

**MIS 7378-01: Information Technology Management & Control**  
**Spring Semester 2021**  
**Wednesday 18:00 - Online**

**Instructor:** Dr. Richard Skinner

**Email:** [rjskinner@uh.edu](mailto:rjskinner@uh.edu)

**Office:** Melcher Hall, Room 290H

**Location:** 2<sup>nd</sup> Floor DISC, C.T. Bauer College of Business

**Office Hours:** By appointment

Please do not use Blackboard e-mail id, we do not check it.

**Course Focus**

The objective of this course is to introduce graduate students to management information systems and information technologies, with the purpose of enhancing and changing business processes, improving and supporting decision making and obtaining competitive advantage. The course concentrates on Internet technologies as a platform for businesses, e-commerce, networks, enterprise systems and collaborative work. This is not a course that focuses on particular information technologies, but instead views IT as a portfolio of tools that can be applied and misapplied to various business problems.

The individual assignments, and group discussions, are designed to achieve our learning goals of enhancing communication, emphasizing the interdisciplinary nature of business, promoting critical thinking and instilling ethical analysis of different business scenarios, giving particular regard to the management of information systems.

**Required Textbook**

- Valacich, Joe and Christoph Schneider Jeffrey “Information Systems Today: Managing in the Digital World”, 8<sup>th</sup> Edition, Pearson Prentice Hall. Do not buy this book yet – we will discuss where to purchase it in the first class when we come together.

## Tentative Class Schedule

Month	Date	Week	Topic
January	Wednesday 20th January	Week 1	Introduction to the Course
	Wednesday 27th January	Week 2	Chapter 1 - Managing in the Digital World
February	Wednesday 3rd February	Week 3	Chapter 2 - Gaining Competitive Advantage through Information Systems
	Wednesday 10th February	Week 4	Chapter 3 - Managing the Information Systems Infrastructure and Services
	Wednesday 17th February	Week 5	<b>Exam 1</b>
	Wednesday 24th February	Week 6	Chapter 4 – Enabling Business-to-Consumer Electronic Commerce
March	Wednesday 3rd March	Week 7	Chapter 5 - Enhancing Organizational Communication and Collaboration Using Social Media
	Wednesday 10th March	Week 8	Chapter 6 - Enhancing Business Intelligence Using Big Data and Analytics
	Wednesday 17th March	Week 9	<b>Spring Break</b>
	Wednesday 24th March	Week 10	<b>Exam 2</b>
	Wednesday 31st March	Week 11	Chapter 7 - Enhancing Business Processes Using Enterprise Information Systems
April	Wednesday 7th April	Week 12	Chapter 8 - Strengthening Business-to-Business Relationships via Supply Chain and Customer Relationship Management
	Wednesday 14th April	Week 13	Chapter 9 – Developing and Acquiring Information Systems
	Wednesday 21st April	Week 14	Chapter 10 - Securing Information Systems
	Wednesday 28th April	Week 15	<b>Exam 3</b>

## Course Evaluation

- All grades will be posted through the Blackboard Learn system.

Activity	Percentage of the Total Grade	Observations
Exams (three in total)	30%	
Individual Assignments Class Involvement	60% 10%	Please read descriptions and schedule below.
Total	100%	

- Exams will account for 30% of the final grade. There will be three exams, each with a weight of 10% going towards the final grade.

- 10 individual assignments will go towards 60% of the final grade (i.e., 6% for each assignment)
- Weekly class involvement will go towards 10% of the final grade. (i.e., 1% per class)

### **Exams**

There will be three exams held throughout the semester according to the schedule provided above. These exams will consist of multiple choice questions, though the format is subject to change. Please note that exams are **not** cumulative and are based on the text, assignments, and class discussions. Exams will be during class time and online. Median Adjustment: If the median for an exam is less than 77, an adjustment *may* be made to achieve a 77 median but this will be left to the instructor's discretion. This adjustment does NOT apply to make-up exams or to individual assignments.

### **Class Structure**

The class will be structured using a per chapter approach from the text book. Each selected chapter will be investigated over a two-structure approach. The first portion will entail you watching a video of the instructor (i.e., me!) presenting the chapter in question. You are to watch this video in your own time. All the videos for the entire semester (i.e., all ten chapters) will be made available online via Blackboard at the start of the semester. Given that you are watching my teaching each chapter in your own time, Wednesday evening class will therefore run between 6pm and 7.30pm (the other 90 minutes you should allocate in your own time to watching the video), and will entail students participating in a group discussion of the chapter and the forthcoming assignment that all students will individually answer alone. Each week, the class will then move on to the next chapter and so on and so forth throughout the semester.

