

Instructor: Navin Manglani

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## **Information Technology in Business & Society** **Spring 2018**

Class Start Date: 1/22/18 Class End Date: 5/7/18

Meeting Room: Tisch UC-21

### ***DRAFT SYLLABUS***

#### **Description:**

The role of information technology is central to businesses and has had a broad impact on society. This course introduces how information technology is used to support business processes and enterprise-wide initiatives to fulfill the strategic, tactical and operational requirements of business organizations such as customer relationship management (CRM), enterprise resource planning (ERP), supply chain management (SCM), and e-Business. The course also looks at the role of emerging technologies such as Mobile Computing, Cloud Computing and Social Networking. The social, ethical, and security issues that arise with the adoption of information technology is discussed in class as well. Various business scenarios/problems are presented to teach students how to use IT to formulate, analyze, and solve problems and to enhance their analytical skills. The last several lectures will consist of workshops that will introduce students to SQL, Tableau and other relevant skill sets when working with information.

#### **Scope of Class:**

The goal of the course is to prepare students to use, manage and participate in information technology. Among the areas of focus include:

1. Terminology: The ability explain the meaning of terms used to describe common techniques and concepts in business information systems.
2. Advanced Information Systems Concepts: Describe the ways in which computers have and will continue to be used in areas such as telecommunications, electronic commerce, data management, business intelligence and systems planning & acquisition.
3. Behavioral and Organizational Issues: Identify and suggest appropriate responses to managerial and organizational issues stemming from development, implementation, and use of computer-based information systems.
4. International Issues: How to address challenges in implementing international information systems, including economic and cultural differences.
5. Social and Ethical Issues. Understand some of the social and ethical issues involve in the development and use of information technology.
6. Tactical Skills: How to create and retrieve data from a relational database using SQL and pgAdmin, how to visualize data using Tableau and other hands-on skills.

## **Requirements:**

**Textbook:** Management Information Systems; 7<sup>th</sup> Edition; Sousa, Oz; Cengage Learning, Inc; 978-1285-18613-9. The text is available at the NYU Bookstore or digitally at [cengage.com](http://cengage.com).

Supplemental readings, homework assignments, solutions, data sets and other relevant information will be posted on Classes.

To gain hands-on database experience, students will complete tutorials and written assignments using PostgresDB (a popular database management system tool) and pgAdmin3 (a SQL querying tool that works with PostgresDB). For the data visualization section, students will use and complete assignments using Tableau Public. All tools are free and work well with Mac, Linux and Windows.

## **Grading:**

### **Class Attendance, Professionalism, and Participation** (15% of final grade)

Class attendance and participation are crucial elements of the class. Students are expected to attend all classes, come to class time, read the assigned readings and participate actively in class. Professionalism includes students turning off computers except when you are asked to do lab work, not web surfing allowed anytime during class time and turning cell/smartphones off during class.

### **Assignments** (10% of final grade)

Assignments will give students the opportunity to apply the skills learned in class discussion, textbooks and class exercises. Assignments will be checked for completeness (complete vs. incomplete, with a grade of either 1, 0.5 or 0) but not graded. Students are responsible for checking their own assignments against the answer keys. Late assignments will only be accepted by approval of the instructor prior to the due date of the assignment and may be subject to deductions in points.

### **Pop Quizzes** (0-10% of final grade, Assignments & Participation grades will be adjusted accordingly)

The instructor reserves the right to administer up to two pop quizzes may be given at any point during the course. The pop quizzes will cover questions from Assignments or the previous lecture.

### **Exams** (60% of final grade)

**Exam #1** (15%): This exam will be held on Wednesday, February 14<sup>th</sup> and based on material from chapters 1-7 of the textbook.

**Exam #2** (20%): This exam will be on Wednesday, March 28<sup>th</sup> and based on the text book in its entirety.

**Exam #3** (25%): This exam (the finale xam) will be based on the topics discussed during the workshop component of the class and may include a few concepts from the textbook.

**Final Project** (15% of final grade)

The final project is a group project and will be assigned in early April. The final project will be due on May 7<sup>th</sup>.

**Course Policies:****Professionalism, Behavior and Integrity**

Students are expected to maintain and abide by the highest standards of professional conduct and behavior. Please familiarize yourself with Stern's Policy in Regard to In-Class Behavior & Expectations (<https://goo.gl/VQPt6Z>) and the NYU Disruptive Behavior Policy (<https://goo.gl/7AuOXI>). The entire Stern Student Code of Conduct applies to all students enrolled in Stern courses and can be found here: [www.stern.nyu.edu/uc/codeofconduct](http://www.stern.nyu.edu/uc/codeofconduct).

**Disability**

If you have a qualified disability and will require academic accommodation of any kind during this course, you must notify me at the beginning of the course and provide a letter from the Moses Center for Students with Disabilities (CSD, 998-4980, [www.nyu.edu/csd](http://www.nyu.edu/csd)) verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

**Laptop Policy**

For lectures up until Exam # 2 (March 28<sup>th</sup>), please keep your computers and electronic devices (including phones) away/turned off during lecture. Using laptops to take notes is not permitted during this section of the class. During the workshop sessions (April 2<sup>nd</sup> onwards), please bring your charged laptop to class. It will be very difficult to gain the full benefit of these lessons without having your laptop with you.

**Exam Attendance**

Makeup Exams will not be given. Those who fail to show up for any exams will receive a zero for the exam. Those who show up late to exams must finish the exam within the originally allotted time and will not be allowed to submit their exam late.