

# MIS 301: Introduction to IT Management

## Fall 2013 – Uniques 03935 & 03945

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<b>Instructor:</b>	Angela Newell, Ph.D. (anewell@austin.utexas.edu)
<b>Class Time:</b>	MWF – 9:00-10:00 AM (03935) / MWF – 10:00-11:00 AM (03945)
<b>Class Location:</b>	UTC 4.104
<b>Office:</b>	CBA 3.410
<b>Mailbox:</b>	IROM Department, CBA 5.202
<b>Phone:</b>	(512) 471-7497
<b>Office Hours:</b>	MW 11:00AM-1:00PM
<b>Teaching Assistants:</b>	Ryan Ward, (rward093@aol.com)
<b>Office Hours:</b>	T-TH 12:45-1:45, CBA 3.410

### Course Description

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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 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.

### Academic Rigor and MIS 301 Workload

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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 Gallaughier, Flatworld Knowledge, Inc., Version 1.4,  
ISBN 978-0-9823618-1-8; available through the following website:  
<https://students.flatworldknowledge.com/course/1455941>

**Required Readings:** *Course Packet* – available at UT Co-op (Hard Copy)  
*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>

**Excel Training Site:** 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 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: <https://webstore.hied.com/cgi-bin/WebObjects/CampusComputer.woa/wa/default>

## Developing as Critical Thinkers

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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 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 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.

## Attendance

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You will learn more if you attend class regularly, take notes, ask questions, and contribute to discussions. Coming to class is important, since many exam questions come from lectures and class discussion. Attendance is taken periodically because it is helpful for me to know who is coming to class. At the end of the semester, those with perfect attendance will receive a bonus – 10 extra points added to their overall final grade. (There are no “excused” absences for the bonus).

## Readings and Class Participation

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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:

- Making useful and succinct contributions to class thinking
- Offering good analysis of class topics supported by facts from class readings, outside readings, or from your own experience
- Adding constructive disagreement to the class conversation (in-class and online)
- Letting others speak, and, in fact, encouraging them to speak
- Posting questions, comments, and information on the class discussion board

## Hoot.me Discussion Board

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We will be conducting all class-related discussion on Hoot.me this term (<https://app.hoot.me/?sid=5Yyt3ByGv>). 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. We encourage you to ask questions when you're struggling to understand a concept. Don't worry – you don't have to "friend" me, or the TA, or that weird guy in the back row to be able to interact with us.

## Deliverables

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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 301 consist of critical thinking assignments, skills assignments, class participation, reading quizzes, and exams. The critical thinking assignments will push you to think strategically about using IT in business. The skill assignments emphasize IT capabilities you will use in your careers. Detailed content and grading criteria will be posted on Blackboard for each assignment. The assignment weights are detailed below.

<b>Deliverable Detail</b>	<b>Points</b>
<b><i>Critical Thinking Assignments</i></b>	<b>180</b>
Microsoft Case Write-Up	40
Apple Case Write-Up	40
Developing an App for That Case Write-Up	40
Oracle v. salesforce.com Write-Up	40
Dropbox Quiz	10
iPremier Quiz	10
<b><i>Quantitative Analysis Assignments</i></b>	<b>105</b>
HTML Assignment	20
SAM Exercise 1 – Basic Excel Skills	10
Major Excel Assignment 1: Gradebook and Retirement Portfolio	20
SAM Exercise 2 – Advanced Formulas (IF, COUNTIF, IFERROR)	10

SAM Exercise 3 – Data Analysis (Filters, VLookups and Pivots)	10
Major Excel Assignment 2: Survey Analysis	25
SAM Exercise 4 – What-if Analysis	10
<b>Capstone Case Analysis – Dropbox Case</b>	<b>125</b>
<b>Application Development Project (ADP)</b>	<b>180</b>
ADP1: Team List	5
ADP2: Project Proposal – PowerPoint Presentation	75
ADP3: Final Deliverable – Paper and Financial Analysis	100
<b>Exams</b>	<b>610</b>
Exam 1	160
Exam 2	200
Exam 3	250
<b>Total Available Points</b>	<b>1200</b>

### Critical Thinking Assignments

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Several times throughout the semester, you will be asked to write short (1 page) write-ups about the cases assigned as outside reading. These assignments are designed to help you practice applying the concepts from class to real-life business examples. This type of assignment is very common in upper division and graduate business classes. Specific instructions for these assignments will be posted on Blackboard as we go through the semester.

### Quantitative Analysis Assignments

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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.

### Projects

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There are two substantial projects required in MIS 301 – the Dropbox Case Analysis and the Application Development Project (ADP). Detailed assignment instructions will be posted on Blackboard. For the Dropbox case, you will be allowed to work by yourself or with one partner. The ADP assignment is to be completed by teams of four. At the end of both projects, you will be required to submit feedback about your partner/teammates. I reserve the right to adjust your grade based on feedback from your team members. If your peer evaluation is low, you may receive as low as 0% of the grade. Be a good team member!

