MIS 302F (Web-Based) – Summer 2020

Title	MIS 302F-WB Foundations of Information Technology Management (71450)
Instructor	Clint Tuttle
TA	There is 1 TA for this class. Their info is on Canvas. Watch for their weekly announcements
Email	See contact policy below in Office Hours section
Contacting Instructor/TA + Office Hours Policy	Since this class is purely web-based, there are no scheduled "in person" office hours. All questions should be posted on the class Piazza Discussion Board (see the "*Piazza Discussion Board*" forum on the Canvas left menu bar). If you have a personal question you can post a private message in Piazza which is only be visible to the "Instructors Only". If a meeting is required, it will be conducted through online video chat. Please allow at least 24 hours for Piazza replies from professor. Do not contact your professor with Tech Support questions
Technical Support	Call Canvas Support Center 24/7 @ 855-308-2494 for issues with Canvas For Mindtap issues, contact Cengage Support via the link provided on Canvas module page. Please do not contact the professor with tech issues. These are managed by IT Support

Course Description

Information Technology Management provides you with a broad view of how IT is transforming the world of business. Within this course, you will work through real-world business cases and work situations to learn about the impact IT has on the business economy, and identify the critical skills that those working in IT need to possess. Finally, you will explore how IT intersects with functional areas in a business organization. This course will give you the introductory IT knowledge and skills professionals need within a business environment.

Course Outcomes - Upon successful completion of this course, you will be able to:

- Explain the disruptive effect IT has on markets resulting in a transformation of the business economy.
- Summarize the characteristics of IT ecosystems and networks.
- Describe how network strategies and platform-based competition influence the economics of business and understand emerging technologies, their impact, and theoretical application.
- Analyze business data using common IT tools, methods, and skills.
- Predict how IT can influence and interact with different functional areas of an organization.
- Interpret the broader impact IT has on an organization's global sourcing strategy

Course Times

This course never meets in person and has no scheduled lectures **but note that there are deadlines for assignments, quizzes, and the final exam**. Please note deadlines listed below in the *Course Schedule* section below and also on Canvas Syllabus page toward the bottom.

Accessing the Course

Login to the learning management system, Canvas, at: https://utexas.instructure.com/

Required Course Materials – NOTE: All required materials are covered by the single Course Materials Fee

1. There is no textbook for this course, only a course packet. Throughout the course, you will be linked to numerous articles and readings that have been gathered for you. The course pack will contain many readings/cases. Students will purchase the course packet online via instructions posted on Canvas.
2. All Excel assignments will be managed through a Cengage tool called SAM. This tool can be accessed via instructions on Canvas SAM Module. This tool is how we will allow you to download/submit Excel assignments and give you feedback reports and then let you reattempt the assignments.

Required Software and Technology

- You will also need access to the most recent version of Excel. If you're a UT-enrolled student you can get the latest version of office for Free through our partner with Microsoft. Click here to login and download. If you experience issues Contact ITS. NOTE: Use of *Open Office, Apple Numbers, or Google Sheets* is not endorsed at this time. If getting Office is a problem you can use the lab computers in libraries, which students using Apple Numbers or Google Docs did in past. You

should be able to complete Excel assignments on either Mac or PC but please note that the Mac version of Excel can be slightly different and require workarounds so if you have a Mac, plan to start early, utilized the posted workarounds, and potentially have access to a backup PC.

- All students are all required to install the Proctorio Chrome extension which is an online service that is used to proctor the final exam. Proctorio is free but only works on Chrome. Instructions on installing and using the Proctorio extension are found on the [McCombs Students Instructional Wiki](#).
- Lastly…you should make sure your computer if equipped with a **working webcam** or you can get access to one. If you can't get access to a working webcam, you will not be able to take this course.

Grading Criteria

This course is based on a possible **1375** points with an additional 25 points available for extra credit. Extra Credit will just be added to the numerator of your final grade, not the denominator.

- ☐ **8** Unit Quizzes = **275** Points (**20%**)
- ☐ **10** Unit Activities/Assessments = **275** Points (**20%**)
- ☐ **5** Excel Assignments = **275** Points (**20%**)
- ☐ **1** Comprehensive Final Exam = **550** (**40%**)
- ☐ Extra Credit Assignment #1 = 13 Points (optional)
- ☐ Extra Credit Assignment #2 = 12 Points (optional)

Point Distribution

Unit Quizzes	Approx # of Questions	Points
Unit 1 & 2 Quiz	20	50
Unit 3 & 4 Quiz	20	50
Unit 5 & 6 Quiz	20	50
Unit 7 Quiz	10	25
Unit 8 Quiz	10	25
Unit 9 Quiz	10	25
Unit 10 Quiz	10	25
Unit 11 Quiz	10	25