### **Individual Work**

#### **- Individual Assignments**

On scheduled Wednesday evenings, the class will be coming together where I will lead the class in a group discussion around the chapter (the video of which you will need to have watched beforehand) and the assignment

that each student will be required to answer. Once each individual assignment is subsequently finished, it is to be submitted through Blackboard by no later than midnight of the Sunday before the next class.

Only those students who are in the class where the chapter / assignment is discussed will be given a grade for the subsequent submitted individual assignment. If you are unable to be in the class where the chapter / assignment is discussed, you will not be able to be given the subsequent individual grade unless you have been given explicit permission by me to do so. For emergency situations such as short-notice emergency doctor visits, I will make a decision predicated on each situation's context. In this regard, my decision is final.

The write-up of the individual assignment entails analyzing a case. Word count for each essay is 1000 words +/- 10%. **The expectations of the quality of these analyses are very high.** Incomplete, extremely short, rushed answers will be penalized.

Individual assignment submissions will be checked for plagiarism using TurnItIn.com. Any assignment with any sign of plagiarism will receive an automatic 0. To avoid this, every source should be referenced, and any verbatim quote should be within quotation marks and the source should be cited.

#### - **Class Involvement**

Every Wednesday evening, your participation in the group debate / discussion around the chapter contents and the upcoming assignment will be graded. I will be looking for students to actively participate in multiple facets of the class, including leading the class in discussions in such areas as ethics, different technologies and similar. Students are expected to arrive in class prepared and ready to discuss the chapter in detail and the upcoming assignment. My expectation for the subsequent assignment is that as a result of everyone participating in the class and learning from each other, that this will enable high caliber assignments being submitted given that everyone can benefit from the rest of the class. Ergo, if you do not **ACTIVELY** participate in the class, then you will not be able to get the grade for class participation. Please understand that your continual, active participation in discussions will be expected and needed so that everyone can benefit.

### **Class Attendance**

Your attendance at the online class is **mandatory**. If you miss classes, you will miss the grades for the related individual assignment. In addition, if you miss a class, it is your responsibility to find out what was covered by asking other students what you missed, and by reading the assigned chapter / watching the relevant teaching video.

### **Blackboard Learn**

We will use Blackboard Learn for this course. Blackboard Learn is an online course shell that provides a framework and tools for instructors to put course material and activities online. Lecture slides and instructions for the assignments will be posted on Blackboard Learn. I will endeavor to provide a PDF version of the slides that I will use 24 hours prior to the class where I will be presenting course material.

Registered students are loaded into Blackboard Learn courses from the registration system. Starting a few days before classes start, registered students are loaded automatically into courses based on section numbers provided by instructors. Students who register late should allow at least 1-2 working days for their access to be enabled. Students should use their CougarNet account to access Blackboard Learn. Click on the white icon not the blue one.

Support for students using Blackboard Learn is available in two ways:

- 1) Online at <http://www.uh.edu/Blackboard Learn> and “Student Help”.
- 2) By sending an email to [support@uh.edu](mailto:support@uh.edu) with the student’s full name, course name and number, section number, instructor’s name and a description of the problem.

### **Grading**

The grading scale being used in this class is as follows:

A.....	90-100%
B.....	80-89%
C.....	70-79%

D..... 60-69%  
F..... 0-59%

Rounding: Your overall class grade (the weighted total of exams and group exercises) will be rounded up to the nearest whole number when the decimal portion is equal to or greater than 0.5 should you be on the cusp of increasing your overall grade. For instance, if your final term grade is 79.50, you will be raised to a grade of 80; conversely, if your term grade is 79.49, you will NOT be raised to a grade of 80. If, in the event at the end of the semester that your final grade is close to the grade above but does not fulfill the requirement above – i.e., the decimal portion is not 0.5 or higher to automatically raise you to the next grade – please do NOT contact me requesting me to either to reconsider your previous grades, note your appreciation of the course, or any other reason why your grade should be increased; I will not respond to your request.

