatworldknowledge.com/course/1231375

Required Readings We will do a lot of case studies in this course they will all be on the Blackboard course for free!!
Other Articles – Listed in the schedule and posted or linked on Blackboard

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/PrUnI8

Class Website Announcements, assignments, course schedule, additional readings, and other information are available on Blackboard at http://courses.utexas.edu

Grading: This class will follow the standard UT grading scale. One comment – I do NOT round grades. 89.999 is a B+, not an A minus. Final grades may reflect on attendance and class participation. I will add the points throughout the semester and then apply the percentages at the end of the course. There will NOT be extra credit assignments or opportunities.

Developing as Critical Thinkers

Why are McCombs classes rigorous? 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 thing 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.

Readings and Class Participation

Come to class ready to join the discussion on the day's reading. Your knowledge and experience will add to class learning, 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:

- Offering good analysis of class topics supported by facts from class readings, outside readings, or from your own experience

HOOT ME Discussion Board:

- Adding constructive disagreement to the class conversation (in-class online)
- Letting others speak, and, in fact, encouraging them to speak
- Posting questions, comments, and information on the class discussion board
- We'll be conducting all class-related discussion on Hoot.me (https://app.hoot.me/?sid=5Yyt3ByGv) this term. Hoot.me is a Facebook-based question-and-answer platform specifically designed to get you answers fast. They support LaTeX, code formatting, embedding of images, and attaching of files. The quicker you begin asking questions on Hoot.me (rather than via individual emails to a classmate or one of us), the quicker you'll benefit from the collective knowledge of your classmates and instructors. Don't worry – you don't have to "friend" me, the TA, or that weird guy in the back row to be able to interact with us.

Deliverables – Please note, ***these may change during the semester***. The latest versions will be available on Blackboard.

In most business settings, a deliverable is the product of your work that **Points**

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.

Deliverable Detail

Critical Thinking Assignments	**50**
Daniel's Flowers Case Write-Up	5
Telecommuting Case Write-Up	5
Medical Outsourcing Case	5
Facial Recognition Case	5
DISCO Product Launch Case	5
iPremier Quiz	5
Dropbox Quiz	5
Medical Services Case	5
Electronic Signature Case	5
Hafford Case	5
Quantitative Analysis Assignments	**105**
HTML Assignment	10
SAM Exercise 1 – Basic Excel Skills	5
Major Excel Assignment 1: Gradebook and Retirement Portfolio	20
SAM Exercise 2 – Advanced Formulas (IF, COUNTIF, IFERROR)	20
SAM Exercise 3 – Data Analysis (Filters, VLookups and Pivots)	10
Major Excel Assignment 2: Survey Analysis	25
SAM Exercise 4 – What-if Analysis	10
Capstone Case Analysis – Dropbox Case	**20**
Discussions	**50**
Application Development Project (ADP)	**25**
ADP1: Team List	5
ADP2: Project Proposal – PowerPoint Presentation	10
ADP3: Final Deliverable – Paper and Financial Analysis	10
Exams	**250**
Exam 1	50
Exam 2	50
Excel Exam	50
Final Exam	100
Total Available Points	**500**

Academic Integrity: We WILL abide by the University of Texas Academic Integrity Policy.

Americans with Disabilities Act: If you have a documented disability, you must contact Professor White to arrange for appropriate accommodations.

Approximate Schedule: (***NOTE – This will change over the course of the semester, it is given here as a SAMPLE schedule only)***
August 29th – introduction to class, game changers, intro PowerPoint, quiz
September 3/5 – Chapter 1 – Setting the Stage: Technology and the Modern Enterprise
September 10/12 – Chapter 2 – Strategy and Technology – winners and losers
September 17/19 – Chapter 3 4 – Zara Case Study; Netflix case, more
September 24/26 – Chapter 5 – Moore's Law; fast cheap computing
October 1 /3 – Chapter 6 – Understanding Network Effects
October 8/10 – Chapters 7 / 8 – Social media / Facebook
October 15 / 17 – review and mid-semester exam
October 22/24 – Excel I
October 29/31 – Excel 2
November 5/7 – Chapters 9 / 10 – software / cloud
November 12/14 – Chapter 11 - data
November 19/21 – Chapter 12 – Manager's guide to the internet
November 26 – Excel / Exam 3
December 3 5 – Chapters 13/14 – Security / Google / Review
December – to-be-announced – final exam

University 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, fairness, and respect toward peers and community."