MIS 7378: Information Technology Management and Control

University of Houston
Fall 2024
Revision 2024.08.25

Instructor: Dr. Mark Grimes
gmgrimes@bauer.uh.edu
Melcher 290H

Time: MW 10:00 AM – 11:30 AM

Location: Melcher 110

Office Hours: Monday 1:00 – 2:00 PM
or by appointment

Canvas LMS: https://canvas.uh.edu

Kahoot!: https://kahoot.it

Textbook: Information Systems Today: Managing in the Digital World 9th Edition Joseph Valacich, Christoph Schneider, Matthew Hashim. ISBN: 978-0136524427

Course Description

I want you to be "rock star" information systems professionals—the "go to" person in your group; the person that understands what is going on, and how to get from the current state to a desired end state; the person your clients, coworkers, and boss trust…and eventually you'll be the boss. I want you to get the job you want and to have a great career.

In order to achieve this, you must understand many aspects of information systems – from the managerial and political, to the deeply technical. You must understand how these different aspects interact with one another, and be able to explain/discuss these things in a meaningful way.

This is how Management Information Systems differs from more technical pursuits (such as computer science or engineering) and strictly business-oriented pursuits (such as general management, marketing, or accounting)—MIS professionals understand the technical aspects, the business aspects, AND how the technical and business interact. The goal of this class is to develop these connections.

Learning Objectives

Each chapter will have specific learning objectives to help you gauge your understanding of the material (and ensure you are prepared for the exams!), but overall, by the end of this class you should be able to describe:

- What are contemporary information systems, and how are they being used in innovative ways?
- Why are information systems so important and interesting?
- How best can we build, acquire, manage, and safeguard information systems?

Grading

60% Exams Three @ 20% each	Three exams, each worth 20% of your grade, will be given during the semester. Rescheduling exams will only be allowed in exceptional circumstances - please let me know as far in advance as possible if you have a conflict. If you miss an exam without prior approval no makeup opportunities will be available.
10% Progress Quizzes Ten @ 1% each	Most weeks a progress quiz will be made available on Canvas. These quizzes will cover the content from that week's lecture and will be made up of questions similar to what you should expect on the exam. The progress quizzes are intended to keep you on track with the content, and thus **NO late submissions** will be accepted! **Progress quizzes are due by 5:00 on Friday.**
10% Podcast Case Discussion One @ 10%	In the first week of the semester you will be assigned a group and will select a case to research and discuss. Note that this is NOT a presentation! You and your group will be "guests" on my in-class podcast. While the main points you want to make during the podcast should be planned and thought out, this is intended to be a moderated discussion, so attempting to structure this as a presentation will not work out well. The point here is to be able to reasonably discuss a technical topic much as you would do in a day-to-day job, rather than giving a structured, memorized, and rehearsed presentation.
10% Case Discussion Contribution Ten @ 1% each	Throughout the semester, you must provide meaningful contribution to at least 10 cases (1% per contribution) via the discussion board on Canvas **by Monday at 5:00 PM, prior to the Wednesday Podcast.** There are a total of 18 cases (two per week for most weeks), and you are welcome to contribute to both cases in one week. If you contribute to more than 10 cases, your 10 best scores will count. Groups that are guests on the podcast that week should review the discussion and incorporate points contributed by the class ("the listeners").
10% Professionalism	Being able to interact effectively with others is an important part of being an MIS professional. To this end, points may be deducted for excessively messy work, disruptive or disrespectful behavior, and unethical behavior including but not limited to asking for your grade to be increased, academic integrity infractions, or other unscrupulous behaviors.

Grade Allocations: A: 90-100%   **B:** 80-89%   **C:** 70-79%   **D:** 60-69%   **F:** < 60%

There is no +/- grading in this class. On average +/- grading results in lower grades due to the lack of A+ and F+ grades. Your grade will reflect my perception of your mastery of the material in the course.

My primary goal is that you leave this class with skills you did not previously have. If you put forth the work to obtain these skills, your grade will reflect it.

Schedule
As of August 13, 2024 - Schedule is subject to change
Assigned chapters should be read before class!

