



**Course:** ITSS 3300.501 – Information Technology for Business  
**Instructor:** John Young  
**Term:** Spring 2024  
**Meetings:** Thursdays, 7:00 PM to 9:45 PM CT  
**Classroom:** JSOM 2.714

## Contact Information

**Email:** [john.young@utdallas.edu](mailto:john.young@utdallas.edu)

**Office Location:** JSOM 3.604 (Adjunct Office) or virtually on Teams

**Office Hours:** Thursday, 6:00 PM to 6:45 PM CT *by appointment only*

## Course Modality & Expectations

The course will be taught using the traditional in-class modality in the assigned classroom at the assigned time. You are expected to read this syllabus in its entirety and abide by the rules and guidelines given. Failure to do so will negatively affect your grade and create unnecessary friction. Please follow my rules, or in the words of *South Park's* Thumper, aka Super Cool Ski Instructor, *you're gonna have a bad time.*

## Prerequisites

There are no prerequisites for this course. This is a third-year undergraduate level course, so for all you freshmen who were advised to take this class, my apologies for being thrown into the thick of it. But fear not—we'll get you through this. That said, the instructor assumes student knowledge of fundamentals in business areas such as accounting, finance, marketing, human resources, and operations, as well as general computer knowledge. It is assumed each student owns or has access to a computer.

## Course Description

This course examines key business processes in organizations and how information systems (IS) support the execution and management of these processes. The course also focuses on using information technology and information systems to support decision-making, thus blending technical and managerial topics. Students will be exposed to principles of information technology and information systems and work directly with a variety of information systems tools and techniques (3 semester hours).

Specific course objectives are as follows:

1. Describe and model key business processes and apply knowledge of information technologies to support operational and strategic business processes.
2. Apply information systems visualization, spreadsheet, and analytics software to solve business problems.
3. Understand core IS concepts within an organization, such as data management, information technology, enterprise systems, information systems management, and business intelligence that enable students to relate information systems to their field of study.
4. Describe the evolving nature of IS and IT and their role in today's organizations.
5. Specific topics: IS Careers; Business Processes and Relationship to IT; Enterprise Systems; Information Systems Development; Information Systems Management; Data Management; Business Intelligence; Information Systems Security; Business Process Modeling; Microsoft Excel; SQL; Tableau.

## Text & Technical Resources

We will be using the first edition of *IT for Business: A Student's Guide to the Technology of Business* by yours truly. **This is a required text. You must do the reading assignments in order to pass the class.** The book may be purchased directly from the publisher, Cognella, using the following link: <https://store.cognella.com/83515-1B-001>. It will not be carried in the campus bookstore, so you should order early to ensure you have the book before the beginning of class as you will have a reading assignment (chapters 1 & 2) due for the first class.

Additionally, some activities will require access to Microsoft Office 2016 (or above) or Microsoft Office 365 applications, including Word, PowerPoint, Excel, and Access. Students not already having Microsoft Office or Office 365 may purchase a student license from the UT Dallas Tech Store at <http://utdtechstore.com/utdtechstore/>. It doesn't matter whether you select the Home, Student or Professional version; all are adequate for completing the required assignments. All assignments must be done in Microsoft applications; also, if using Microsoft Office for Mac, you must have the latest version (at least v16.43). While Chromebooks and tablets are fine for notetaking, I strongly advise not doing your assignments on them as they lack the necessary features to complete the work.

For students owning Apple personal computers, visit the McDermott Sonora Lab in the basement of the library. There you can have software added to your computer to enable you to run Excel and other Office applications on your Apple computer. There may be a fee for this additional software. A word of caution—many of the applications we'll use in this class run differently on Macs. You can do all the assignments using a Mac, but there will be challenges. All instructions will be geared toward Windows-based computers. As such, if you're not particularly adept at using your Mac, you might be better off using a Windows-based computer for the assignments. Otherwise, Google is your friend.

Some assignments will require students to acquire student or trial licenses for software used in class and on assignments. Please do so before the demo workshop for that assignment.

Students are responsible for acquiring or using appropriate and usable technical tools. If your personally-owned devices and technology tools are not compatible with the needs of this course, especially for assignments, students should use the computers available in the JSOM computer labs.

## Lecture Preparation

Students should prepare for lectures by reading the assigned material and completing homework assignments prior to class. Did I mention that you won't pass the class without reading the assigned reading? Thus, all reading assignments in the class calendar are supposed to be read before the lecture on the given topic.

