

THE STUDENT GUIDE TO MGT 2210 INFORMATION SYSTEMS & DIGITAL TRANSFORMATION

TYPICAL SYLLABUS

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INTRODUCTION

An introduction to management computing with a focus on the support of management functions through information technology. Students are introduced to database and spreadsheet applications.

Information and knowledge are now recognized as critical resources in the modern organization. Due to the dramatic progress of IT (e.g., computers, software, networks, mobile) over the last few decades, information systems now represent the central nervous system of most enterprises, and have become a crucial resource to ensure the competitive viability of almost any business. In fact, most organizations' value-creating strategies, products, and processes today entail significant reliance on information and information systems.

The purpose of this course is to introduce students to the foundations of the management, business value, and strategic importance of information resources and information technology, and provide them with the first steps towards becoming competent and IS-savvy managers.

RECORD OF CHANGES

Date	Description
A date	Original version of syllabus published

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LEARNING OBJECTIVES AND MEANS

OBJECTIVES

The course assumes no information technology (IT) or information systems (IS) specific knowledge, and aims to build such a knowledge base through lectures, discussions, assignments, and readings. The specific goals and objectives are:

- To define and analyze fundamental IT and IS concepts
- To help students understand the strategic role of IS in the modern business enterprise.
- To make students aware of current IS management issues and trends.
- To introduce several data management and analysis concepts / methods / tools (Excel, R, SQL)

MEANS

Various means are employed to encourage you to satisfy the learning objectives of the course.

MATERIAL TO REVIEW BEFORE CLASS MEETINGS

You must review assigned material before each class meeting in order for the class to get the most out of meeting activities. All assigned material will be in the text or available through the learning management system (LMS), Lynda, the Library, or the Web.

MEETING ACTIVITIES

A mixture of lectures, discussions, assignments, and readings will be used to accomplish the course objectives. Class sessions will be interactive. Students are expected to contribute to class discussion with questions, comments, new perspectives, and their personal experience.

QUIZZES AND TESTS

From time to time, quizzes and/or tests will be given in class. Unless otherwise noted, all of them are closed-book, closed-note—your own work only.

HOMEWORK

Homework assignments will be given to help you develop certain IT skills. Due dates and times are given in the assignment on T-Square. All homework must be turned in via T-Square. In this class, collaboration on homework is not allowed. Each student must turn in their own work.

FINAL EXAM

The final exam is closed-book, closed-note--your own work only.

RESOURCES

REQUIRED TEXTS

Gallaugher, John (August 2016), *Information Systems: A Manager's Guide to Harnessing Technology*, Version 5.0, Flatworld Knowledge (eISBN: 978-1-4533-7575-4), which is available in several formats. Any of them is acceptable:

- Digital (*immediate access*)
 - Study Pass (access only online)
 - Digital All Access Pass (access online, offline, eBook formats, chapter PDFs)
- Paperback (BW or Color) - with complimentary online access

Link to purchase: <http://students.flatworldknowledge.com/course/2545895>

REQUIRED OTHER RESOURCES

- Access to *Microsoft Excel*. If you don't have this on your computer, you can access it through the VLab. You can access this by visiting site <https://mycloud.gatech.edu>. Log on with your normal credentials. Download software if requested. Once the software is installed, click on CoB-Lab2014-Remote (or something similar.) Then use the start button to find Visio as you would any program in Windows.
- Access to *R* and *R Studio*. Instructions for downloading and installing this free software will be provided in class.
- Access to *MySQL*. Installing XAMPP is an easy way to get access to MySQL and some other software that makes it easy to deal with tables. Instructions for downloading and installing this free software will be provided in class.

RECOMMENDED OTHER RESOURCES

- *Excel 2013 Essential Training with Dennis Taylor*. Access the training on-line through <http://lynda.gatech.edu>. You will need to log in with your Georgia Tech credentials either on-campus or through the VLAN.
- *Learning R with Barton Poulson*. Access the training on-line through <http://lynda.gatech.edu>. You will need to log in with your Georgia Tech credentials either on-campus or through the VLAN.
- *Data Wrangling with R with Mike Chapple*. Access the training on-line through <http://lynda.gatech.edu>. You will need to log in with your Georgia Tech credentials either on-campus or through the VLAN.
- *MySQL Essential Training with Bill Weinman*. Access the training on-line through <http://lynda.gatech.edu>. You will need to log in with your Georgia Tech credentials either on-campus or through the VLAN.

