# Course Syllabus

**MIS 6204: Information Technology and MIS Fundamentals**  
School of Management  
The University of Texas at Dallas

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<th>Course Information</th>
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<td><strong>Course</strong></td>
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<tr>
<td>Course Number/Section</td>
<td>MIS 6204.591.13F</td>
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<tr>
<td>Course Title</td>
<td>Information Technology &amp; MIS Fundamentals</td>
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<tr>
<td>Term and Dates</td>
<td>Fall 2013 (second half)</td>
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<th><strong>Professor Contact Information</strong></th>
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<tr>
<td><strong>Professor</strong></td>
<td>Indranil Bardhan</td>
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<td>SOM 3.414</td>
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<td><strong>Office Hours</strong></td>
<td>Monday 4-5pm; by prior appt. and email at other times</td>
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**About the Instructor**  
I am a Professor in the Jindal School of Management at the University of Texas at Dallas. I teach graduate-level courses in the MBA and MS programs at the School of Management, as well as in the Physician’s Alliance for Medical Management Education (AMME) program. I have several years of management consulting experience, most recently as a Principal with *PricewaterhouseCoopers* Consulting. My research focuses on the role of health IT on the quality and cost of healthcare delivery, and my research has been funded by the UT System.

**Course Pre-requisites, Co-requisites, and/or Other Restrictions**  
None

This is an approved core course for the MBA degree.

**Required Textbooks and Materials**  
**Text:** There is no textbook for this course.  
**Cases:** The coursepack is available from Harvard Business School Publishing online, at the following URL:  
[https://cb.hbsp.harvard.edu/cbmp/access/22620491](https://cb.hbsp.harvard.edu/cbmp/access/22620491).

Students should purchase the *Entire Coursepack* through the HBS Publishing link provided (see above). The approximate cost is $41 + tax. After purchasing the coursepack online, you can print the materials on your own printer or choose the option of having HBS Publishing ship you a printed copy for an additional charge. The instructor will supplement course materials with other readings occasionally.
**Required Materials**
Visit eLearning for all course-related information including syllabus, lecture notes, cases, and assigned discussion problems.

**Course Policies**

*Make-up exams*
None

*Extra Credit*
None

*Late Work*
Not allowed unless it is a medical emergency.

*Special Assignments*
None

*Computers in Class*
**Students are forbidden to use laptops and other personal devices (tablets, iPads, cell phones) during class.** Violation of this policy will result in one warning followed by a loss of 5 points on the overall course grade for each violation.

*Class Participation*
Students are required to login regularly to the online class site on eLearning. 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 classroom case discussions, and group projects.

**Course Format**

Classes will include a mixture of lectures, case discussions, published articles, student participation, and class presentation by students. The textbook and readings articles will provide the basis for lectures on various healthcare informatics topics. **Students will be evaluated based on individual Homework Assignments, Individual final exam, Group case analysis and in-class participation including attendance.**

Lecture notes will be provided electronically via eLearning. It is your responsibility to print and bring a copy to class. Lecture notes are meant only for students who register for this course will not be provided to students who are not registered. Students are expected to come prepared for the assigned readings prior to class.

**Prerequisites**

There are no prerequisites for this course. However, it is restricted to UTD graduate students only.
Student Assessments

Grading: The course grade will be based on the following components:

1. **Attendance (10%)**: Attendance will be taken in each class, and will count toward 10% of your grade.

2. **Class participation (10%)**: You are expected to prepare beforehand for each class, participate actively in the discussion of cases and readings, and contribute to the learning experience of the class.

3. **Homeworks (30%)**: I will assign two homework assignments during the course module. Each student should complete the HW assignments on their own (i.e. individually).

4. **Group Case (25%)**: The class will be split into several groups. Each group will prepare, analyze, and submit their analysis for an assigned case. Each group will submit its written analyses in Powerpoint format to the Instructor before class.\(^1\) However, everyone is expected to review each case prior to class and participate effectively during class discussion.

5. **Final Exam (25%)**: The final exam will be an individual exam conducted during finals week. Students will be tested on the course material taught through lectures, readings and cases.