## Lecture Guidelines

You're expected to show up on time prepared, meaning you did the assigned reading and completed any assignments. Cellphone use is prohibited during class except to take photos of the lecture slides. Likewise, using your computer for purposes other than taking notes during lectures is prohibited. If I see you grinning at your screen when I haven't said anything particularly amusing, you'll be required to take handwritten notes (meaning bring pen and paper), or be told to leave the class and be given an unexcused absence. If your conversation is loud enough that I become aware of it (and I'm practically deaf), you'll be told to leave and be given an unexcused absence. Not to be a jerk about this, but you've got one job—*do it*.

## Attendance, Assignments, Grading & Participation

**Attendance:** Come to class or you won't pass. Attendance is graded and worth 20% of your overall grade. All medically-related excuses for absence must be accompanied by a doctor's note or I won't excuse the absence. All other excuses for absence must be 1) accompanied by evidence, and 2) delivered before the absence if it's a planned absence. If you're in an accident on the way to school, I need an accident report and pictures to excuse it.

You receive one "grace day" in the semester where you automatically receive an excused absence. In order to be eligible to receive a grace day, you must declare the absence and grace day *prior* to the absence. You can use this grace day for any reason or no reason at all, although I suggest you save it for foreseeable reasons. Good reasons to save it include:

- You're a practicing Muslim and you want to attend the feast on Eid Al-Fitr.
- You're an observant Jew and you want to attend the Passover seder.
- You're a practicing Hindu and you want to attend a Diwali festivity.

That said, don't expect an excused absence for a religious holiday when you've already taken a skip day, so plan accordingly. If you receive two or more unexcused absences, a 15% penalty will be applied to all assignments, retroactively and those upcoming.

Also, please note that unless the University closes, we will continue to have class in person. Unless it's of biblical proportions, rain is never an excuse to skip class and stay home.

Tardiness is frowned on. Showing up late or leaving early without prior consultation with the instructor will result in your name being stricken from the roll and you'll receive an unexcused absence.

**Assignments:** Unless otherwise specified, all assignments are *individual* assignments—you may not work on the assignment with others, nor seek outside assistance. To do so is academic dishonesty, which will be punished. There are five graded assignments, each worth 20 points. These assignments will cover the fundamentals of business process modelling, Excel, SQL, and Tableau via workshops, as well as an AWS project. The instructor retains the right to add or remove graded assignments as he sees fit.

You will have one week in which to complete an assignment. Assignments are due by the start of class. Assignments must be turned in using the file format the assignment was given using your UTD email address. For example, if the assignment was given to you as a Microsoft Word document, you must submit a Microsoft Word document. PDFs will not be accepted or graded, nor will work turned in using Apple, Google, or other file formats be accepted or graded.

All assignment files must be turned in using the correct naming convention. That convention is as follows:

- Section – First Initial – Last Name – Assignment Identifier

Examples:

- 501JYoungSQL.docx
- 501JYoungTAB.docx & 501JYoungTAB.twb
- 501JYoungBPM.docx
- 501JYoungXLS.xlsx

I shouldn't have to say this, but there's always that one kid... *use your own first initial and last name*. The email subject line should also match the assignment file name. Failure to adhere to this naming

convention will result in a 15% penalty on the first offense; all subsequent assignments not named correctly will not be graded and you will receive a zero.

You must attach assignment files to the email you're sending to submit the assignment. I will not accept links, except for the AWS assignment, of course. This means if you're using Office 365 online through the school, you must first download the file to your computer and then attach the file to your email message. Assignments turned in as links will not be graded and you will receive a zero.

**Grading:** There is a maximum of 500 points to earn. That said, there is an opportunity to earn bonus points throughout the semester, which we'll discuss under Participation, so in reality, there is a maximum of 520 points. That said, your grade is calculated against the 500-point maximum.

Grade Component	Grade Points	Percentage of Grade
Attendance	100 (8.33 points x 12)	20.0%
BPM Project	20	4.0%
AWS Project	20	4.0%
SQL Project	20	4.0%
Excel Project	20	4.0%
Tableau Project	20	4.0%
Exam 1	100	20.0%
Exam 2	100	20.0%
Quizzes	100 (20 points x 5)	20.0%
<b>Total</b>	<b>500</b>	<b>100%</b>

Letter grade scoring is as follows:

Final Point Total	Letter Grade
97.00 to 100.00	A+
93.00 to 96.99	A
90.00 to 92.99	A-
87.00 to 89.99	B+
83.00 to 86.99	B
80.00 to 82.99	B-
77.00 to 79.99	C+
73.00 to 76.99	C
70.00 to 72.99	C-

67.00 to 69.99	D+
63.00 to 66.99	D
60.00 to 62.99	D-
< 60.00	F

Note the grading is done to two decimal places, so please don't ask me to round your grade up unless you're sitting at a x.95 or better. Students with majors in the SOM need a C- (70%) or better to pass. Your grades in eLearning reflect points, not percentages. Please don't email the instructor around the midterm saying something like "*I've attended every class and yet I only have a 50 on my attendance!*" I've only got so much time left on this earth and I don't want to waste it responding to a demonstration of a lack of critical thinking skills.