POLICIES AND PROCEDURES

ACADEMIC HONESTY/HONOR CODE

The Georgia Tech Honor Code is in force. The complete text is on the Honor Advisory Council website: <http://www.honor.gatech.edu>.

You are expected to be aware of actions that constitute cheating, fabrication or falsifications, multiple submissions of essentially the same work for different classes, plagiarism, and complicity in academic misconduct. Note that academic misconduct includes, "Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations indicating authorship," (plagiarism). Suspected cases of academic misconduct are investigated by the Office of Dean of Students.

OFFICIAL COMMUNICATIONS

Both T-Square and the class email distribution list are used to post information on class changes, upcoming assignments, grades, etc. Communications will be sent to the Georgia Tech student email (that ends in @gatech.edu) that is assigned to you by the Institute. It is your responsibility to have the Georgia Tech email account active and to receive and regularly read messages written to that address. If you do not use your Georgia Tech email address, you should have your GT email forwarded to an account that you check several times each day and make sure it is not filtered as spam.

PREPARATION FOR EACH MEETING

You are expected to have completed any required reading, writing, viewing, listening, problem-solving, and evaluation assigned for a meeting *before* the meeting takes place.

CONDUCT DURING MEETINGS

- Arrive on-time.
- Under no circumstances cross in front of the podium during class. Enter or exit through the back door, if there is one, or the nearest door.
- Bring your *laptop of smartphone for answering questions*, your book, some paper, and a writing tool.
- Practice building up your resistance to the emotional imperative of constant contact. It will serve you well in the future. Do not text in class—nothing is happening that can't wait until the end of class.
- Laptops or tablets are required for some in-class work and may be used to take notes, although taking notes by hand works better. However, you might be dismissed from a meeting or denied points for any clicker quizzes given that day for using an electronic device (e.g. laptops, mobile phones, PDAs, etc.) during a meeting for a purpose not directly related to work assigned during that meeting. Do not surf the web during class unless it's related to a class activity in this class.
- Refrain from chit chat with your neighbors.

Infractions may cost you participation points for the day.

During certain activities, use of any electronic device will be *forbidden*, including for talking, texting, web surfing. Exceptions will be identified by the instructor when appropriate. When in doubt, the answer is “no”.

EARLY/MAKE-UP WORK

There is no early or make up work for any assignment or activity of the class. Late work, if accepted, must be late because of significant events beyond the student's control such as an Institute-approved absence, death in the immediately family or an emergency medical procedure. See provision for “excused absences” for circumstances under which late work *might* be accepted.

EXCUSED ABSENCES

Excused does not mean “good” and *unexcused* does not mean “bad”. Participation in official Institute activities as an athletic event as a member of the team or staff, or representing the Institute as part at a competition or conference, or a mandatory military deployment, or hospitalization, or attending the funeral of an immediate family member are excused.

If you will miss class due to participation in *approved Institute activities* (such as field trips and athletic events; see <http://www.catalog.gatech.edu/rules/4/#> for the institute absence policy), you must contact the instructor *beforehand* in order to be excused from attending

Absences for foreseeable events, personal choices, and “things that just happen” are *not excused*. Being ill, doctor appointments, interviews, incarceration, weddings, family vacations, conflicts with part- of full-time work needs, activities in other classes, research activities, and participation in other extracurricular activities are *not* excused.

Participation points for unexcused absences cannot be made up. It is up to you to not to miss other opportunities to earn participation points.

ACCOMMODATIONS FOR DISABILITIES

If you have an accommodation form, accommodations will begin *after* you present the form, provided there is time to make it. Disabilities not recognized and on-file with the Institute will not be accommodated. In no case will last minute or retroactive accommodations be made, for example in response to an email a few days before a test for a condition that existed when the term began.