**Group Cases**

Seven cases will be used during the course of the semester for group case analyses. The class will be divided into teams, with each team composed of five students (on average). Case questions will be distributed beforehand by the Instructor. The cases to be assigned are:

1. Cemex case (HBS)
2. Global Delivery Model at Infosys case (Instructor to provide).
3. Oracle versus Salesforce.com case (HBS)
4. Air France Internet marketing case (HBS)
5. Microsoft Xbox case (HBS)
6. Google case (HBS)
7. Minnesota Wild case (Instructor to provide)

In addition to these cases, there are assigned readings that I will use during the course. An Online Course Pack link from HBS Publishing, containing the cases and readings articles, is available at the following URL: [https://cb.hbsp.harvard.edu/cbmp/access/22620491](https://cb.hbsp.harvard.edu/cbmp/access/22620491)

Students should purchase the **Entire Coursepack** through the HBS Publishing link provided (see above) before the first day of class. The approximate cost is $41 + tax. After purchasing the

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\(^1\) The schedule for group case presentations will be provided in the first class.
coursepack online, you can print the materials on your own printer or choose the option of having HBS Publishing ship a printed copy to you for an additional charge.

Students are expected to organize themselves into teams and communicate their team composition to the instructor by the first day of class, i.e. Oct. 21. The instructor will then assign cases to the teams for the group case project. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. 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.

All members of a group are expected to contribute equally and fairly toward completion of the Group Homework and Case projects. Free-loading behavior will not be tolerated. The instructor will request each group member to rate the contribution of other group members at the end of the semester. These ratings will be taken into consideration before determining each student’s final scores for the Group assignments.

Discussion Forum

The instructor will assign discussion questions to the class periodically during the course of the semester. These questions will be discussed in class and will count toward the “Class Participation” grade.

Grading Policy:
The following grading policy will be adopted for the class: A, A-, B+, B, B-, C+, C, C-, P (pass), F (Fail). The weighted average score (based on the above) table will be used to determine your grades at the end of the course.

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

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 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 to the course through UTD Galaxy: http://galaxy.utdallas.edu or directly at http://elearning.utdallas.edu. Please see more details on 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/7 days a week. The 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](http://www.utdallas.edu/elearninghelp).

**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. For more details, please see [communication tool information](#).

Another communication tool available to students is live voice chat in the 3D virtual world of Second Life. Instructions for accessing the UTD SOM Island in Second Life can be found at [http://som.utdallas.edu/somResources/eLearning/faculty/secondLife.php](http://som.utdallas.edu/somResources/eLearning/faculty/secondLife.php).

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

**Student Resources**

The following university resources are available to students:

**UTD Distance Learning:** [http://www.utdallas.edu/oee/distance/students/cstudents.htm](http://www.utdallas.edu/oee/distance/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](http://www.utdallas.edu/library/distlearn/disted.htm).

**Scholastic Honesty**

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](http://www.utdallas.edu/judicialaffairs) 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.

### Academic Calendar

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<tr>
<th>Lecture Session</th>
<th>Topic</th>
<th>Assigned Readings</th>
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| **I. Information Technology & Strategy** | • Major trends in IT  
                           • Business Model Innovations | • Business Models: An Introduction  
                           • Cemex case  
                           • Twelve Ways to Innovate |
| **II. Enterprise 2.0** | • Software as a Service  
                           • Cloud Computing  
                           • Integration with Mobile | • Oracle vs. Salesforce.com case |
| **III. IT-enabled Business Intelligence** | • Intro to Business Intelligence  
                           • Data Analytics | • Competing on Analytics (Davenport)  
                           • Air France Internet Mktg. case |
| **IV. Digital Markets** | • Two-sided Markets  
                           • Competing on Platforms | • “Two-sided markets” HBR article  
                           • Microsoft Xbox case |
| **V. IT and Sourcing Strategy** | • Outsourcing strategy  
                           • Governance in global IT delivery teams | • Allocating Decision Rights (Mani et al, MISQ Exec. article)  
                           • Infosys case |
| **VI. Social Media & Web 2.0** | • Social Media strategy  
                           • Social Media Networks | • Minnesota Wild case |
| **VII. Search Markets** | • Online search  
                           • Advertising-supported business models | • Google case |
| **VIII. Final Exam** | • Final exam | |
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.

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 deal 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 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)

*The timelines mentioned in the Academic Calendar are approximate and subject to change at the discretion of the Professor based on the course progress.*

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