Gray's MIS 301: Introduction to IT Management
Summer 2014 – Unique Number: 71895

Instructor	Katie Gray – katie.gray@mccombs.utexas.edu
	Information, Risk and Operations Management (IROM) Department
Class Time	MTWTh 12:00 Noon – 2:00pm
Class Location	SZB 330
Office	CBA 3.408 (near the south side of escalators on 3rd floor by the Hall of Honors)
Mailbox	IROM Department, CBA 5.202
Phone	(512) 232-8190
Katie's Office Hours	TWTh 10:30-11:30am and by appointment (email Katie 2-3 days ahead to make an appointment if you work or have class during office hours)
Class Discussion Site	http://piazza.com/utexas/summer2014/miss301/home
Teaching Assistant	Jace Barton
TA Email	jace.barton@gmail.com (please use email for grade questions only; content questions should be posted on Piazza)

Course Description

Information Technology (IT) has transformed all aspects of 21st century business and everyday life. New IT investments continue to be staggering. Worldwide, over $2.5 trillion has been invested in IT. In the U.S., over 50% of capital expenditures are related to IT. IT has triggered new forms of organizations; transformed business process innovation; and impacted organizational structure, culture, politics, decision-making and society as a whole. IT is also transforming how physical products are designed, how services are bundled with products, and how individuals interact with businesses and with other individuals. A silent transformation of physical items is occurring as more and more products use embedded IT to improve customer experience and product performance. The pervasiveness of IT is expanding global trade and changing how and where work is performed.

The availability of vast amounts of searchable data is changing the nature of the learning required to succeed in traditional business disciplines such as finance, accounting, and marketing. It is vital that future managers – from all majors – have a working knowledge of modern IT, practical experience in its use, and management perspectives on how IT is used to reshape products, services, and organizations.

MIS 301 will focus on three broad issues: (1) using IT for strategic competitive advantage, (2) IT core skills and management and (3) IT at the intersection of functional business areas. Topics covered include 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, 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

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 2.0, ISBN 978-1-4533-5780-4; available through the following website: https://students.flatworldknowledge.com/ (Search "Katie Gray" and the book will come right up)
Required Readings	*Course Packet* – available at UT Co-op (Hard Copy) OR at https://cb.hbsp.harvard.edu/cbmp/access/27776496 *Other Articles* – Listed in the schedule and posted or linked on Canvas
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 through Cengage's website at http://www.cengagebrain.com/micro/UTAustin_SAM2010. A separate document with detailed instructions for accessing this site is available on Canvas. You will also need the most recent version of Excel (2013 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 Canvas at http://canvas.utexas.edu

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. *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 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

Piazza Discussion Board

This term we will be using Piazza for class discussion. You can find our class page at: http://piazza.com/utexas/summer2014/miss301/home. This is faster and more efficient individual emails to a classmate, the TA or me. The quicker you begin asking questions on Piazza, 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.

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.

Fairness, Deliverable Deadlines and Time Management

Due to the nature of the course and the pace of summer school classes, late work is not accepted. Please be mindful of course deadlines. All assignment due dates are listed in this document and on Canvas. Remember, I do drop one quiz grade.

Re-Learning on Assignments and Exams

Assignment feedback will be reported on Canvas. 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 Canvas. *After the one-week window, your grade for that assignment is permanent.*

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. Also, I will NOT under any circumstance (including scholastic probation) report a result that wasn't EARNED fairly. This is a major ethical violation would be unfair to your colleagues.

Student Feedback (aka Grades)

Assignment	Weight
Quizzes*	20%
Excel Assignments	15%
Exam 1	20%
Exam 2	20%
Final Project (Dropbox)	25%
Total	100%

*Lowest quiz score will be dropped automatically

Final Average	Final Letter
93.34 – 100.00	A
89.50 – 93.33	A-
86.67 – 89.49	B+
83.34 – 86.66	B
79.50 – 83.33	B-
76.67 – 79.49	C+
73.34 – 76.66	C
69.50 – 73.33	C-
66.67 – 69.49	D+
63.34 – 66.66	D
59.50 – 63.33	D
0.00 – 59.49	F

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!!

