

Course Syllabus

MIS 6204.011

School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section MIS 6204.011
Course Title INFORMATION TECHNOLOGY AND MIS FUNDAMENTALS
Term and Dates Fall 2012 (Aug. 27 – Oct. 20, first 8-week)

Professor Contact Information

Professor Dr. Sumit Sarkar (Professor, MIS)
Office Phone 972-883-6854
Email Address sumit@utdallas.edu
Office Location SOM 3.422

Course Pre-requisites, Co-requisites, and/or Other Restrictions

No

Course Description

The course provides students with the necessary background to understand the role of information technology in organizations, and how to manage such technologies. Topics include: IT strategy, IT architecture, database and data warehousing technology, search technology, data communication and networks, IT security, business process management, and valuation of IT projects.

Student Learning Objectives/Outcomes

Students will demonstrate their understanding of the role of technology on businesses through discussion of cases, quizzes, and a final examination.

Required Textbooks and Materials

Required Materials: HBS Case book:

Articles (one):

1. Strategy and the Internet (by Michael E. Porter), #6358

Cases (five):

1. Capital One Financial Corporation (2001) #9-700-124
2. Akamai Technologies (2010) #9-804-158
3. Air France Internet Marketing (2009) KEL319
4. Oracle vs. salesforce.com (2006) #9-705-440
5. Airbnb (A) (2012) # 9-912-019

Recommended:

Management Information Systems, edition 10eth, by O'Brien and Marakas, ISBN: 978-0-07-337681-3.

I recommend this book for those of you who have no prior formal exposure to information systems. The book can serve as a handy reference for various IS-related concepts discussed in this class.

Textbooks and some other bookstore materials can be ordered online through [Off-Campus Books](#) or the [UTD Bookstore](#). They are also available in stock at both bookstores.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience. Please review the important [technical requirements and the web browser configuration information](#).

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Course Access and Navigation

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login at <http://elearning.utdallas.edu>. Please see the [course access and navigation information](#).

To get started with an eLearning course, please see the [Getting Started: Student eLearning Orientation](#).

UTD provides eLearning technical support 24 hours a day and 7 days a week. The improved services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

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Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. Please see more details about [communication tool information](#).

Interaction with Instructor: I will communicate with students mainly using the course discussion fora. Students may send personal concerns or questions using the course Email tool. I or the TA will reply to student emails within 3 working days under normal circumstances.

We will use Discussion board for online asynchronized discussions on cases.

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Student Resources

The following university resources are available to students:

UTD Distance Learning: <http://www.utdallas.edu/elearning/students/cstudents.htm>

McDermott Library: Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distlearn/disted.htm>.

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Student Assessments

Grading Information

The weight for cases assignments, quizzes, tests, and class participation are as shown.

- Assignments (group): 20%
- Quizzes: 30%
- Class Participation (Online Case discussions): 15% (Best 3 out of 5)
- Final Exam: 35%

In previous semesters, I have found some students have provided valuable discussions outside of the graded case discussions. For example, some students have provided detailed and pertinent answers to other students' questions. In other cases, students have brought to the attention of the class interesting new developments on topics relevant to the course. I will award up to 5 bonus points for such contributions to discussions outside of the graded cases.

Accessing Grades

Students can check their grades by clicking "My Grades" under Course Tools after the grade for each assessment task is released.

Course Policies

Make-up exams

Make-up exams and quizzes will not be allowed without prior permission.

Late Work

Students are required to submit all assignments on time.

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board activities and group projects.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university commits to provide a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Course Requirements

1. Required readings

- Relevant articles in the HBR case book
- Additional readings as posted

2. Group Assignments

There will be group assignments in this course that will involve preparing reports for Cases 2 and 3 (Cases 1, 4 and 5 will involve online discussions only). Students will be assigned to groups by the instructor.

Groups will be assigned by the instructor at the beginning of the class and will be announced under Announcements. A private discussion area will be set up on the discussion board for internal group communications. A group chat room can also be created for each group to use. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see [communication tool information](#) for instructions on making a reservation and other web conference information.