### Instructions for Mac Users

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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.

## Exams

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There are three exams in MIS 301. Two are in-class midterms, and the last exam is given during the final exam period. The final exam is NOT cumulative. 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 instructor needs to approve such an extreme emergency BEFORE the exam date.** Counting one exam twice is a gutsy move and not recommended.

## Fairness, Deliverable Deadlines and Time Management

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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 returned in a timely fashion, we have to have deadlines. Please turn things in on time.

- Deliverables handed in after the due date/time but during the next 24 hours will receive half credit. Deliverables will not be accepted more than 24 hours after the due date.
- PLEASE double-check deliverables submitted through Blackboard to make sure your assignment file is attached. If your file is not attached, you will not receive credit for the assignment!

## Re-learning on assignments and exams

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Assignment feedback will be reported on Blackboard. It is your responsibility to check the site frequently to confirm that your assignment feedback is correct. Asking questions after your deliverables are returned reinforces learning and helps you to understand your strengths and weaknesses with course material. Therefore, I encourage you meet with me OUTSIDE OF CLASS to discuss your assignments. However, you must do so within one week of the day the homework is returned or feedback is posted on Blackboard. After the one-week window, your grade for that assignment is permanent.

## Writing Quality Policy

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Written communication is a key part of any professional's day-to-day responsibilities. Throughout your career, your writing will be used to assess your priorities, personality, and capabilities. In today's world, it is common to have a close working relationship with someone exclusively through email. In short, YOU ARE WHAT YOU WRITE! To succeed in a networked world, you need to create effective, professional and error-free work in a variety of formats.

You won't receive the results you want in any McCombs class if your deliverables contain major grammatical or syntactical errors, spelling mistakes or poor organization. Slang, "text speak," and other highly informal language is not appropriate in any business context (including emails to your professor). This is not an English or a Writing course, but you MUST write well to succeed. The more you practice professional writing, the sooner it will become second nature.

It is acceptable and encouraged to ask a peer to proofread your deliverable before handing it in. (Just follow the Academic Dishonesty Guidelines – proofreading doesn't mean copying!) Peer editing helps both editor and edited improve their writing skills and understanding of the material. You can also bring a draft of your paper to the professor, the TAs, or the Undergraduate Writing Center (<http://uwc.utexas.edu>) for help.

## Extra Credit

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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.

## Final Grading Policy

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<b>Points</b>	<b>Percent</b>	<b>Letter</b>
0 - 713	0% - 59.49%	F
714 - 759	59.50% - 63.32%	D-
760 - 799	63.33% - 66.66%	D
800 - 833	66.67% - 69.50%	D+
834 - 879	69.50% - 73.32%	C-
880 - 919	73.33%- 76.66%	C
920 - 953	76.67% - 79.49%	C+
954 - 999	79.50% - 83.32%	B-
1000 - 1039	83.33% - 86.66%	B
1040 - 1073	86.67% - 89.49%	B+
1074 - 1119	89.50% - 93.32%	A-
1120 - 1200	93.33% - 100%	A

The final letter may be adjusted depending on proximity to the cutoff and the final overall distribution of class grades. I will NEVER curve grades DOWN. That is, my discretion can only HELP you!!

## In-Class Technology Use Policy

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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. When a true need to communicate with someone outside of the class exists (e.g., a medical emergency, etc.), inform me before class. Thanks for respecting this simple rule.

## Blackboard Use & Class Learning

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Your use of Blackboard's email should be for course-related messages only; please see UT Austin's Acceptable Use Policy. Messages for 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 <https://wikis.utexas.edu/display/bbsupport/faqs#faqs-email>

## Information Privacy

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Password-protected class sites, such as Blackboard, are available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources 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 more information, see <http://registrar.utexas.edu/students/records/ferpa/> . If you choose anonymity, please email your JDOE number to your instructor so she can post feedback on Blackboard.

### Using Email for Official Correspondence to Students

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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. You can find UT Austin's policies and instructions for updating your email address at <http://www.utexas.edu/its/email/>.

### Religious Holidays

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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.

### Documented Disability Statement

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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/>

### Behavior Concerns Advice Line (BCAL)

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BCAL is a service for students, faculty, and staff of the university to discuss their concerns about another individual's behavior. Trained staff members will assist the caller in exploring available options and strategies. They will also provide appropriate guidance and resource referrals to address the particular situation. Dialing (512) 232-5050 will connect you to trained staff members 24/7/365. Calls to BCAL can be anonymous, and there is also an on-line reporting form (not anonymous).

### Campus Safety

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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](http://www.utexas.edu/emergency).”

### Scholastic Dishonesty Policy

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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.”*

### University of Texas Honor Code

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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. The University Honor Code: “As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity.”