Unit Assessments	Points
Unit 1: Essay: Disruptive Technology *	25
Unit 2: Interactive Quiz - Build, Buy, Rent?	25
Unit 3: Essay: Platform Analysis *	25
Unit 4: Activity: Emerging Technology Case Deep Dive	25
Unit 5: Essay: Research a company with a security issue *	25
Unit 6: Interactive Quiz - Google Analytics	25
Unit 7: SQL Assignment	50
Unit 8: Activity: Association Rules and Cross Selling	25
Unit 10: Zara Interactive Quiz	25
Unit 11: Interactive Quiz - Global Sourcing	25

Course Assignments	Points
Excel Assignment #1	35
Excel Assignment #2	45
Excel Assignment #3	55
Excel Assignment #4	65
Excel Assignment #5	75
*HTML Assignment (optional) (80%/20% - split *)*	13**
Excel Extra Credit (optional) (auto-graded)	12**

* 20% of the grade is based on doing a peer evaluation of randomly assigned peers. 80% of the grade is

based on a rubric that each peer will follow to grade your assignment. That means you need to not only do the assignment well but also participate in peer grading and giving feedback to one another.

** Points to be added to your total points in the class. Extra Credit cannot hurt your grade, only help.

Final Exam	Points
55 questions worth 10 pts each	550

Course Grading Scale

From	To	Grade	GPA
94	100	A	4.00
90	94	A-	3.67
87	90	B+	3.33
83	87	B	3.00
80	83	B-	2.67
77	80	C+	2.33
73	77	C	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

Please note that Canvas does not always take into account the proper grading policies and may ignore blanks in grade book caused by not turning in assignments, so you should not just blindly trust the final grade you see in Canvas. We recommend that you calculate your grade on your own using Excel and the details about points listed above in this syllabus. Simply add up the points you have received on graded assignments and extra credit then divide by 1375. It is your responsibility to know your grade and raise questions if you have any before end of the class. Any individual grade appeals must be made within a week of the grade being posted through the given appeal process. After the class ends no individual assignment grade appeals can be allowed.

NOTE: Rounding is not automatic on final grades. For example, if you earn an 89.5, this is a B+ and doesn't automatically round up to a 90 (i.e. an A-). The only way grades can be bumped up is if there is room for a curve in the class.

Final Exam
This is only one comprehensive final exam in this course. It is closed-book, closed-note. You may not access any materials or resources during the exam, and you are to follow all university policies regarding academic honesty. The Final Exam will be taken online in Canvas and monitored via proctoring software called Proctorio. It is required that you set up the proctoring software in advance of taking your final exam so that you can contact technical support if needed. Details about signing up for Proctorio will be posted in Canvas via announcements and on the Final Exam module. **Failure to setup proctoring and take the final, will result in a zero on the final.**

Quizzes
There are **8** short multiple-choice quizzes. The first 3 are combine unit quizzes that cover 2 units worth of material (e.g. Unit 1 and 2). The last 5, starting at unit 7 only cover 1 unit of material each. These are non-cumulative quizzes based on the unit readings, unit lecture videos, and unit activities you complete. Start the unit quiz after you have completed and thoroughly reviewed all of the unit content and are comfortable with the concepts. The unit quizzes are scored and you have 60 minutes to answer all the questions in a quiz. Time begins from the moment you start each **Unit Quiz** and runs continuously: once time begins there is no way to pause it, including loss of connectivity or logging out, so please plan accordingly. You may refer back to the unit content during the quiz, but all questions must be submitted within 60 minutes of starting the questions. You only get **one attempt on each unit quiz**.

Assessments

There are **10** unit assessments that test your understanding of the content covered in the units of the course except Unit 9. These assessments come in many forms such as short essays, multiple-choice quizzes, interactive role-plays, and more. These assessments are graded and you should follow the course schedule for when each assessment should be completed. You may refer back to the unit content while completing the assessments. NOTE: Some assessments are graded using anonymous peer evaluations that follow a provided rubric. Also most assessments you only get 1 attempt EXCEPT for the interactive quizzes. For these quizzes, it will note if there are actually 2 attempts on the assessment since it is an auto-graded interactive. Please note that once you complete the interactive quizzes a grade should be posted to Canvas immediately and it will show you results immediately after the quiz. If not reattempt the assignment because no exceptions will be made if you don't monitor grades proactively. Also, note that If you reattempt these a 2nd time the grade you get on the 2nd attempt will be averaged with the grade of your 1st attempt.

Excel Assignments

Follow the Course Schedule in this syllabus carefully to determine when each assignment is due. It is not up to the professor to remind you about dates.

