



**Course** ITSS 3300.005 - Information Technology for Business  
**Instructor** Kevin Short  
**Term** Spring 2019  
**Meetings** Mon/Wed, 1:00 pm – 2:15 pm  
Room JSOM 12.214

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**Instructor:** Kevin Short  
**Email:** [kevin.short@utdallas.edu](mailto:kevin.short@utdallas.edu)

**Office Hours:** Mondays/Wednesdays 2:30 to 3:45 pm or by appointment

**Office Location:** JSOM 3.604 (adjunct office)

**TA 3300.005:** Ping Tang  
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**Prerequisites** – There are no prerequisites for this course. This is a level-3 course. Instructor assumes knowledge of fundamentals in accounting, finance, marketing and operations.

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### Course Description

Examines key business processes in organizations and how information systems support the execution and management of these processes. The course 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). 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 viz. 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, Excel, Tableau

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### Texts & Materials

- The textbook content for the course will be from INFORMATION SYSTEMS FOR BUSINESS: AN EXPERIENTIAL APPROACH, Edition 3.0, France Belanger and others, Prospect Press, ISBN: 978-1-943153-46-6. The earlier 2.1 edition of this book is an acceptable option for students, as well (ISBN: 978-1-943153-00-8).
  - **Purchase of the textbook for this course is optional.** Some (approximately half) of the lecture content and exam questions are directly related to content in the textbook. However, all of the exam questions and assignments are covered in the lecture slides, and lecture slides are posted.
- Other sources used will include online resources, such as papers, articles, videos, etc.

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### Technical Resources

Students with a Windows-based personal computer should download MS Office by going to the following URL:  
<https://jindal.utdallas.edu/faq/#microsoft-imagine>

You may also buy a licensed desktop copy of MS Office from the online bookstore for about \$20.00. Students should install Excel, Powerpoint, Word, and Visio.

For students owning Apple personal computers, visit the McDermott Sonora Lab in the basement of the library near the testing center. There you can have software added to your computer to enable you to run Excel, etc. on your Mac. There may be a small fee for this software.

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### Lecture Preparation

All assigned lecture preparation (from textbook and/or online resources) is to be completed before class on the date the content will be covered in the lecture. The preparation materials are listed in the Course Schedule on eLearning. Online resources will be in the lecture folder for that week on eLearning.

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### Lecture Guidelines

- Students are expected to be attentive, engaged, and participative during lectures.
  - Electronic devices are allowed provided these do not distract the student, other students, or the instructor. The instructor may require a student to turn off an electronic device if it is distracting during class.
  - Lectures will start on-time and most often will use the entire class-time duration. It is common courtesy and professional protocol to be seated and prepared to begin when the lecture begins, and to stay in the classroom until the lecture is completed. If circumstances require you to arrive late or leave early, please advise the instructor via email at least 15 minutes before class time.
  - Students are responsible for all materials covered in a lecture, irrespective of their attendance. Neither the TA nor the instructor are required to cover lecture content one-on-one for students missing lectures. It is recommended that students use a "buddy system" for sharing lecture notes.
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### Attendance Guidelines

- Students are expected to attend all lectures. Attendance is part of the final grade calculation.
  - There are 27 class dates (excluding exams). There is a maximum 60 possible points for attendance, 2.5 points for each of 24 lectures. No attendance points are given for exams. Thus, students can miss 3 lectures without a loss of possible attendance points. These are to be used for personal emergencies, illness, etc. A doctor's note will not get you attendance points if you did not attend class.
  - A sign-in sheet will be provided for lectures. Students must sign the sign-in sheet to earn attendance points.
  - Attendance points may be applied to non-graded assignments (e.g., a survey) in lieu of attendance.
  - At the discretion of the instructor, attendance points for students arriving late and/or departing early, may be reduced for that day's lecture. Students sending an email to the instructor in advance, advising of the need to arrive late or leave early, will be given special consideration when adjusting points.
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### Assignment Guidelines