Quizzes

There will be eight short multiple-choice/short-answer quizzes on class readings. Summer classes move VERY quickly and it is easy to get behind with the significant amount of reading required for MIS 301. The purpose of these quizzes is to force you to keep up with your reading. All quizzes will be posted on Canvas. You will have two attempts for each quiz. I will automatically drop the SINGLE lowest quiz score. Please read the material prior to attempting the quizzes.

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 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. I *want* you to get a 100 on every one of the Excel assignments!!

If you have no background in Excel, I would strongly urge you to start with the step-by-step tutorial on SAM. If problems persist, use Piazza or 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.

Exams

There are two in-class exams in MIS 301 (see the schedule at the end of this document for dates). The exams will combine objective and free-response formats. There are no make-up exams. If you miss an exam for an <u>extreme emergency</u>, you can have your other exam count for both exam grades. Be careful – this is a *very* risky move. ***The extreme emergency must be approved by the instructor BEFORE the exam date. Failure to notify me BEFORE the exam will result in a ZERO for the exam.*** Please set your alarms carefully – sleeping through an exam does NOT constitute an extreme emergency.

Final Project

There is no final exam for MIS 301. Instead, the Dropbox Case Analysis will serve as a capstone assignment for the course. This assignment will combine critical analysis of Dropbox's strategy and a financial analysis to be completed in Excel. Detailed assignment instructions will be posted on Canvas. For the Dropbox case, you will work with one partner. You will be required to submit feedback about your partner. **I reserve the right to adjust your grade based on feedback from your partner. If your peer evaluation is low, you may receive as low as 0% of the grade.** Be a good partner!

Attendance

You will learn more if you attend class regularly, take notes, ask questions, and contribute to discussions. However, attendance is not taken in this class. There is no (direct) penalty or bonus for attendance.

In-Class Technology Use Policy

Based on strong feedback from previous students and agreement among all the MIS 301 instructors, **<u>the use of laptops is not allowed in class</u>**. When students surf the web, answer email, check Facebook, and stray from the topic at hand, they do themselves and distracted peers a disservice. 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.

Canvas Use & Class Learning

Your use of Canvas'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 http://security.utexas.edu/policies/aup.html.

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 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 Canvas.**

Using Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible for keeping the university informed about changes to your email address. You should check your email regularly and frequently. You can find UT Austin's policies and instructions for updating your email address at http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy.

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.

Documented Disability Statement

The University of Texas at Austin provides, upon request, appropriate academic accommodations for qualified students with disabilities. If you require special accommodations, you must obtain a letter that documents your disability from the Services for Students with Disabilities area of the Division of Diversity and Community Engagement (471-6259 or 471-4641 TTY). Present the letter to me at the beginning of the semester so we can discuss the accommodations you need. No later than five business days before an exam, you should remind me of any testing accommodations you will need so that I can make arrangements. For more information, visit http://www.utexas.edu/diversity/ddce/ssd/.

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.

Scholastic Dishonesty Policy

I take this issue seriously. ***Any dishonesty—such as cheating, false representation, plagiarism, etc.— that comes to my attention will result in an F in the course.*** The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on an exam or other assignment, and submission of essentially the same written assignment for two different courses without faculty permission.

"The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at http://www.mccombs.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."

Behavior Concerns Advice Line (BCAL)

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

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 me 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: http://www.utexas.edu/emergency.

