

Online Course Syllabus

Course Information

Course Number/Section MIS 6204.0W1
Course Title INFORMATION TECHNOLOGY FOR MANAGEMENT
Term Fall 2018, August 20 – October 13 (first 8-week session)

Professor Contact Information

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

None

Course Description

The course provides students with the necessary background to understand the role of information technology in organizations, the value such technologies provide, and how to manage such technologies. Topics include: the strategic role of information, IT architecture, business intelligence and data analytics, data communication and networks, IT security, business process management, crowdsourcing, software as a service (SaaS), two-sided platforms, valuation of IT projects, and web publishing and search.

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 Texts & Materials

HBS Cases:

Articles (one):

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

Cases (five):

1. Capital One Financial Corporation (2001) #9-700-124
2. Oracle vs. salesforce.com (2006) #9-705-440
3. Akamai Technologies (2010) #9-804-158
4. TopCoder (A): Developing Software through Crowdsourcing (2012) #9-610-032
5. Airbnb (A) (2012) # 9-912-019

The **cases and the article** can be purchased directly from **Harvard Business School Publishing** (they *do not allow* bookstores to sell them any more). I have created a **coursepack** at their site which includes **all the above material**. You can access the coursepack at: <https://hbsp.harvard.edu/import/556599>

You can purchase the items separately from HBSP as well – I understand the prices are the same.

Suggested Course Materials

Suggested Readings/Texts

Introduction to Information Systems, Sixteenth Edition, by George M. Marakas and James A. O'Brien, Published by McGraw Hill/Irwin, ISBN: 978-0-07-337688-2.

I recommend this book for those of you who have no prior formal exposure to information systems and would like an additional handy reference for some of the IS-related concepts discussed in this class. Please note that this book does not serve as a substitute for several of the lecture notes.

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books <http://www.offcampusbooks.com> or the UT Dallas Bookstore <http://www.bkstr.com/texasatdallasstore/home>. They are also available in stock at both bookstores.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the Getting Started with eLearning webpage <https://ets.utdallas.edu/elearning/students/current/getting-started>.

Course Access and Navigation

The course can be accessed using the UT Dallas NetID account at: <https://elearning.utdallas.edu>. Please see the course access and navigation section of the site <https://ets.utdallas.edu/elearning/students/current/getting-started> for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <https://ets.utdallas.edu/elearning/students/current/tutorials>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <https://ets.utdallas.edu/elearning/helpdesk> services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the eLearning Tutorials webpage <https://ets.utdallas.edu/elearning/students/current/tutorials> for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students page <https://ets.utdallas.edu/elearning/students/current> for details.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management 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 provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online eLearning Help Desk <https://ets.utdallas.edu/elearning/helpdesk>. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Assignments & Academic Calendar

WEEK/ DATES	TOPIC/LECTURE	DELIVERABLES	DUE DATE
Week 1 08/20-08/26	Introduction, Systems Concepts, IT Trends, Business Models (L1)	Case 1: Capital One Online Discussion	08/24 (Fri) – 08/25 (Sat)
Week 2 08/27-09/02	The Internet and IT Architecture (L2, L3)	Case 2: Oracle vs. salesforce.com Report Online Discussion	09/04 (Tue), 11:55PM 09/05 (Wed) – 09/06 (Th)
Week 3 09/03-09/09	Data, Analytics and Business Intelligence (L4, L5)	Quiz 1	Available 09/07 (Fri) 2:00PM – 09/09 (Sun) 11:55PM
Week 4 09/10-09/16	Data Communication (L6) IT Security and Privacy (L7)	Case 3: Akamai Report Online Discussion	09/15 (Sat), 11:55PM 09/16 (Sun) – 09/17 (Mon)
Week 5 09/17-09/23	Business Process Engineering (L8) IT Project Management (L9)	Case 4: TopCoder (A) Online Discussion	09/21 (Fri) – 09/22 (Sat)
Week 6 09/24-09/30	Information Systems for Strategic Advantage (L10, HBS Article)	Quiz 2	Available 09/28 (Fri) 2:00PM – 09/30 (Sun) 11:55PM
Week 7 10/01-10/06	Web Publishing and Search (L11)	Case 5: Airbnb (A) Online Discussion	10/04 (Thu) – 10/05 (Fri)
Week 8 10/08-10/13	Exam	Exam	Available October 11 (Thu) 4PM – October 13 (Sat) 4PM

Grading Policy

Weights

Assignments (group)	10%
Quizzes	30%
Online Case Discussions (Best 4 out of 5)	20%
Lecture Topic Discussions	5%
Final Exam	35%
Total	100%

- **Class Participation:** There are two sets of class participation opportunities. The first is where I will post questions based on the case studies for which I expect each of you to respond to *at least one question, and no more than two questions, on each case* (specific guidelines will be provided before these discussions begin). In addition, I will post from time to time questions based on the lecture topics. I expect each of you to participate in at least a few of those discussions during the term (again, specific guidelines will be provided before these discussions begin).
- **Accessing Grades**
Students can check their grades by clicking “My Grades” in the Course Menu after the grade for each assessment task is released.

Grading Scale

Scaled Score	Letter Equivalent
90-100	A
80-89	B
70-79	C
Less than 70	F

Course Requirements

Required readings

- Articles and cases as indicated earlier
- Additional readings as posted

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. Please note that I do not allow individual submissions for group assignments.

Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see the [Web Conferencing page](#) 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.

Class Participation/Class Discussions

Participation in online discussions are an important component of this course, and substitutes for in-class discussion. There will be a discussion forum for each case, and your participation in each forum will be graded. Your participation in these fora will be rated by the quality of your messages and their relevance to the questions I ask. In addition, I will periodically post discussion questions on lecture material and related topics. You will be able to receive points for responding to these questions, for answering your fellow students' questions, as well as, for asking relevant questions that bring to the class’s attention issues that are important to this course.

Online Exam/Quizzes

There will be two quizzes and a final exam. Both quizzes will have only multiple-choice questions. **Quiz 1** will include material covered in Lectures 1 – 5 and Cases 1 and 2, and **Quiz 2** will include material covered in Lectures 6 – 10 and Cases 3 and 4. 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 (the schedules are listed in the syllabus). The tests will be timed and can only be accessed and completed one time. You can access quizzes/exams by clicking the quiz/exam link on the designated page. Please read the on-screen instructions carefully before you click “Begin”. After each quiz is graded and released, you may go to My Grades page and click the quiz and the score link of the quiz to view your graded submission.

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.

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.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.