Should a new disability be identified during the term, the instructor will work with ADAPTS to accommodate the needs of the student from that time forward.

Other accommodations, for example those allowed under the ADA for documented conditions, *might* be granted in the class if they do not interfere with the normal conduct of the class, such as the posing of daily questions and quick provision of feedback.

CHANGES TO THIS DOCUMENT

Changes to any part of this document may be made to reflect changing situations. They will be announced in class or via email and posted on-line.

SCHEDULE OF MEETINGS AND ASSIGNMENTS

This class meets **TTh 8:05am – 9:25am in Scheller 224**. The schedule, presented in Table 1, is subject to change. Changes will be announced in class and on the course website in T-Square.

Abbreviations:

- G: Gallagher (the required text)
- E: Excel Lynda Video
- S: SQL Lynda Video

Table 1. Schedule of Meetings and Assignments

Seq	Date	Day	Prep	Topics	Due	Notes
1	1/10	Tue	Bring yourself	MGT 2210 Intro, Personal Intros, IS Overview		
2	1/12	Thu	G 1.1-1.3	Organizational IS Part 1		
3	1/17	Tue	G 13.3-13.4, 13.6	Organizational IS Part 2, Intro to Excel Part 1a-Editing Formulas, Cell References, Functions, IFs		
4	1/19	Thu	E 3, 10	Intro to Excel Part 1b-COUNT functions, Pasting, SUMPRODUCT, and VLOOKUP		
5	1/24	Tue	E 14, 13 (data tables)	Intro to Excel Part 2-INDEX MATCH and 2-variable Data Tables, Intro to Excel Part 3- Filters, Pivot Tables, and Slicers	SQ1	
6	1/26	Thu		Value Creation and Strategic IS-a, Value Creation and Strategic IS-b		
7	1/31	Tue	G 4	Netflix Part 1, Netflix Part 2	HW1	
8	2/2	Thu	G 2	Value Creation with IS Part 1, Value Creation with IS Part 2a		
9	2/7	Tue	G 3	Sustainable Competitive Advantage through IS, Zara Fast Fashion from Savvy Systems		
10	2/9	Thu	G 12	Rent the Runway Designer Fashion as a Service, M1 review	HW2	
11	2/14	Tue			M1	
12	2/16	Thu	G 7, Install R and RStudio	Business Intelligence and Analytics - Association Rules & R		Insts. and links will be provided
13	2/21	Tue		Business Intelligence and Analytics - Decision Trees & R		M-F EC opp.
14	2/23	Thu	G 16	Internet, Information Economics		M-F EC opp.
15	2/28	Tue	G 8	E-Commerce, Network Economics - Network Effects	HW3	
16	3/2	Thu		Network Economics - Platforms & Ecosystems		
17	3/7	Tue	G 10	Network Economics - Platform Simulation, Crowdsourcing & The Sharing Economy	SQ2	
18	3/9	Thu	G 9, 18	Web 2.0, Online Search and Advertising-- Google		
19	3/14	Tue		Freemium, M2 Review		Drop Day 3/15
20	3/16	Thu			M2	
	3/21	Tue				SPRING BREAK

	3/23	Thu				SPRING BREAK
21	3/28	Tue		Relational Database Design Principles		
22	3/30	Thu		Normalization of Relational Databases		
23	4/4	Tue	S 2 through WHERE, Install XAMPP	Basic SQL Queries		M-F EC opp., XAMPP insts. and links will be provided
24	4/6	Thu	S 2 through WHERE, G 5.1-5.4	SQL Queries involving Multiple Tables, SQL Aggregate Functions, Moore's Law E-waste and Green IT	HW4	M-F EC opp.
25	4/11	Tue	G 14-1-14.5, G 7.4, 14.6-14.13	Open Source, Cloud Computing		
26	4/13	Thu	G 11	Facebook and the Social Graph	HW5	
27	4/18	Tue	G 17	Security Privacy & Ethics	SQ3	
28	4/20	Thu		Security Privacy & Ethics		
29	4/25	Tue	Bring yourself	Course Recap, Fill out Evaluations		Final Instructional Day
	5/4	Thu			FE	2:50 - 5:40 PM

EVALUATION OF DEMONSTRATED KNOWLEDGE AND SKILLS – COURSE GRADES

Table 2 displays the criteria upon which the course grade is based and the weight of each criterion.

