MGT 120 - Managing and Using Information Technology

Course Syllabus

Course Description
This course explores the rich field of Information Technology (IT) with its evolving and transforming application to the business environment. The course covers modern technologies relevant to business operations, decision making and the digital firm. Students will:

- Understand the role of IT in marketing, production, operations business intelligence, and other critical management functions;
- Become a novice user of productive digital business IT applications;
- Understand the marketplace, business strategies and environmental constraints affecting the use of IT in business; and
- Assess the business value of technological application and strategic impact on the firm.

Instructor
Tracy Bethune is a Business Program Manager for Supply Chain Management Systems at Hewlett-Packard. Her previous background is in Business Planning and Material Planning.

LAB TA
TBA

Office Hours
Office Hours are by appointment and at your convenience. The most effective method for communicating with the instructor is by email and you should generally expect a response within 24 hours.
Instructor: tbethune@ucdavis.edu
Lab TA:

Required Text:
Modern Information Technologies
This course will cover the following information technologies that are used in business:

- Data driven decision technologies, including data base systems, data warehousing, online data analytical processing (OLAP) technologies and information technologies for data mining and knowledge discovery
- Model driven decision technologies for decision problems that involve multiple objectives and some uncertainty in the problem environment that affects decisions and outcomes
- Modern communication technologies, the Internet ad World Wide Web and how these relate to the practice of e-business

Learning Objectives
By the end of the course you should:

- Understand the role of modern information technologies in managerial activities and decision making
- Be a novice user of these information technologies who is aware of the potential of these technologies and minimally capable of using them in an organizational context
- Understand the marketplace for such information technologies – what products are available, who the major vendors are, and what factors would affect a make/buy decision
- Understand the business strategies that IT enables, and environmental constraints that affect the use of IT

Attendance
Attending Class and the Labs are an important part of learning and absences are not acceptable. I expect you to come to the class and the labs. It is your responsibility to make sure you sign the attendance sheet. Students are allowed one absence during the course for uncontrollable or unforeseen circumstances, although an absence may affect a student’s grade. Students are responsible for catching up on any missed material. An absence does not excuse a student from the requirement to submit class assignments on or before the due date.

Preparing for Class
You are expected to have read the material and attempted assigned background problems prior to coming to class. There will be an activity in each class on a topic chosen from the readings. Only by keeping up with the readings will you be ready to participate to the fullest extent possible.
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**Grading**

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* Each Assignment of Quiz is worth 5 points. I will drop the lowest scoring assignment for each student.
Class Participation and Learning

Groups: Please begin to form your project groups early and communicate this information to the TA. I suggest you work on group formation immediately and begin to consult on your database project and emerging technology presentation in the first week. For group assignments, the understanding is that each member will contribute about uniformly, hence group assignments will be graded at the group level (i.e., all individuals get the same score), but I will make exceptions if I receive clear information to the contrary. Opportunities for Class Participation and Presentation are designed to enhance the learning process for all of us.

Individual Assignments and quizzes: These are individual assignments designed to review the topics discussed in the lectures and give the students a chance to apply the concepts and methods discussed in class. I will keep the highest 5 scores (of 6) for each student.

Class Discussion: Please feel free to ask any question or seek clarification and make an effort to contribute towards the discussion by providing examples (or counter-examples) based on your reading and experience.

Information Technology News: Hear or experience anything notable about IT recently? Please share with the class. We’ll make some time right after the mid-class break.

Emerging Technology Group Presentation: Research a really interesting/cool emerging technology and do a group presentation: briefly outline the technology and then focus on a discussion of the technologies potential value to business or society and any potential transformation of the business environment. In addition to the value of the technology to business or society, you will be graded on the quality of your presentation, your presentations use of technology in the presentation (ie, web demo, video clip, and technology application), supporting research and overall ability to create interest in the topic. Creativity is encouraged. You will have no more than 10 minutes to present plus a 5 minute Q&A period. Presentation will be throughout the quarter, so please meet with the TA and sign up for a presentation time prior to class meeting 3.

Database Implementation: Each group will, in consultation with the instructor and Lab instructor, identify a small project that involves the design of a database system, covering proposal, analysis of database requirements, database modeling, implementation, and query/report business application/design. Detailed project instructions will be reviewed in the course lab.
Essay/Paper Grading Criteria

I expect all written work to be as thorough and concise as possible. Please separate essential points and details by moving details into an appendix. Use of color or other attempts to beautify the report are unnecessary but all assignments should be easy to read (clearly legible if handwritten, good lay out and organization into sub-sections). Point form notation when appropriate is encouraged, so long as the content is complete and easily understood. Grading will be determined among structure/format, grammar/punctuation, and content. Note the following:

- **Content:** No matter the structure, format or style, you must be able to support your thesis and general arguments. Therefore it is critical you include information/content from the course material within your papers. Feel free to add additional references and/or citations from other sources, but remember to cite your references properly. Ensure that all aspects of the assignment questions have been answered and that your argument flows in a logical manner; however, do not pad your assignments. A concise answer will score higher than a long winded answer communicating the same information. **This is weighted 50% of your assignment grade.**

- **Structure/format:** Your papers must have an introductory paragraph and concluding paragraph. Power point presentation must also have an introduction and conclusion. Remember, your introductory paragraph must clearly state the purpose/thesis of your paper; and your concluding paragraph must review the merits of your argument and offer any recommendations. This section also measures your argument flow through paragraph and sentence structure. Remember that paragraphs must have more then one sentence and those sentences or bullet points must flow well. **This is weighted 30% of your assignment grade.**

- **Grammar/Punctuation:** Clarity of expression is all-important. Good business papers are carefully written and revised; they use the English language correctly. Don’t forget to proofread all papers before you submit them. Note poor writing may very well lead to questionable credibility: don’t let others get the wrong impression of your work because you are careless with the delivery. Additionally, today’s business environment requires information to be presented in a brief, yet comprehensive format. “Executive Summaries” are business critical. Therefore eliminate superfluous words, organize your headings to highlight key points and logical flow, and move supporting details into appendixes when appropriate. Finally, ensure your paragraph transitions are logical and maintain the flow of thought throughout the paper. **This is weighted 20% of your assignment grade.**

Please submit assignments on time. Assignments are due at the beginning of the corresponding class meeting. Delayed submissions will automatically earn a 20% reduction in points, more for longer delays.

**Academic Integrity and Student Conduct**

UC Davis policies regarding student conduct, ethics, and academic integrity will be strictly enforced and per university guidelines dishonest academic activity can result in a failing grade.