The first 5 assignments were designed to get you familiar with Excel. These assignments are scored automatically using a tool called SAM. If you have no background in Excel, you should follow the step-by-step instructions provided with each assignment. These assignments require you to complete a template, and these templates cannot be altered in any way or you will not get credit for that assignment. If you run into any problems with your assignments, first check out the optional SAM Excel training links provided or the *Mindtap/SAM Tips page* in Canvas. If these are not helpful please post on the discussion board and then search the web or YouTube for Excel tutorials. As a last resort, you can message your professor and TA directly through a Piazza private message but only after you have exhausted other resources (e.g. Google, YouTube, public Piazza post) You are expected to learn Excel on your own because employers want to hire people who are problem solvers and critical thinkers.

Extra Credit Assignments

There are two assignments you may complete for extra credit. The first is an introduction into HTML and CSS. For this assignment, you will build a simple webpage and host it online. HTML assignment will be peer graded using a Canvas rubric. If you submit an HTML extra credit website, you will be required to complete up to 3-4 peer reviews. These reviews count as 20% of your HTML extra credit grade. You may also choose to complete a BI Excel Assignment for extra credit points. NOTE: Participation in extra credit can only improve one's grade, it can't hurt your grade. Points earned on the extra credit just gets added to your overall earned points that will be divided by the **1375** possible.

Course Schedule for Graded Assessments and Assignments

Following this schedule will ensure you complete the course on time. Though you're expected to complete *all* the assessments and assignments in this table, the right-hand column indicates *required* completion dates. If you don't complete the assignments by the required dates here, you will lose all the points, no exceptions! PLEASE make note of all deadlines and do not procrastinate on starting the work earlier in the week.

	Complete the Following by 11:59pm CST on June 15, 2020	
Assessments	• Unit 1 Essay: Disruptive Technology (Peer reviews due 6/22) • Unit 2 Interactive: Buy, Build, or Rent?	
Quiz	• Unit 1/2 Quiz (This is one single quiz)	
Assignment	• Excel Assignment #1	
	Complete the Following by 11:59pm CST on June 22, 2020	
Assessments	• Peer Review for Unit 1 Essay • Unit 3 Essay: Platform Analysis (Peer reviews due by 6/29) • Unit 4 Activity: Emerging Tech Case Deep Dive	
Quiz	• Unit 3/4 Quiz (This is one single quiz)	
Assignment	• Excel Assignment #2	
	Complete the Following by 11:59pm CST on June 29, 2020	
Assessments	• Peer Review for Unit 3 Essay • Unit 5 Essay: Security Breach Research (Peer reviews due by 7/6) • Unit 6 Interactive: Search as a Business	
Quiz	• Unit 5/6 Quiz (This is one single quiz)	
Assignment	• Excel Assignment #3	
	Complete the Following by 11:59pm CST on July 6, 2020	
Assessments	• Peer Review for Unit 5 Essay • Unit 7 Assessment: SQL	
Quiz	• Unit 7 Quiz	
Assignment	• Excel Assignment #4	
	Complete the Following by 11:59pm CST on July 13, 2020	
Assessments	• Unit 8 Activity: Association Rules & Cross Selling	
Quiz	• Unit 8 Quiz • Unit 9 Quiz	
Assignment	• Excel Assignment #5	
	Complete the Following by 11:59pm CST on July 20, 2020	
Assessments	• Unit 10 Activity: Zara Case Quiz • Unit 11 Assessment: Global Sourcing	
Quiz	• Unit 10 Quiz • Unit 11 Quiz	
	Complete the Following by 11:59pm CST on July 27, 2020	
Extra Credit	• HTML Website Assignment (Peer reviews due by end of day on 7/29) • Additional Excel Assignment	
	Start and complete exam on either July 29th between 12am and 11:59pm	
Final Exam	Must be started and finished within the timeframe above • Exam is 2 hours. • This is taken with Proctorio Extension in Chrome browser only.	

Course Polices

You are encouraged to access this course 3 to 5 times per week and not just on weekends. By doing so you will be able to actively participate, complete your assignments, and access announcements in a timely manner and avoid risk. **Time management is your best asset in this class and poor time management typically is the major reason grades can suffer in this online class.**

Code of Ethics

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.

Academic Integrity

Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. If you are caught committing an act of academic dishonesty such as **turning in someone else's assignment** or **copy/pasting from someone's assignment**, OR **sharing your work with others for their own use in completing an assignment** you will receive a zero on that assignment and the incident will be referred to Student Judicial Services for their investigation. Please note that while I would prefer to meet with you one on one to discuss this but due to the volume of students in this class and its online nature, we cannot meet with each offender so matters will simply be referred and handle between students in potential violation and SJS. For more on UT's policy of Academic Dishonesty and Cheating, following the link here: http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/

Students with Disabilities

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/. If you require accommodations outside of extended testing time you are required to discuss this with the professor

Academic Rigor, MIS 302F Workload, and Managing Deadlines

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 light" course and will require significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.