All group assignments will be submitted electronically using the eLearning assignment tool on the course site. One group member can submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). Please refer to the Help menu for more information on using this tool. **Please note:** each assignment link will be deactivated after the assignment due time. After your submission is graded, you may click each assignment's "Graded" tab to check the results and feedback.

3. Participation/Class Discussions

Participation in online discussion fora are an important component of this course, and substitutes for in-class discussion. Your participation in these discussion fora will be graded for class participation points. Your participation will be rated by the quality of your messages and their relevance to the topics under discussion. You will be rewarded for responding to my

questions, for answering your fellow students' questions, as well as, for asking relevant questions that brings to the classes attention issues that are important to this course.

4. Online Quizzes and Exam

There will be two quizzes and a final exam. Both quizzes will have only multiple-choice questions. **Quiz 1** includes material covered in Lectures 1- 4 and **Quiz 2** includes material covered in Lectures 5a – 7b. The **final exam** will be comprehensive and include both multiple choice and discussion questions. The Quizzes and the Exam will be conducted online. You can take the quizzes and the exam at your convenient time during the scheduled time window. See schedules below. The tests will be timed and can only be accessed and completed one time.

You can access quizzes/exams by clicking the Assessments link on the course menu or see the quiz/exam icon on the designated page. Please read the on-screen instructions carefully before you click “Begin Assessment”. After each quiz is graded and released, you may go back to the Assessments page and click “View All Submissions” to review your exam results after the exam has been graded.

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Academic Calendar / Class Schedule

Week #	Topic	Deliverables
<u>1 (08/27)</u>	<u>Introduction, Systems Concepts (L1)</u>	Case 1: Capital One Online Discussion: 08/31 (Fri) – 09/01 (Sat)
<u>2 (09/03)</u>	<u>Information Systems for Strategic Advantage (L2, HBS Article 1)</u>	Case 2: Akamai Report due: 09/08 (Sat), 11:55PM Online Discussion: 09/09 (Sun) – 09/10 (Mon)
<u>3 (09/10)</u>	<u>IT Architecture and the Internet (L3, L4)</u>	Quiz 1: Available 09/14 (Fri) 2:00PM – 09/16 (Sun) 11:55PM
<u>4 (09/17)</u>	<u>Databases and Business Intelligence (L5, L5b, L5c-BI)</u>	Case 3: Air France Internet Marketing Report due: 09/22 (Sat), 11:55PM Online Discussion: 09/21 (Sun) – 09/22 (Mon)
<u>5 (09/24)</u>	<u>Web Publishing and Search (L6) Data Communication (L7a, L7b)</u>	Case 4: Oracle vs salesforce.com Online Discussion: 09/29 (Sat) – 09/30 (Sun)
<u>6 (10/01)</u>	<u>Valuation of IT Projects (L8) Business Process Reengineering (L9)</u>	Quiz 2: Available 10/05 (Fri) 2:00PM – 10/07 (Sun) 11:55PM
<u>7 (10/08)</u>	<u>IT Security and Privacy (L10)</u>	Case 5: Airbnb (A) Online Discussion: 10/11 (Thur) –10/13 (Fri)
	<u>Exam</u>	Exam Available Oct 18 (Thur) 4PM – Oct 20 (Sat) 4PM

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Scholastic Honesty

The university has policies and procedures regarding scholastic dishonesty. Each student is individually responsible for the integrity of their own and their group's work. Unless explicitly stated otherwise, each homework assignment is an individual assignment and does not permit cooperation between students. In any assignment (group or individual), if part of the submitted work relies on other people's work, this has to be stated clearly in each instance and a proper reference has to be provided. Not giving proper credit to others' work constitutes plagiarism and is a serious violation of the University's honor system. Similarly, turning in the same work for credit in two different courses constitutes fraud and is also a serious violation of the University's honor system.

Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. 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 such dishonesty harms the individual, all students and the integrity of the university, policies on scholastic dishonesty will be strictly enforced.

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Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please look for the course evaluation link on the course Home page towards the end of the course.

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University Policies

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:
The University of Texas at Dallas, SU 22
PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the

instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean. (http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)

These descriptions and timelines are subject to change at the discretion of the Professor.

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