



MIS 301: Information Technology in Business

Fall 2009 – Unique Numbers: 03785 and 03790

Instructor	Katie Gray – katie.gray@mcombs.utexas.edu Information, Risk and Operations Management (IROM) Department
Class Time	MWF 11:00-12:00 noon or MWF 12:00-1:00pm
Class Location	UTC 4.122
Office	CBA 3.408 (near the south side of wide escalators on 3 rd floor by the Hall of Honors)
Mailbox	IROM Department, CBA 5.202
Phone	(512) 232-8190
Fax	(512) 471-0587
Office Hours	MW 9:45-10:45 AM and by appointment (email Katie 2-3 days ahead to make an appointment if you work or have class during office hours)
Teaching Assistants	Rebecca Hill (rebecca.hill@bba07.mcombs.utexas.edu) Kayla Monus (kayla.monus@bba07.mcombs.utexas.edu)
TA Office Hours	Rebecca – TTH 9:30-11:00 in Katie's office (CBA 3.408) Kayla – TBA

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 and business process innovation and impacted organizational structure, culture, politics, decision-making and society as a whole. IT is also transforming how physical products are designed, how services are bundled with products, and how individuals interact with businesses and with other individuals. A silent transformation of physical items is occurring as more and more products use embedded IT to improve customer experience and product performance. The pervasiveness of IT is expanding global trade and changing how and where work is performed. It is vital that future managers – in all areas – have a working knowledge of modern IT, practical experience in its use, and management perspectives on how IT is used in organizations.

MIS 301 will focus on three broad issues: (a) using IT for strategic competitive advantage, (b) IT core skills and management and (c) IT at the intersection of functional business areas. Topics covered include the IT ecosystem, using information systems (IS) for competitive advantage, 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), and IT security. While students are introduced to the practical business use of technology (particularly Excel), the real value that students gain from MIS 301 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

Required Textbook	<i>Experiencing MIS</i> by David Kroenke, 2 nd Edition – available at UT Co-op and online
Required Readings	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 and select (09F) INTRO TO INFO TECHNOLOGY MGMT (03785) . I combine my two sections on Blackboard, so both classes are listed under unique number 03785.

Academic Rigor and MIS 301

In 2003, the McCombs School faculty developed a strategic plan for “Leading in the 21st Century.” <http://www.mcombs.utexas.edu/strategicplan/>. The mission of the McCombs School of Business is to educate the business leaders of tomorrow while creating knowledge that has critical significance for industry and society, and our goal is to become the best public business school in the nation. To accomplish that goal, the school is focusing on six strategic initiatives. One of those initiatives is to “Increase the rigor of our BBA Program to match the capabilities of our undergraduate student body.” The rigor of this course has been increased to match that key strategic initiative. This means that you can expect a substantive workload of reading, homework, exams, and critical thinking processes in all sections of MIS 301.

Developing as Critical Thinkers

Thinking critically is a key component of being both a good consumer of IT services and an effective participant in IT development projects. To think critically, you need a body of knowledge from which to evaluate technology-related business problems. Therefore, a significant part of this class will involve reading, learning, and sometimes memorizing specific conceptual models and theories. Invest the time you need to actively learn these base concepts and you will have a foundation for thinking critically and solving business problems. Developing these skills is the real goal of MIS 301, and having them will serve you later at UT and in your professional career.

Readings and Class Participation

It is important that you come to class ready to join the discussion on the day’s reading. Your knowledge and experience will add to class learning, so everyone will share the job of 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:

- Attending class regularly
- Doing assigned readings before class
- Making useful arguments expressed coherently and succinctly
- Offering good analysis of class topics supported by facts from the readings or your own experience
- Adding constructive disagreement to the class conversation
- Contributing when called on
- Letting others speak, and, in fact, encouraging them to speak – the learning will increase if we hear from everyone, not just the eager few. One way to encourage others to speak is to ask a question in class that other students can answer.
- Posting questions, comments, and information on the Blackboard class Discussion Board

Grading Policies

The breakdown of assignments for MIS 301 is as follows:

Assignment	Total Points
Exam 1 (October 2)	200
Exam 2 (November 4)	250
Exam 3 (During Final Exam Period)	300
Homework	200
Microsoft Group Project	105
Quizzes and Free Writes	30
Class Participation	15
Total	1,100

Deliverables

In the context of this course (and most business applications), 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 four assignments for the Microsoft Group Project, two class participation quizzes, five skill (Excel and Access) exercises, and several short (1-2 page) writing assignments. The skill assignments emphasize IT capabilities you will use in your careers. The writing and group project assignments will push you to think strategically about the use of IT in business. Detailed content and grading criteria will be posted on Blackboard for each assignment. The weight of each assignment is detailed below.

