NEW YORK UNIVERSITY
NYU STERN
LEONARD N. STERN SCHOOL OF BUSINESS

INFO-UB.0001 Information Technology in Business and Society
Syllabus General

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Office Hours: Monday and Wednesday before class
Teaching Assistant To be announced

Overview

This course introduces you to **information technology in business and society**. Broadly, here's what you'll learn from the course, and why this learning is important:

- First, as a future knowledge worker you will use personal systems in your work every day. You need to know how to publish information on the Internet, model and analyze decisions using a spreadsheet, and get information from relational databases. Over this course, your in-class conceptual learning of these topics will be complemented by a set of computer-based self-learning tools.
- Second, in the digital firm, you will be involved increasingly in decisions about information systems. You will therefore need to recognize the large-scale systems that run modern organizations, understand what drives the success of a company's IT investments, and learn how these investments facilitate effective business strategy and emerging business models.
- Third, you must know how to evaluate and analyze information-based products and services in the increasing number of industries that are being transformed by information technology. You will learn about the unique economics of information pricing, technological lock-in and network effects, so that you can perform informed business analysis and formulate effective strategy in the digital economy.

We will also discuss a set of special topics, which may include information privacy, data mining, search and the business implications of online social networking. Assignments, projects and case studies through the course will reinforce your learning of how to use information technology to solve business problems.

Course Schedule

See the course schedule on NYU classes

Recommended textbook and required readings and software

1. A complete copy of *Management Information Systems for the Information Age, 9th Edition,* by Stephen Haag and Maeve Cummings. The book is not available in the bookstore so you should plan to purchase or rent a copy online [unless you plan to create your own readings online]. I will make available some alternative readings online when possible'

2. The article "How Competitive Forces Shape Strategy" by Michael Porter.

3. Chapters 2, 5 and 7 from *Information Rules,* by Carl Shapiro and Hal Varian.

4. The case "The iPremier Company: Denial of Service Attack".

5. Microsoft Office. There will be a series of software recitations to update your skills, especially in Excel

These readings will be supplemented by selected online content, which you can access from NYU classes.

There will be some online research to update some of the book materials, or to add current valuable topics.

Deliverables, grading and class participation

During this course, you will be assigned no more than six individual assignments and three group projects. You will have one midterm examinations and one final examination. You are expected to participate in classroom and online discussions. The breakdown of points (out of a total of 500) for each of these:

Assignments, projects and quizzes	175 points
Class Participation	25 points
Midterm examination	125 points
Final examination	175 points
Total	**500 points**

Each assignment and project will provide you with a set of instructions and guidelines. Expect to use Excel, Access and the Web extensively. Examinations are closed book/notes/computer/cellphone/PDA/iPod (the idea should be clear). We will discuss their format in due course.

In general, homework will be due each Monday. Late submissions will be accepted and graded, but you will only be given credit for 50% of your score. And your carriage may turn into a pumpkin.

Group projects should be done in groups of approximately 4 students. During the semester, your TA will facilitate this process further, and we will give you a set of detailed guidelines about working in teams. You may also be asked to evaluate the contribution of each of your team members after each group project.

The classroom discussion presents a unique opportunity for you to develop and enhance your confidence and skills in articulating a personal position, sharing your knowledge, and reacting to new ideas. All of you have personal experience with information technology that can enhance our understanding of the subject, and that we encourage you to share.

The grade we assign for your class participation is a careful, subjective assessment of the value of your input to classroom learning. We keep track of your contributions towards each class session, and these contributions can include (but are not restricted to) raising questions that make your classmates think, providing imaginative yet relevant analysis of a situation, contributing background or a perspective on a classroom topic that enhances its discussion, and simply answering questions raised in class. Emphasis is placed on the quality of your contribution, rather than merely on its frequency. A lack of preparation or negative classroom comments can lower this grade.

Syllabus

I may add or modify web-based readings from time to time. Make sure that you check the **NYU classes site**before every session – you will find a document for every classroom session, which will contain detailed information about pre-class readings, a copy of the class slides, information about assignments/projects, and pointers to how far you should have progressed on your SimNet Tutorial lessons.

Readings in *italics* are not required, but recommended.

Note: HC refers to Haag and Cummings; XLM refers to "Extended learning module" from the Haag and Cummings book

Session	Date	Topic	Readings
S1		Introduction to IT in business	HC pp. 3-29
S2		IT, strategy and competitiveness I	HC pp. 16-26, 677-686 [Porter article]
S3		IT, strategy and competitiveness II	HC pp. 36-48, 52-55
S3 continued		IT, strategy and competitiveness II	
S4		IT Platforms and Infrastructures I	XLM A: pp. 323-345
S5		IT Platforms and Infrastructures II	XLM A: pp. 323-345
S6		IT Platforms and Infrastructures III	XLM E: pp. 408-435
S7		Information on the Web As needed: As needed:	XLM B: pp. 351-364; HC pp. 200-207 Publishing on the Web at Stern (web) Designing successful web sites (web)
S8		IT, strategy and competitiveness III - Electronic Commerce	HC pp. 126-149
S9		Computer crime and security I	HC pp. 244-249, XLM H: 442-454 Review pp. 426-431
S10		Computer crime and security II	HC pp. 224-226; **iPremier case** posted on Blackboard
		NO CLASSES	
S11		Security wrap up	Readings above
S12		Midterm examination	All required readings from S1-S13
S13		Databases I: Fundamentals	HC pp. 62-70 XLM C: pp. 371-383
S14		Databases II: Getting information	HC pp. 70-77, 84-86; XLM J: skim/try out pp. 476-508 or equivalent
S15		Data mining	HC pp. 77-84
S16		Recitation	
S17		Information Privacy I and Intellectual Property	HC pp. 226-244, web-based readings
S18		Information Privacy II	HC pp. 226-244, web-based readings
S19		Information Privacy II	HC pp. 226-244, web-based readings
S20		Digital Goods, IP and piracy	Ch. 2 of Information Rules; The digital dilemma (web), DRM and fair use (web)

S21		Digital pricing strategy	Ch.2 of Information Rules
S22		Digital pricing strategy	Ch.2 of Information Rules
S23		Technology lock-in	Information Rules
S24		Lock-in and network effects	Information Rules
S25		Strategy in network industries	Information Rules
S26		Strategy and network effects	Case studies
S27		Content as needed	
S28		Final Exam	All materials covered in the semester, but but with emphasis on the second half of the semester and Porter's competitive forces model and the Value Chain