Tentative Summer 2014 MIS 301 Class Schedule – Katie Gray

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

Wk	Date	Class		Class Topic	Readings	Deliverables
1	M Jul 14	1	A	Welcome to MIS 301	*The Inside Story of Oculus Rift* (Canvas)	Buy textbook and course packet
		2	B	MIS and Mental Models		
	Tu Jul 15	3	A	Complex Adaptive Systems Theory (CAST)	*Embracing Complexity* (Packet)	
		4	B	Complex Adaptive Systems Theory (CAST)		
	W Jul 16	5	A	Robust Adaptive Strategies	*Robust Adaptive Strategies* (Canvas)	QUIZ 1: CAST/RAS Due by Noon July 16
		6	B	SAM Demo / Strategy and Technology	Ch. 2: "Strategy and Technology"	
	Th Jul 17	7	A	Strategy and Technology	Ch. 7: "Understanding Network Effects"	
		8	B	Introduction to Software	Ch. 10: "Understanding Software"	
2	M Jul 21	9	A	IT-Based Strategy	*Thoughts on Case Analysis* (Canvas)	QUIZ 2: Strategy/N.E. Due by Noon July 21
		10	B	IT-Based Strategy	*Microsoft in 2005* (Packet)	
	Tu Jul 22	11	A	The Hardware and Software Ecosystem	Ch. 5: "Moore's Law and More"	SAM #1 Due by 11:59pm on July 22
		12	B	The Hardware and Software Ecosystem	*Apple in 2010* (Packet)	
	W Jul 23	13	A	Open Source Software (OSS)	*Developing an App for That* (Packet)	
		14	B	Software as a Service	Ch. 11: "Software in Flux"	
	Th Jul 24	15	A	Catch-up Day		QUIZ 3: HW/SW Due by Noon July 24
		16	B	Exam Review		
3	M Jul 28	17	A	**Exam One**		

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

Wk	Date	Class		Class Topic	Readings	Deliverables
3	Tu Jul 29	18	A	The History of the Internet	*Nerds 2.0.1* (Canvas)	SAM #2 Due by 11:59pm on July 29
		19	B	The History of the Internet	Ch. 13: "A Manager's Guide to the Internet"	
	W Jul 30	20	A	Information Security	Ch. 14: "Barbarians at the Gateway"	QUIZ 4: iPremier Due by Noon July 30
		21	B	iPremier	*iPremier* (Packet)	
	Th Jul 31	22	A	Databases	*Konana's Intro to Databases* (Canvas)	
		23	B	Enterprise Software	*Enterprise Resource Planning* (Packet)	
4	M Aug 4	24	A	Make/Buy/Rent	*Oracle v. salesforce.com* (Packet)	QUIZ 5: Enterprise SW Due by Noon August 4
		25	B	Business Process Management	*Deep Change* (Packet)	
	Tu Aug 5	26	A	Software Project Management	*What is Project Management?* (Canvas)	SAM #3 Due by 11:59pm on August 5
		27	B	Business Process Improvement Activity		
	W Aug 6	28	A	Supply Chain Management/Zara	Ch. 3: "Zara: Fast Fashion from Savvy Systems"	QUIZ 6: In-Class Process Improvement Activity
		29	B	Supply Chain Management/Zara	*Konana's Supply Chain Definitions* (Canvas)	
	Th Aug 7	30	A	Data Mining and Business Intelligence (BI)	Ch. 12: "The Data Asset"	QUIZ 7: BI Due by Noon August 7
		31	B	Data Mining and Business Intelligence (BI)	*Data Deluge* (Canvas)	
5	M Aug 11	32	A	Catch-up Day		SAM #4 Due by 11:59pm on August 11
		33	B	Exam Review		
	Tu Aug 12	34	A	**Exam Two**		
	W Aug 13	35		Final Project Discussion (Bring Your Laptop)	*Dropbox: It Just Works* (Packet)	QUIZ 8: Dropbox Due by Noon August 13
	Th Aug 14	36		Final Project Workday (Bring Your Laptop)		SAM #5 Due by 11:59pm on August 15
6	M Aug 18			**Final Project Due at 10am - Hard Copy to Katie's Office + Soft Copy on Canvas**		Final Project by 10:00am on August 18