Table 2. Weights of Assignments

Criterion	Points	Comment
Short Quizzes (SQ)	60 pts	<p>There will be several short quizzes. The objectives for them are:: 1) for students to gauge how well they are progressing through the course material; 2) for the instructor to assess how the class is doing, and how well each topic is being assimilated; and 3) to provide students with timely feedback.</p> <p>Everything taught in class (excluding material taught the day of the topic quiz) and everything in the assigned readings is fair game. Before each topic quiz, you will be informed in class and via T-square or email of what lectures and readings you should be familiar with. All topic quizzes are closed book and closed notes, unless otherwise mentioned by the instructor.</p>
Daily participation (DP)	135 pts	<p>Class participation will be evaluated through near-daily multiple choice questions interspersed throughout the meeting. These will be drawn from assigned reading for the day and from material covered during the day. 1 point is given for each answer attempted. 2 points are given for each correct answer. Up to 6 points may be earned during a given day no matter how many questions are asked.</p> <p>If there is no record of your having attempted to answer questions, no points will be given even if you were present.</p> <p>Only 120 points are required to receive the maximum class participation score and <i>there is no additional credit for points over 120.</i></p>
Homework (HW)	250 pts	<p>There will be several homework assignments throughout the course. Each will be handed out a week before it is due. All submissions must be in electronic form submitted via the "Assignments" tab in T-square. Acceptable file formats will be communicated for each assignment. More instructions will be given along with the assignments.</p> <p>No collaboration is accepted among students. Unauthorized collaboration is considered cheating and will result in penalties.</p>
Tests (M, FE)	555 pts	<p>There will be 2 midterms (M) @ 165 points each and 1 final (FE) @ 225 points. Each is designed to test your understanding of the material and the analytical skills developed throughout the semester. Tests are not cumulative.</p> <p>The tests given during the class part of the term will be given during regular lecture time and will last 90 minutes. The last test is given during the final exam period. For that reason, the number of questions in the final exam will be greater than that in the midterm tests and the weight of the last test will be higher.</p>

		<p><i>Everything taught in class, everything on the slides, and everything in the assigned readings is fair game unless otherwise specified by the instructor.</i></p> <p>All tests are closed book and closed notes.</p> <p>You will be informed by the instructor if you need to bring calculators. You may not use cell phones, PDAs, or laptops as calculators during exams.</p> <p>You can check your final exam date and time at http://www.registrar.gatech.edu/students/exams.php</p>
Total	1,000 pts	Note: If the total number of points offered during the term is not 1,000, your grade will be computed on the basis of percent of points offered. In any case, the total points offered will not be far from 1,000.

EXTRA CREDIT

Extra credit of *up to 35 points may be offered at the instructor's discretion.*

CONVERSION OF FINAL GRADE SCORE TO LETTER GRADE

Final Grade Score = TQ Score (top 2 of 3) + HW Score (5 assignments) + Test Scores + Clicker Quiz Score (up to 120 points)

Rounding: Final Grade will be adjusted to the closest integer percent. For example, 89.6% (or 896 points) = 90% while 89.4% (or 894 points) = 89%.

- A 895 pts – 1,000 pts above 90% with rounding
- B 795 pts – 894 pts 80-89% with rounding
- C 695 pts – 794 pts 70-79% with rounding
- D 595 pts – 694 pts 60-69% with rounding
- F 000 pts – 594 pts 0-59% with rounding

Note: If the total number of points offered during the term is not 1,000, your grade will be computed on the basis of percent of points offered. In any case, the total points offered will not be far from 1,000.

Students taking this course on a pass/fail basis will be assigned an "S" only if they would have received the grade of "C" or better if they had enrolled in the course on a regular letter-grade basis.

Posted Letter grades are FINAL unless the instructor failed to record a grade correctly or made a math error. Unfortunately, some students always miss a higher grade by a few points no matter where the line is drawn. However, no arbitrary adjustments will be made once all the scores are in.