

# **MIS 6204**

## **Information Technology and MIS Fundamentals**

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### **Course Information**

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| <i>Course Number/Section</i>           | MIS 6204 Section 596                            |
| <i>Course Title</i>                    | Information Technology and MIS Fundamentals     |
| <i>Term</i>                            | Spring 2010 – Second 8 Weeks (March 10 – May 5) |
| <i>Days &amp; Times &amp; Location</i> | Wednesdays 5:30-9:30 PM @ SOM 2.107             |

### **Professor Contact Information**

|                          |   |
|--------------------------|---|
| <i>Professor</i>         | Dr. Cuneyd Kaya ( <i>please pronounce my first name as “June - aid”</i> )                           |
| <i>Other Phone</i>       | 972-683-8780  |
| <i>Email Address</i>     | cckaya@utdallas.edu (Best way to contact me)  |
| <i>Office Hours</i>      | By Appointment only   |
| <i>Other Information</i> | We will use E-Learning at <a href="http://elearning.utdallas.edu">http://elearning.utdallas.edu</a> |

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

This course does not require any prior knowledge, and is an introductory course to Information Technology (IT).

### **Course Description**

The rapid pace of IT and the endless business needs of the organizations require managers to use the most of IT resources. Managers should also understand how IT can help solve business problems and help the organizations gain competitive advantage. Using a lecture and case discussion format, we will be discussing the role IT plays in the organization, IT's impact on a firm's strategy, a variety of IT applications and evaluating IT projects.

### **Student Learning Objectives/Outcomes**

At the end of the course, you will

1. Develop an understanding of the relationship between IT and the firm,
2. Better understand the role IT plays in the firm,
3. Understand how IT can help firms gain competitive advantage,
4. Become more informed consumers of IT resources,
5. Be able to identify IT's relationship with other business functions and management theories which you will study/have studied in other classes.

### **Required Course Materials**

The case packet is required. You can purchase the customized case packet from UTD or Off-Campus bookstores. It should include the following cases and articles:

- Capital One Financial Corporation (9-700-124)
- Enterprise IT at Cisco (9-605-015)
- Zara: IT for Fast Fashion (9-604-081)
- Akamai Technologies (9-804-158)
- iPremier Co. (A): Denial of Service Attack (9-601-114)
- Facebook (Stanford GSB Case E-220)
- Strategy and the Internet (by Michael Porter) March 2001 Harvard Business Review, Pub # 6358
- Capital Projects as Real Options: An Introduction (9-295-074)

## Suggested Course Materials

The following book is suggested if you don't have any IT background. I will refer to this book frequently and use some of its slides.

James O'Brien, George M. Marakas - *Management Information Systems*, 9th Edition, McGraw-Hill / Irwin, 2009, ISBN 978-0-07-337676-9

## Assignments & Academic Calendar

*The following schedule is tentative and may change during the semester. Necessary announcements will be made.*

| Weeks    | Subject                                     | Case Reports                   | Additional Reading                      |
|----------|---|--------------------------------|---|
| March 10 | Introduction, IS Concepts                   |                                |   |
| March 17 | <i>SPRING BREAK – NO CLASS</i>              |                                |   |
| March 24 | Information Systems for Strategic Advantage |                                | <i>Strategy and the Internet</i>        |
| March 31 | IT Architecture                             | Case 1: Capital One            |   |
| April 7  | Data Communications and the Internet        | Case 2: Zara                   |   |
| April 14 | Valuation of IT Projects                    | Case 3: Akamai                 | <i>Capital Projects as Real Options</i> |
| April 21 | Social Networks                             | Case 4: Cisco                  |   |
| April 28 | IT Security and Privacy                     | Case 5: Facebook               |   |
| May 5    | <b>FINAL EXAM</b>                           | Case 6: iPremier (Report Only) |   |

## Grading Policy

Your grade in the course will be calculated as follows:

|                                 |             |
|---------------------------------|-------------|
| Case Reports (5 out of 6 cases) | 50%         |
| Case Presentations              | 10%         |
| Final Exam                      | 20%         |
| <u>Participation</u>            | <u>20%</u>  |
| <b>TOTAL</b>                    | <b>100%</b> |

Grades will be curved and your letter grades will be given accordingly.

## Case Reports and Presentations

You will be divided into **5 (five)** groups of equal size in the first class session. Each group will submit a written report on each case. Report for the 6<sup>th</sup> case (iPremier) is optional.

Each case report should provide a comprehensive analysis of the facts presented in the case and apply the concepts we discussed in developing a solution. It should present the alternatives and choose one alternative based on its analysis. Your report will be graded based on the group's work. **Maximum length for the case report is 5 (five) double-spaced pages plus any meaningful charts, tables, etc.** Each group will submit ONLY ONE COPY of each report. Please DO NOT USE any cover pages or report binders etc.

Case reports should include library research and online research. UTD Library provides plenty of resources to perform online library research at this page: <http://www.utdallas.edu/library/resources/databases/business.htm>

**Presentations:** Each group will prepare a 15-20 minute presentation analyzing the case and discussing the alternatives. The presentation should also demonstrate your group's research about the problem and the company has been performed.

## Course Policies

**Make-up exams:** Make-up exams will only be allowed with prior permission and mutual agreement. If there is a schedule conflict please let me know as early as possible.

**Late Work** will be penalized with 20% of the total grade each day. If you are late 3 days, 60% of your grade is going to be deducted.

**Class Attendance:** Attendance will help you follow the topics and the development of the concept. I will collect attendance every class.

**Classroom Citizenship:** Any constructive criticism of others' ideas will be encouraged. The topics are all open to discussion and would like the students to share their experiences and views while respecting others' ideas.

## Technical Support

If you experience any problems with your UTD account you may send an email to: [assist@utdallas.edu](mailto:assist@utdallas.edu) or call the UTD Computer Helpdesk at 972-883-2911.

## Field Trip Policies / 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 [http://www.utdallas.edu/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm). Additional information is available from the office of the school dean. Below is a description of any travel and/or risk-related activity associated with this course.*

## 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 printed 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, Series 50000, Board of Regents, The University of Texas System*, 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) and online at <http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html>

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, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

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.

## **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-I.3-46). For more information about the fair use exemption, see <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

## **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 equal educational opportunities. Disability Services provides students with a documented letter to present to the faculty members to verify that the student has a disability and needs accommodations. This letter should be presented to the instructor in each course at the beginning of the semester and accommodations needed should be discussed at that time. It is the student's responsibility to notify his or her professors of the need for accommodation. If accommodations are granted for testing accommodations, the student should remind the instructor five days before the exam of any testing accommodations that will be needed. Disability Services is located in Room 1.610 in the Student Union. Office hours are Monday – Thursday, 8:30 a.m. to 6:30 p.m., and Friday 8:30 a.m. to 5:00 p.m. You may reach Disability Services at (972) 883-2098.

Guidelines for documentation are located on the Disability Services website at <http://www.utdallas.edu/disability/documentation/index.html>

## **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.

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