- Descriptions of Assignments will be posted in eLearning as they are assigned.
  - Assignments are to be submitted in eLearning before class start time on the date due. Multiple submissions are allowed with the last submission being graded. Late submission penalties will apply.
  - All assignments must be submitted via eLearning. Submissions via email will not be accepted unless specifically requested that way.
  - Assignment-specific scoring criteria will be included with the assignment instructions.
  - Assignment submissions must adhere to the APA style guide of formatting, citing, and referencing. When referencing on-line sources, include the URL of the web page.
  - Late Assignments will be accepted but with discounted points. For a 30 point assignment, 5 points will be deducted each day an assignment is late. Assignments are due at the beginning of class time. Submissions to eLearning after the class start time will be subject to the 5 point deduction. Submissions 24:01 (hh:mm) after class time will be subject to another 5 point deduction, and so on.
  - Each student, is expected to do their own work on the Assignments. Working on Assignments together or in groups, copying another student's work (computer files), or having another person do your work is scholastic dishonesty and will be addressed via the academic dishonesty process of the University.
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### Exam Guidelines

- Exams will be online in the JSOM computer lab and will consist of multiple choice and problem-solving using technology tools.
  - Exam 2 is not comprehensive.
  - Make-up exams will be in the form of essays.
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### Grading

- This course features a mixture of assignments, exams, attendance, and homework/attendance activities. Points for each scored category/activity are shown in the Grade Calculation Basis below.
- Letter grades will **NOT** be provided for each assignment or exam.
- Letter grades will be provided at semester-end based on the Letter Grade Scoring below, or on a curved distribution that conforms to UT Dallas guidelines, whichever is more favorable to the students.
- Indicative midterm letter grades will be provided after Exam 1 so students are aware of their letter grade status during the semester.

### Grade Calculation Basis

Grade Component	Points
Attendance (24 classes @ 2 pts.)	60
Tech Company Discussion – in class	10
Assignment 1 – Tech Company Review	30
Assignment 2 – Excel Fundamentals	30
Assignment 3 – Biz Process Modelling	30
Assignment 4 – SQL	30
Exam 1	150
Assignment 5 – Pivot Tables	30
Assignment 6 – Tableau	30
Assignment 7 – ITS Capstone Essay	30
Exam 2	150
<b>TOTAL POINTS POSSIBLE</b>	<b>580</b>

### Letter Grade Scoring

Final Point Total %	Letter Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
0-59	F

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### Miscellaneous Course and Instructor Policies

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

**Extra Credit:** No extra credit assignments are available.

**Timing of Scoring:** Scoring is targeted to be completed 7 days after the work was due (the Scoring Period). It is the student's responsibility to check their scores. Questions about scores and requests for Score Reviews will be accepted during the Score Question Period, the 7 days after the scoring was scheduled to be completed. After the Score Question Period has passed, no questions will be handled. ***If you do not see a score in eLearning for work that you have turned in and for which the Scoring Period has passed, you must ask the TA or instructor about it via email during the Score Question Period or you will receive a zero.***

**Score Reviews:** Requests for a review of a score for an Assignment should be submitted to the TA first – appeals can be submitted to the instructor. Requests for score reviews of an exam should be submitted to the instructor in writing and within 14 days after the exam took place. All questions or appeals should fully explain why additional points should be awarded and include references to the question wording, lecture slides, text book content, etc.

**eLearning:** eLearning will be used for all class content (e.g., lecture slides, assignment descriptions and submissions, exams) and the recording of scores/grades. Lectures slides will be posted approximately 24 hours before class. Class announcements (e.g., change in assignment dates) will also be posted on eLearning.

**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.

Instructor bears no responsibility for questions submitted orally (e.g., after class or in the hallway). The instructor will respond to all student emails within 48 hours or less (excluding holidays and weekends).

**Academic Integrity:** The University is committed to academic excellence and 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. It prohibits representing the work of others to be one's own (plagiarism); receiving unauthorized aid on an assignment (cheating); and using similar papers or other work products to fulfill the obligations of different classes without the instructor's permission. Penalties for academic dishonesty may include a score of zero on the work in question or for the entire course. In addition, any student engaged in academic dishonesty will be subject to UT Dallas disciplinary action. Please refer to the General Policies website (see below) for detailed information pertaining to academic dishonesty, including procedures for determining disciplinary action.