You'll see we have two tests, a midterm and final, each worth 100 points. Each exam is 50 questions, true/false. You will have 50 minutes to complete each exam, and they are closed-book, closed-note exams. Exams will be administered electronically *in class* on the days noted in the calendar via eLearning. As such, please ensure you bring your computer to class on the exam dates. You must advise the instructor at least one week (seven calendar days) in advance if you're not able to take the exam on the scheduled date. Excuses which will be dismissed outright include, but are not limited to, "*my grandmother is sick,*" "*my brother is getting married,*" and "*my parents scheduled this vacation.*" You have access to the same academic calendar I do, as well as this syllabus, so if you're not communicating with your family or employer about the need for you to be here on the exam dates, that's on you. If you miss the exam entirely (and it's happened), there is no make-up exam; you will receive a zero.

You'll also see we have five quizzes, each worth 20 points. These quizzes will be five questions, true/false. You will have 10 minutes to complete each quiz, and they are open-book quizzes, but you may not use your notes or other outside assistance. These quizzes may be administered *outside of class* via eLearning at a prescribed time, or in class at the instructor's discretion. As such, you are highly encouraged to bring your book to class in case I decide to administer a quiz in class on that day. Quizzes will be announced at the start of class, so they are, in effect, pop quizzes. The page numbers cited in the quizzes correspond to the physical page numbers of the book, not the eReader page numbers. If you miss taking a quiz for any reason, you will receive a zero, so please ensure you're using a working computer with good internet access before you start, as forced completion is enabled.

**Participation:** Participation and performance go hand-in-hand, and in the "real world" of business, performance is often rewarded by a bonus. Students have the opportunity to earn bonus points by answering questions in class. Whether a question is worth bonus points is up to me. Bonus points may also be awarded based on individual and team performance. Bonus points are capped at 20, will be given at the discretion of the instructor. Bonus points may be deducted or eliminated entirely in cases of excessive unexcused absence (one or more beyond your grace day) or at the instructor's discretion. Bonus points are my way of giving you a boost for good performance, but no one is *entitled* to bonus points.

### Miscellaneous Course & Instructor Policies

The following policies describe how the course will be managed. Situations and issues not covered will be resolved at the discretion of the instructor. Changes to policies will be posted in syllabus updates on eLearning under the assignments section. Students will be notified via eLearning announcements when syllabus changes occur.

**Late Work & Make-Up Assignments:** All assignments are due on the date by the instructor, regardless of what is marked in the syllabus (so you actually need to pay attention in class). As mentioned earlier, due dates are typically one week after the assignment is made, but dates may vary at the instructor's discretion. Assignments are always due by the start of class, not by the end of the day. Email timestamps based on the instructor's receipt of the email governs whether an assignment is on time or late. Point penalties will be applied to late work as such:

- 7:01 PM to 7:15 PM CT: 2 points (10%)
- 7:16 PM to 7:30 PM CT: 4 points (20%)
- 7:31 PM to 11:59 PM CT: 6 points (30%)
- After 11:59 PM CT: 20 points (100%--don't bother)

There is no make-up work or extra credit work available. Like much of life, you get one chance to get it right.

**eLearning:** eLearning will be used for announcements, class content and the recording of scores and grades. Please read the announcements before contacting the instructor to ensure the answer to your question isn't already covered by an announcement. Please note that grades will be updated in eLearning at the instructor's discretion, but will generally be fully updated prior to the midterm and final so you know where you stand going into the exams. Please don't submit assignments or send correspondence via eLearning; *everything* is done through UTD email.

**Instructor Response Policy:** For any questions for which you are expecting a formal (actionable) response, you must submit the question in writing from your UT Dallas email to the instructor's or TA's UT Dallas email. Neither the instructor nor the TA bears any responsibility for questions submitted orally (e.g. after class or in the hallway). The instructor/TA will typically respond to all student emails within 48 hours or less (excluding holidays and weekends).

**Requests for Grade Review:** Occasionally errors are made in grading or there's a difference of opinion when it comes to whether an answer is correct. In those instances, you may request a grade review from the instructor. Grade reviews will only be entertained if they are made in writing via UTD email to the instructor (not the TA) within one week of receiving the graded assignment back from the instructor or TA; those requests made beyond the one-week deadline will be denied. If the assignment was graded by the TA, you must present the graded assignment in your request or the grade will not be reviewed. The instructor is under no obligation to accept amended assignments even if submitted before the deadline, so take care in ensuring your assignment is complete and accurate before turning it in to be graded. Also, please exercise good judgment when requesting a grade review; unless you're on the edge of passing/failing, quibbling over a point is, well, pointless.