Deliverable Detail	Points
Microsoft Group Project (MSGP) – includes four separate deliverables	105
MSGP1: Turn in MSGP Team List	5
MSGP1: Choose your team's MSGP Topic and specify your technology choice	10
MSGP3: Project Proposal, including beginning research and wiki organization or video script outline	30
MSGP4: Final Deliverable	60
Class Participation	15
Class Participation Quiz 1	5
Class Participation Quiz 2	10
Quizzes and Free Writes	30
Quiz/Free Write 1	5
Quiz/Free Write 2	5
Quiz/Free Write 3	5
Quiz/Free Write 4	5
Quiz/Free Write 5	5
Quiz/Free Write 6	5
Homework	200
Excel 1 - Gradebook and Retirement Portfolio	20
Excel 2 - Class Survey Analysis	20
Access 1 Homework	5
Access 2 Homework	15
RFID Case Write-up with Excel financial analysis	55
Excel 3 - Data Mining with XLMiner	30
IS Development Exercise Homework	10
IT Interview	40
iPremier Quiz	5

Late Policy for Deliverables

Deliverables are assigned because work outside of class supplements and reinforces learning. Deliverables are also due at a designated time and a specific format.

- 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.
- 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-Grades

I strongly believe that following up after your exams and assignments have been graded reinforces learning and helps you to understand both your strengths and weakness with course material. Therefore, I encourage you meet with me to discuss your grade. However, you **MUST** do so within **ONE WEEK** of the day the grades are returned or posted on Blackboard. ***Once the one-week window has passed, your grade for that assignment is permanent.***

Class Participation Quizzes

Twice during the semester, you will grade yourself on your own participation by taking a short quiz with True/False questions related to your contributions to class learning.

Quizzes and Free Writes

There will be several short multiple-choice quizzes on class readings. Some quizzes will be announced, some will not. Occasionally in class, we will also do “think and learn” free write assignments on class readings. Because quizzes and free writes are related to class attendance, there are no make-ups if you miss class or come in late. ***READ the material prior to the day it is due, and you will do well on quizzes, free writes, and class participation.***

Writing Quality Policy

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. To these people, **YOU ARE WHAT YOU WRITE!** Thus, it is imperative that you develop the ability to write effective, professional, and error-free communications in a variety of formats.

You will **NOT** receive the grade you want in this 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). I realize that this is not an English or Writing course, but you **MUST** write well to be successful. The earlier and more often you practice professional writing techniques, the sooner they will become second nature.

It is perfectly acceptable (and encouraged) to ask a peer to proofread your deliverable before handing it in. (Just be sure to follow the Academic Dishonesty Guidelines – proofreading does **NOT** mean copying!) The peer editing process helps both participants (editor and edited) improve their writing skills and understanding of the material. You can also bring a draft of your paper to me, the TAs, or the Undergraduate Writing Center (<http://www.utexas.edu/cola/centers/uwc/>) for help.

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 301 will be between 3.2-3.3. However, this average can be higher (or lower) based on overall class performance. I will use the plus/minus grading system, and details on the plus/minus breakdown will be presented in class. You may expect the following grade distribution: approximately 30-35% will receive an A or A-, about 15-20% a C+ or below, and the rest will receive a B+, B, or B-. However, if the overall class performance exceeds the instructor’s expectations, the percentages of A, B, C, etc. may change.

Exams

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. Exams will combine multiple-choice and essay format. 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 is a gutsy move and not recommended.

Attendance

I come to class – on time – and I expect you to do the same. You will learn more if you attend class daily to listen, take notes, ask questions, and contribute to you the learning experience. This is especially important since a large portion of exam questions are derived from lectures and class discussion. At the end of the semester, those who have had **perfect** attendance will receive a bonus – 10 extra points added to their grade. (There are no “excused” absences for the bonus).

In-Class Technology Use Policy

Please turn cell phones, pages, iPods, and other devices OFF during class time. When a true need to communicate with someone outside of the class exists (e.g., a medical emergency, etc.), please inform me prior to class.

Based on strong feedback from previous students and agreement among all the MIS 301 instructors, **the use of laptops is not allowed** in class. The same rule applies to all McCombs MBA classes, so you are in good company. When students surf the web, respond to email, check Facebook, instant message each other, and otherwise divert their attention from the topic at hand, they do themselves and their distracted peers a major disservice. For this reason, texting under the desk is also considered a violation of the no laptop policy. **I CAN SEE YOU TEXTING UNDER THE DESK!!** Students cannot benefit from the insights of classmates who are not engaged. This is a simple rule; please respect it.