### **Grade Disagreements**

Petitions to receive a different grade for a piece of work on an assignment or exam must be submitted **in writing within one week of the grade being awarded**. The petition must include a detailed description of why the given grade should be changed. Petitions to receive a grade for a piece of work on an assignment or exam where no grade has been awarded must be submitted **in writing within one week of the grade not being awarded**. The petition must include a detailed description of why a grade should be awarded. Typical scenarios for a grade not being awarded include but are not limited to a student not being present in class without permission to miss the class, a student working remotely on a group assignment without the instructor's explicit prior permission to do so, or a student who is present in class but not *actively* participating in a given group assignment. Petitions will be kept on file until the end of the semester. The instructor's re-evaluation will then only proceed if the maximum score possible as a result of the remarking of the work will move the student's overall grade up by one grade. For example, if the possible maximum score that can be achieved for a piece of work that a student has submitted be remarked is 2 grade points, and the student's score is 76.8 excluding this work, then this work will **not** be revaluated because even if the remark gives the full 2 grade points, the final score will be 78.8 and would not change the student's overall grade. Alternatively, if the possible maximum score that can be achieved for a piece of work that a student has requested be remarked is 2 grade points, and the student's score is 78.8 excluding this work, then it **will** be remarked because achieving the

full grade score as a result of the remark would move the student's grade up to a B from a C. Please note that a re-evaluation will involve a full regrading of the assignment, and may result in a higher, lower, or the same grade. The instructor will correct errors in point calculation on the spot.

### **Extra Credit**

There will be a single opportunity for extra credit at the end of the semester for a maximum of one extra grade point. Details of this opportunity will be shared at the appropriate juncture. Please do not ask the instructor for any more details about extra credit as this information will not be shared.

### **Classroom Behavior**

The non-academic use of cell phones, laptops, tablets, hatchimals and the like are distracting to yourself and those around you - plus it is rude! Please silence or turn off your phone/hatchimal prior to entering the classroom. If you are causing a disruption you will be asked once to cease the activity. If the activity continues, you will be asked to leave the classroom. Disruptive or threatening behaviors are strictly prohibited and will be dealt with in accordance with university policy.

### **Late Work Policy**

In-class case study analyses require you to be in-class, and for the work to be completed and submitted online to Blackboard Learn by the conclusion of the class. Out-of-class case study analyses also requires you to submit your work by each Friday midnight following each class. If you miss a window to submit your work, you will be allocated a zero for that piece of work. Please note: Technology failure is not an excuse for late work, so PLEASE do not wait until the last minute to submit any online work! If you miss an exam without a prior request to me for your justified absence that I have approved, then you will be given a zero for that exam.

### **Academic Integrity**

A zero-tolerance policy on cheating is in effect. Cheating in the workplace can cost you your job and cheating in this class will cost you your grade (and sanctions from the dean of students). Cheating includes any action where you take credit for work on any assignment or exam that you did not do yourself. Likewise, if you allow another student to copy your work, you are complicit in cheating and equally guilty. It is your responsibility to ensure

your work does not fall into the wrong hands (i.e. do not “forget” to delete your assignment from a shared computer). Plagiarism is cheating! If you include any material obtained elsewhere in your assignment, you must reference the original work. Plagiarism is not just when you “copy and paste” but is also when you take ideas from another place without referencing the original source. If in doubt, cite your source.

### **UH and Bauer Policies on Academic Dishonesty and Misconduct**

High ethical standards are critical to the integrity of any institution and bear directly on the ultimate value of conferred degrees in the business community. All UH students are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that all academic dishonesty be recognized and addressed.

<http://www.uh.edu/provost/academic-affairs/policy-guidelines/honesty-policy/>

The Bauer Code of Ethics and Professional Conduct (Bauer Code) is designed to reflect the values held by the C. T. Bauer College of Business faculty and students. Just as professionals in medicine, law, and accounting operate within ethical principles designed to maintain a high standard of behavior within each profession, business professionals also should be guided by a set of principles specific to the business community consisting of managers, executives, and business employees. Therefore, the Bauer Code reflects principles we believe should govern a student’s behavior while a Bauer College major. Ultimately, Bauer’s reputation depends on the actions of its students and graduates. It is our hope that each Bauer College graduate applies these principles within his or her professional and personal lives both during and after college.

<http://www.bauer.uh.edu/business-ethics/bauer-code-of-ethics.php>

### **Requests for Accommodation**

If you anticipate issues related to the format or requirements of this course, please contact me to discuss ways to ensure your full participation in the course. The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and

present approved accommodation documentation to their instructors in a timely manner. If you were to take an exam or quiz in the test center, please e-mail your instructor at least one week in advance.

**Good Luck!**

This course is not easy... however, understanding the complexity inherent to administering an information systems environment is crucial in modern business. Consequently, the skills you learn in this class will serve you well if you put in the effort to learn them.

I look forward to our time together in class.

*Richard Skinner, PhD, MBA*

**Professor, Department of Decision and Information Sciences,  
C.T. Bauer College of Business,  
University of Houston**