### General UT Dallas Policies

For information regarding general University policies and procedures, see <https://go.utdallas.edu/syllabus-policies>. These policies include the following:

- Technical Support
- Field Trip Policies, Off-Campus Instruction and Course Activities
- Student Conduct and Discipline, Academic Integrity, Avoiding Plagiarism
- Copyright Notice
- Email Use
- Withdrawal from Class
- Student Grievance Procedures
- Incomplete Grade Policy
- Disability Services

- Religious Holy Days

## Academic Integrity

The University is committed to academic excellence, expects academic honesty from all members of the University community and believes that it is essential for academic excellence and integrity. Academic honesty includes adherence to guidelines established by the instructor in a particular course. I want you to succeed, and I encourage you to *study* together. However, *at no point should you:*

- Discuss your assignments with others prior to submission.
- Work with anyone else on an assignment, quiz, or test. All work in this class is individual.
- Share your work, or any part of your work, with fellow classmates.
- Share your work with fellow UTD students.
- Share your work on *any* website.
- Copy work of another, in part or whole, regardless of source.

It takes a lifetime to build trust and your good name—and *an instant to destroy it*. If you get that, welcome to ITSS 3300; I look forward to spending the semester with you sharing my profession and the insights gained from 20+ years working in the field. If you think a good grade is worth taking ethical shortcuts, drop my class now. For those on the fence, let me be *exceedingly clear*:

**WORKING WITH OTHERS, SHARING, COPYING, OR OTHERWISE REPRESENTING THE WORK OF OTHERS TO BE ONE'S OWN, IS PLAGIARISM AND/OR COLLUSION. RECEIVING UNAUTHORIZED AID ON AN ASSIGNMENT OR TEST, OR USING SIMILAR PAPERS OR OTHER WORK PRODUCTS TO FULFILL OBLIGATIONS OF THIS CLASS OR OTHER CLASSES WITHOUT THE INSTRUCTOR'S PERMISSION IS CHEATING.**

**PENALTIES FOR ACADEMIC DISHONESTY MAY INCLUDE RECEIVING A SCORE OF ZERO FOR THE WORK IN QUESTION AND LOSING THE BENEFIT OF CURVES ON TESTS, FAILING THE CLASS, AND/OR DISMISSAL FROM THE UNIVERSITY.**

**ANY STUDENT ENGAGED IN ACADEMIC DISHONESTY WILL BE REFERRED TO THE OFFICE OF COMMUNITY STANDARDS AND CONDUCT, AND WILL BE SUBJECT TO DISCIPLINARY ACTION.**

Please refer to the General Polices website (see above) for detailed information pertaining to academic dishonesty, including procedures for determining disciplinary action. The Student Code of Conduct can be found at <https://policy.utdallas.edu/utdsp5003>.

## Class Calendar, Assignments & Key Dates

Class	Dates	Material Covered	Assignment	Notes
1	Jan 18	Course Introduction	Chp.1 all	
		Starting Small – Computer Science 101	Chp.2 all	
2	Jan 25	Hardware	Chp.3 all	
		Networks & The Cloud	Chp.3 all	
		Software	Chp.4 all	
3	Feb 1	<b>No Class</b>		
4	Feb 8	Software Development	Chp.4 all	
		Database Basics	Chp.5 pp.99-110	
		Structured Query Language Demo (SQL)	Chp.5 pp.111-121	SQL due Feb 15
5	Feb 15	Business Intelligence	Chp.5 pp.121-128	
		Tableau Demo (TAB)		TAB due Feb 22
6	Feb 22	Artificial Intelligence	Chp.5 pp.128-137	
		Review for Midterm		
	Feb 29	<b>Midterm</b>		
7	Mar 7	Organizational Strategy	Chp.6 pp.139-148	
		Processes, Organizations & IS	Chp.6 pp.139-148	
	Mar 14	<b>Spring Break (No Class)</b>		
8	Mar 21	Business Process Modeling Demo (BPM)	Chp.6 pp.148-152	BPM due Mar 28
		IT Governance	Chp.6 pp.152-164	
9	Mar 28	Excel Demo (XLS)		XLS due Apr 4
		Cybersecurity	Chp.6 pp.164-173	
10	Apr 4	IT Service Delivery	Chp.6 pp.173-178	
		Project Management	Chp.6 pp.178-191	
11	Apr 11	IT Service Management	Chp.6 pp.191-197	
		Software Automation	Chp.6 pp.197-200	
12	Apr 18	E-Commerce	Chp.6 pp.200-205	
		AWS Demo (AWS)		AWS due Apr 25
13	Apr 25	People	Chp.7 all	
		Review for Final		
	May 2	<b>Final</b>		