Week	Date	Topic
1	1: M 8/19	Introduction
	2: W 8/21	**Ch 1 Part 1:** Managing in the digital world
2	3: M 8/26	**Ch 1 Part 2:** Managing in the digital world
	4: W 8/28	**Ch 2:** Gaining Competitive Advantage with IS
3	5: M 9/2	Labor Day – no class
	6: W 9/4	**Podcast Case 1:** Apple (Page 45)
		Podcast Case 2: Streaming Video (Page 89)
4	7: M 9/9	**Ch 3:** Managing IS Infrastructure and Services
	8: W 9/11	**Podcast Case 3:** Amazon Web Services (Page 137)
		Podcast Case 4: The Dark Web (Page 138)
5	9: M 9/16	**Special Topics:** A Worldwide Market for Five Computers
		Exam Review
	10: W 9/18	Exam 1 (Chapters 1-3)
6	11: M 9/23	**Ch 4:** Enabling B2C e-commerce
	12: W 9/25	**Podcast Case 5:** Web Analytics (Page 180)
		Podcast Case 6: Cloning Business Models (Page 181)
7	13: M 9/30	**Ch 5:** Org Comm and Collab using Social Media
	14: W 10/2	**Podcast Case 7:** Social Media Filter Bubble (Page 221)
		Podcast Case 8: Like Farming and Clickbait (Page 222)
8	15: M 10/7	**Ch 6:** BI using Big Data, Analytics, and AI
	16: W 10/9	**Podcast Case 9:** NSA Surveillance (Page 269)
		Podcast Case 10: Gathering Social Intelligence (Page 270)
9	17: M 10/14	**Ch 7:** Enterprise IS
	18: W 10/16	**Podcast Case 11:** SaaS, ERP by the hour (Page 307)
		Podcast Case 12: Amazon's Automation (Page 308)
10	19: M 10/21	**Special Topics:** TBD
		Exam Review
	20: W 10/23	Exam 2 (Chapters 4-7)
11	21: M 10/28	**Ch 8:** SCM and CRM
	22: W 10/30	**Podcast Case 13:** Supply Chain Havoc (Page 345)
		Podcast Case 14: Delivering Over the Last Mile (Page 346)
12	23: M 11/4	**Ch 9:** Developing and Acquiring IS
	24: W 11/6	**Podcast Case 15:** Next Generation Identification (Page 391)
		Podcast Case 16: Big Data and the Elephant (Page 392)
13	25: M 11/11	**Ch 10:** Securing Information Systems
	26: W 11/13	**Podcast Case 17:** Stopping Insider Threats (Page 443)
		Podcast Case 18: China's Great (Fire)Wall (Page 444)
14	27: M 11/18	**Special Topics:** TBD
	28: W 11/20	**Special Topics:** TBD
		Exam Review
15	29: M 11/25	Exam 3 (Chapters 8-10)

Note that the general pattern for the course is that most Monday classes will be lecture, while most Wednesday classes will be our "podcast style" discussions.

Case Discussion Contribution (on Canvas) is due by 5:00 on Monday BEFORE the case

Progress quizzes (on Canvas) are due by 5:00 on Friday.

Other Important Details

Classroom Behavior

The non-academic use of cell phones, laptops, tablets and the like are distracting to yourself and those around you - plus it is rude! Please silence or turn off your phone 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 and will lose professionalism points.

Disruptive or threatening behaviors are strictly prohibited and will be dealt with in accordance with university policy.

Violations of the Classroom Behavior policy will result in the loss of "Professionalism" points as described in the "Grading" section of the syllabus

Late Work

Assignments turned in late will be penalized 10% per calendar day for a maximum of five days, after which no credit will be given. Technology failure is not an excuse for late work, so do not wait until the last minute!

HARDWARE/SOFTWARE

Assignments will be completed digitally and submitted via Canvas. The Bauer computer labs are available to complete assignments. In order to complete some of the assignments and SQL project, you will need access to a computer running a modern version of Windows or MacOS.

Kahoot!: For many in class activities we will use a response system called Kahoot! You can access Kahoot! using a web browser on Windows, Apple, and Android devices.

Please contact me ASAP if you do not have access to the required hardware so that special arrangements can be made.

UH REQUIRED SYLLABUS LANGUAGE: Fall 2024

Mental Health and Wellness Resources

The University of Houston has a number of resources to support students' mental health and overall wellness, including CoogsCARE and the UH Go App. UH Counseling and Psychological Services (CAPS) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit uh.edu/caps, call 713-743-5454, or visit a Let's Talk location in-person or virtually. Let's Talk are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

The Student Health Center offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment. The A.D. Bruce Religion Center offers spiritual support and a variety of programs centered on well-being.

Need Support Now?

If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat 988lifeline.org.

Academic Honesty Policy
High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The UH Academic Honesty Policy is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/.

Reasonable Academic Adjustments/Auxiliary Aids
The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: https://uh.edu/accessibility/ calling (713) 743-5400, or emailing jdcenter@Central.UH.EDU.

Excused Absence Policy
Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended

absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the Justin Dart, Jr. Student Accessibility Center. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Recommended Language and Guidance

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our Power-On website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, Blackboard, and Canvas; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

UH Email

Please check and use your Cougarnet email for communications related to this course. Faculty use the Cougarnet email to respond to course-related inquiries such as grade queries or progress reports for reasons of FERPA. To access your Cougarnet email, login to your Microsoft 365 account with your Cougarnet credentials. Visit University Information Technology (UIT) for instructions on how to connect your Cougarnet e-mail on a mobile device.

Syllabus Changes

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through Canvas.

GOOD LUCK!