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### General UT Dallas Policies & Procedures

For information regarding general University policies and procedures, please go to <http://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
- Copyright Notice
- Email Use
- Withdrawal from Class
- Student Grievance Procedures
- Incomplete Grade Policy
- Disability Services
- Religious Holy Days
- Avoiding Plagiarism

## Course Schedule, Assignments, and Due Dates – Subject to change as the semester progresses.

Date	Content – Lecture, Lab, Exam	Assignments
Week 1 Jan 14,16	Jan 14 – Introduction to the Class (overview, expectations, syllabus) Jan 16 – EXCEL Fundamentals Workshop – IN LAB 1.211 Belanger Appendix F; See Online Resources (15 videos) <b>Ticker Review: GOOG (Jan 14)</b>	Quiz 0 – due Jan 17 Assignment 2 – Excel Fund. – Due Jan 24
Week 2 Jan 21,23	No class on Jan 21 – MLK Holiday Value of Information, Intro to Info Systems, Evaluating Info Ch 1-3; See Online Resources	Assignment 1 – Tech Company Review – due Jan 30
Week 3 Jan 28,30	Developing Information Systems Ch 10; See Online Resources <b>Ticker Review: ACN, RHT (Jan 30)</b>	
Week 4 Feb 4,6	Information-Based Business Processes, BPM Ch. 11; See Online Resources <b>Ticker Review: MSFT (Feb 6)</b>	Assignment 3 – Biz Process Diagram Due Feb 13
Week 5 Feb 11,13	Feb 11 – SQL Workshop – IN LAB 1.211 Feb 13 – Storing and Organizing Information Ch 5; See Online Resources (SQL videos) <b>Ticker Review: ORCL (Feb 13)</b>	Assignment 4 – Intro to SQL – due Feb 20
Week 6 Feb 18,20	Enterprise Systems Ch 12; See Online Resources <b>Ticker Review: CRM (Feb 20)</b>	
Week 7 Feb 25,27	<b>Feb 25 – Exam 1a Excel problem in Computer Lab 1.211</b> Feb 27 – ES activity (CRM), Prep for Exam 1b	
Week 8 Mar 4,6	<b>Mar 4 – Exam 1b: Multiple Choice covering Weeks 1-7, Ch 1-3, 5, 10-12, Excel, Biz Proc Models, SQL – in Computer Lab 1.211</b> Mar 6 – Exam 1 Recap, midterm grades available on Mar 7	Midterm Survey – due Mar 11 (counts for attendance on Mar 6)
Week 9 Mar 11,13	Computer Hardware, Computer Software, Networks Appendix A, B, Ch 7; See Online Resources See Online Resources <b>Ticker Review: DVMT, DXC, CSCO (Mar 13)</b>	
<b>Break Mar 18,20</b>	<b>SPRING BREAK</b>	
Week 10 Mar 25,27	Mar 25 – Excel Pivot Tables – Workshop in Lab 1.211 Mar 27 – Managing Infrastructure Appendix G; See Online Resources (Pivot Table videos)	Assignment 5 – Adv Excel/Pivot – due Apr 1
Week 11 Apr 1,3	Apr 1 – Enterprise IT Security (Guest Speaker) Apr 3 – Organization Capabilities, Governance Processes (BATOG-O&G) Opti-Tech Case Activity Ch 8; See Online Resources <b>Ticker Review: PAN (Apr 1)</b>	
Week 12 Apr 8,10	Apr 8 – Tableau Workshop in Lab 1.211 (See Online Resources - videos) Apr 10 – BI/Analytics, Decision Making Ch 5 Big Data, pp 88-91, Ch 6 See Online Resources <b>Ticker Review: DATA (Apr 10)</b>	Assignment 6 – Tableau -- Due Apr 15
Week 13 Apr 15,17	Protecting the Confidentiality and Privacy of Information Aligning ITS and Business Ch 4, Ch 9, See Online Resources <b>Ticker Review: FB (Apr 15)</b>	Assignment 7 – Capstone Essay Due May 1
Week 14 Apr 22,24	Case Analysis Innovations in IT – ML/AI See Online Resources <b>Ticker Review: AMZN (Apr 24)</b>	
Week 15 Apr 29,1	Innovations in IT – Blockchain Prep for Exam 2	
<b>Week 16 TBD</b>	<b>Exam 2 (non-comprehensive) Weeks 9-14, Ch. 4, 6-9, Pivot Tables, Tableau Computer Lab 1.211</b>	Day/Time TBD