PowerPoint slides will be available on Blackboard in time for you to bring hard copies to class.

Drop Policy

University policies permit you to drop this course with instructor approval by the withdraw/drop deadlines set by UT. The Fall 2009 Q-drop deadline is September 23. After the deadline, students who drop the course receive a grade based on what they have earned in the course at that point.

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.

Adding questions, comments, and learning links to Blackboard's Discussion Board are highly valued professional class behaviors.

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 Katie your JDOE number so she can post your grades on Blackboard.**

Scholastic Dishonesty Policy

I take this issue very 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 the permission of faculty members.

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.

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.

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.

Use of 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. For more information, visit <http://www.utexas.edu/diversity/ddce/ssd/>.

Religious Holidays

By UT Austin Policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order 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 by phone 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 University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following evacuation policies:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of other class instructors.
- Do not re-enter the building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department or the Fire Prevention Services office.

Gray's MIS 301 - Fall 2009 - Course Schedule

Wk	Cl	Day/Date	Class	Readings	Deliverables
1		W Aug 26	Introduction to MIS 301		Buy text & packet - UT Co-op
2		F Aug 28	Strategic Thinking and MIS Introduce Group Project	Ch. 1 "IS in the Life of Business Professionals" <i>Care to Write Army Doctrine</i> (BB)	
2		M Aug 31	IT for Competitive Advantage	Ch. 2 "Bus. Processes, Information & IS" <i>Bordering on Chaos - The Cemex Story</i> (BB) <i>Prepare Your Org. to Fight Fires & Outcome-Driven Exp. Learning thru §3.1</i> (BB)	Learn to Download Files in BB
4		W Sep 2	Complex Adaptive Systems Theory - theoretical framework for MIS 301	<i>Robust Adaptive Strategies</i> (BB) <i>JetBlue Genius and Hollywood Lunacy</i> (BB)	Learn to Submit Assignments in BB Optional: Ch. Ext. 5 "Intro to Excel"
5		F Sep 4	Robust Adaptive Strategies and CAS and demo Excel Assignment #1, Exercise 1		
3		M Sep 7		Labor Day Holiday	
6		W Sep 9	Strategy, IS & Competitive Advantage and demo Excel Assignment #1, Exercise 2	Ch. 3 "Org Strategy, IS & Comp. Advantage"	
		Th Sep 10	Optional Excel #1 Assignment Help Session - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in MOD Lab, CBA 5.304		Excel Assign #1 Due on BB Thur, Sep 10 by 11:59pm
7		F Sep 11	Hardware and Software	Ch. 4 "Hardware and Software"	
4		M Sep 14	Databases & Group Project Discussion	Ch. 5 "Database Processing"	MSGP1 Team List Due Mon, Sep. 14 beginning of class
9		W Sep 16	Databases	Ch. 5 "Database Processing" continued	
10		F Sep 18	Databases - Access #1 Assignment Demo - class meets in MOD Lab, CBA 5.304	<i>Microsoft in 2005</i> (packet)	MSGP2 Media/Topic Due Fri, Sep 18 beginning of class
5		M Sep 21	Databases - Access #2 Assignment Demo in class	Ch. 5 "Database Processing" continued	
		M Sep 21	Optional Access #1 Assignment Help Session - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in MOD Lab, CBA 5.304		Access Assign #1 Due on BB Mon, Sep 21, by 11:59 pm
12		W Sep 23	International Dimension, Part 1, Crowdsourcing & Excel Assignment #2 Demo	<i>Connect and Develop</i> (BB) and International Dimension, Part 1	
		W Sep 23	Optional Access #2 Assignment Help Session - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in MOD Lab, CBA 5.304		Access Assign #2 Due on BB Wed, Sep 23, by 11:59 pm
13		F Sep 25	Guest Speaker Kit Webster, Consultant Importance of Processes to Comp Adv	<i>Amazon Taps its Inner Apple</i> (BB)	
6		M Sep 28	Wal-Mart, Data Mining, Market Basket Analysis, and RFID Case Prep	<i>What They Know about You</i> (BB)	
		M Sep 28	Optional Excel #2 Assignment Help Session - try to do on your own first for LEARNING 5:00-6:00pm OR 6:00-7:00pm in MOD Lab, CBA 5.304		Excel Assign #2 Due on BB Mon, Sep 28 by 11:59 pm
15		W Sep 30	Exam Review		
16		F Oct 2	Exam #1		
7		M Oct 5	History of the Internet and CAS and developing business models	**Nerds 2.0.1	
		W Oct 7	More Nerds and RFID Case Reminder	**Nerds 2.0.1	