Late Assignments and Responsibility of Turning in Work Properly

Deliverables are due at designated times as outlined on the course schedule and in specific formats, all of which will be described in assignment criteria. To be fair and to get assignments graded and returned in a timely fashion, the deadlines are critical. Please turn things in correctly.

All of your work must be submitted *before* the deadline. For example, if an assignment is required by 11:59PM and you submit your work at exactly 11:59PM, your assignment will be considered late. Essays, Excel, or HTML Assignments submitted *after* the due date, *even 1 second after the deadline* will receive deduction equaling 50% of the max points of that assignment. (Example: Excel 1 is worth 50 points. If you turn it in late you will receive 25 points off the assignment grade you earn). After 24 hours past the initial deadline, these assignments will not be accepted for grading. For Unit Quizzes and Unit Assessments, no late work will be allowed, even 1 second later. TIP: Start work early and plan to turn it in at least a few hours early so you can manage issues like internet connectivity and computer crashing. ANOTHER TOP: PLEASE double-check your deliverables after you submit to ensure it's submitted correctly. *If your file is not submitted correctly, you will not receive full credit for the assignment.*

Course Outline

Unit or Assignment	Activities
Unit 1: Digital Economy and Disruptive Innovations	**Unit Readings** • Chapter 1 of Creative Destruction • Kodak (A) from your Harvard Business Review Coursepack **Unit Non-Graded Activities*** • Poll(s)
Unit 2: Software Ecosystem & Cloud	**Unit Readings** • Notes for the Microsoft Case • *Microsoft in 2005* from your Harvard Business Review Coursepack • Oracle vs. Salesforce.com from your Harvard Business Review Coursepack • Is Cloud Computing Really Ready for Prime Time? **Unit Non-Graded Activities*** • Poll(s) • Lesson 1 Practice Quiz • Exercise: Buy, Build, or Rent Software • Lesson 2 Practice Quiz
Unit 3: Platform-Based Competition	**Unit Readings** • Apple Inc. in 2010 from your Harvard Business Review Coursepack • Networks and Positive Feedback: How to Exploit Network Effects from your Harvard Business Review Coursepack • Strategies for Two-Sided Markets from your Harvard Business Review Coursepack **Unit Non-Graded Activities*** • Poll(s) • Lesson 1 Practice Quiz • Lesson 2 Practice Quiz
Unit 4: Emerging Technologies	**Unit Readings** • GE Case from you Harvard Business Review Coursepack • Goldman Sachs report about Blockchain **Unit Non-Graded Activities** • Polls
Unit 5: Communications Ecosystem	**Unit Readings** • Overview of Networking Notes • The Internet Technology-Developing Web Applications • Wireless World • Akamai Technologies from your Harvard Business Review Coursepack • Target Missed Signs of Data Breach • Security Threats • How does Secure Socket Layer (SSL) work? **Unit Non-Graded Activities*** • Poll(s) • Lesson 3 Practice Quiz
Unit 6: Search as a Business	**Unit Readings** • Intro to Adwords Keyword Match Type • Secret of Googlenomics: Data Fueled Recipe Brews Profitability • Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search from your Harvard Business Review Coursepack

Unit or Assignment	Activities
	Unit Non--Graded Activities* • Poll(s) **Unit Assessments** • Unit 5 Quiz • Unit 5 Interactive: Analytics
Unit 7: Databases	**Unit Readings** • Introduction to Databases • See Canvas for additional readings **Unit Non-Graded Activities*** • Poll(s) • Practice Quiz
Unit 8: Data Mining	**Unit Readings** • How Companies Learn Your Secrets • No. 1 Retailer in Britain Uses 'Clubcard' to Thwart Wal-Mart **Unit Non-Graded Activities*** • Poll(s) • Lesson 2 Practice Quiz
Unit 9: Social Networks	**Unit Readings** • The Power of Like: How Social Marketing Works • Factors to Consider when Evaluating Social Networks • Connecting the Dots: Tracking Two Identified Terrorists **Unit Non-Graded Activities*** • Poll(s) • Lesson 2 Practice Quiz
Unit 10: IT and Supply Chain Management	**Unit Readings** • Supply Chain Management Definitions • IT and Supply Chain Management: An Overview • How Digital is Your Business? **Unit Non-Graded Activities*** • Poll(s) • Lesson 2 Practice Quiz
Unit 11: Global Sourcing	**Unit Readings** • Made in the World • Services Offshoring: Service-Providing Occupations, Offshoring, and the Labor Market • Global Sourcing and Value Chain Unbundling • Procter & Gamble: Global Business Services (NT) from your • Harvard Business Review Coursepack **Unit Non-Graded Activities*** • Poll(s) • Activity: The Costs of Outsourcing • Activity: Kato's Kandy • Lesson 2 Practice Quiz • Lesson 3 Practice Quiz

*Although certain assessment activities are ungraded, you must complete them to activate the quizzes. This is outlined in your online course.