Gray's MIS 301 - Fall 2009 - Course Schedule

Wk	Cl	Day/Date	Class	Readings	Deliverables
	19	F Oct 9	Data Communications	Ch. 6 "Data Communications" and International Dimension, Part 2	MSGP3 Proposal Due Fri, Oct 9 beginning of class
8	20	M Oct 12	How the Internet Works and Creating a SOHO Network	***Warriors of the Net, Ch. Ext. 10 "How the Internet Works" (Q5 Only)	
	21	W Oct 14	E-commerce and Web 2.0	Ch. 8 "E-Commerce and Web 2.0"	Class Participation Quiz #1 Due on BB Wed, Oct 14, by 11:59pm
	22	F Oct 16	MSGP Team Work Day - PLEASE use this valuable time to work on your project	<i>RFID at the Metro Group</i> (packet)	
9	23	M Oct 19	Business Processes	Ch. 7 "Business Process Management"	
	24	W Oct 21	Wal-Mart Guest Speaker, Business Process and Supply Chain Management	*Wal-Mart Sustainability slideshow	MSGP 4 Due Wed, Oct 21 beginning of class
		W Oct 21		MIS Career Networking Event - Extra Credit Opportunity	
	25	F Oct 23	MSGP Discussion and Functional Processes	Ch. Ext. 11 "Functional Processes, Applications, and Systems"	
10	26	M Oct 26	Supply Chain Management	Ch. Ext. 13 "Interorg. Processes: Supply Chain Management" and <i>Dell Supply Chain</i> (packet)	
		M Oct 26		ConocoPhillips Speaker - Extra Credit Opportunity	
	27	W Oct 28	RFID at the Metro Group	<i>RFID at the Metro Group</i> (packet)	RFID Case Writeup Due Wed, Oct 28 beginning of class
	28	F Oct 30	Cross-Functional Processes and Inherent Processes	Ch. Ext. 12 "Cross-Functional Processes, Applications, and Systems"	
11	29	M Nov 2	Exam 2 Review		
	30	W Nov 4	Exam #2		
		Th Nov 5		Institute for the Future Speaker - Extra Credit Opportunity	
	31	F Nov 6	Competitive Advantage for Decision Making	Ch. 9 "BI and IS for Decision Making" and International Dimension, Part 3	
12	32	M Nov 9	Data Mining and Excel Assign #3 (Data Mining)	Ch. Ext. 16 "Database Marketing" and <i>Let Everyone Have Ideas</i> (BB)	
	33	W Nov 11	Information Systems Development	Ch. 10 "IS Development"	
	34	F Nov 13	IS Development Issues & Alternatives	Ch. Ext. 19 "Systems Dev Project Management"	Excel Assign #3 Due Fri, Nov 13, beginning of class
13	35	M Nov 16	Information Systems Development Exercise	Ch. 11 "IS Management"	In-Class Graded IS Dev Exercise Due Mon, Nov 16, end of class
	36	W Nov 18	IS Dev Exercise Debrief and Interactive Discussion on Readings	<i>HP Goes All In With An IT Transformation</i> (BB) and <i>IT Doesn't Matter</i> (Packet)	
	37	F Nov 20	Outsourcing	International Dimension, Part 4 and <i>The Tough Game You Have to Play</i> (BB)	
14	38	M Nov 23	Guest Speaker Bill Wade, CIO Gold's Gym		IT Interview Due Mon, Nov 23 beginning of class
	39	W Nov 25	Security	Ch. 12 "Information Security Mgmt"	

Gray's MIS 301 - Fall 2009 - Course Schedule

Wk	Cl	Day/Date	Class	Readings	Deliverables
		F Nov 27		Thanksgiving Holidays	
15	40	M Nov 30	Security	Ch. 12 "Information Security Mgmt"	Class Participation Quiz #2 Due Mon, Nov 30, by 11:59 pm (BB)
	41	W Dec 2	iPremier Case	<i>iPremier Case</i> (packet)	iPremier Quiz Due Wed, Dec 2, by 7:59 am (BB)
	42	F Dec 4	Learning takeaways & course evaluations		
Fin		W Dec 9	Final Exam - 11:00 am class - Wednesday, Dec 9, 7:00-10:00pm (03785)		Exam #3
Fin		M Dec 14	Final Exam - 12:00 noon class - Monday, Dec. 14, 9:00-Noon (03790)		Exam #3
			*http://walmartstores.com/Sustainability/ - look at links for Climate & Energy, Zero Waste, Products & Associates/Healthcare		
			**http://www.pbs.org/opb/herds2.0.1/		
			***http://www.warriorsofthenet/movie.html		