Class details

INFO-UB9001001 Info Tech in Business and Society
Fall 2017
Thursdays 6:15PM–9:15PM
Room location: B103

Instructor Details

“TBA” for now. I can be available Thursday before class or other times if you make an appointment in advance.

Prerequisite

Sophomore standing

Class Description

Starting in the early 1980’s with the first desktop computers (i.e., PC’s) introduced into company workplaces, information technology (IT) has played an important role in the U.S. and global economies. Companies rely on IT for fast communications, data processing and market intelligence. IT plays an integral role in every industry, helping companies improve business processes, achieve cost efficiencies, drive revenue growth and maintain a competitive advantage in the marketplace.

In concert with the introduction of technology into organizations were debates surrounding technology’s contribution in these areas. The debates were esoteric and philosophical at first but have evolved into well-documented applications of technology in the workplace and beyond. But can we assume that these technology adoptions were all favorable?

This semester we will explore if the adoption of technology has benefits or detriments through topical discussions that will include historical reflection and current thinking in identified areas affecting companies and the global workplace.
Desired Outcomes

Student Learning Outcomes:
- Demonstrate conceptual knowledge
- Describe the impact certain global business practices have on society in general

Business Writing and Oral Communications:
- Written assignments that are coherent, organized, concise, grammatically correct and well presented
- Oral presentations that are coherent, organized, concise, engaging and well presented.

Leadership and Interpersonal Skills:
- Exhibit confidence in oral presentations
- Balance interpersonal relations and tasks
- Consider other people’s ideas or suggestions
- Interact with the audience’s question’s with objectivity

Critical Analysis Skills:
- Diagnose and categorize a problem
- Gather and analyze relevant data needed to address the problem
- Identify and evaluate competing solutions

Ethical Attitudes and Values
- Identify appropriate values in a given context
- Identify ethical behavior in a given context
- Distinguish ethical from unethical behavior

Assessment Components

Weekly Thought Piece: Each week, prior to class (except where noted in the online schedule) students must post to the learning management system a thought piece. A thought piece is 1-2 pages in length, double-spaced, no larger than 12 pt nor smaller than 10 pt font, is a reflection on the current week’s discussion. The thought piece is a focused reflection.

The student will select a single topic from the current week’s reading. The thought piece will address how the topic is in use, the benefits or detriments, and the impact. The thought piece must be documented citing the reference in the paper with the student providing the link to the source. (The source must be a reliable, citable source. Wikipedia is not reliable. Blogs are not reliable.) The thought piece can either support or contradict the week’s discussion.

The assignment must be posted as an MS Word document to the learning management system by 4:00 pm the day of class. Assignments will not be accepted after 4:00 pm, Thursday. Have a copy of your paper accessible to you during class as a reference. During class time, students
should be prepared to discuss their paper and their position as presented in the paper.

We will augment chapter readings and weekly student papers with topics found on TED.com. The idea is to explore new ideas (found in TED) based upon documented subjects (found in the text) to determine if there is a pattern of progression or a model of repetition. In summary, is technology making the world a better place to coexist.

Midterm/Final: The midterm and final are textbook exams. This means that these two exams will derive questions from the textbook. Questions will be a combination of multiple choice and short answer. The exams are not cumulative. This means that the midterm will cover chapters discussed in the first half and the final exam will cover chapters discussed in the second half of the semester.

Final Paper: The final paper is a topic of the student’s choice that captures the impact of technology in society in a selected area. The paper must address the societal impact, which includes ethics, morality, adoption; using scholarly sources. A minimum of five scholarly sources is expected.

Interim Presentation: During week eight, students will present their topic idea to the class. The intent of this discussion is to evaluate merit of the topic. During the presentation, the student must be prepared to discuss the relevance of their selected topic and interim scholarly sources identified supporting the paper’s position. A slide deck may accompany the paper discussion.

Final Presentation: For the final presentation, student may use supporting slides or speak to the topic. The final paper must not exceed 10 pages exclusive of any supporting graphs and/or tables. As with the thought piece, font size cannot be smaller than 10 pt nor larger than 12 pt. The final paper must have a table of contents, abstract, clearly identified sections, and a conclusion.

Should the student choose to use a slide deck for the presentation when discussing their final paper, the slide deck must be posted to me 30-minutes prior to class start time. I will have all presentations loaded on my desktop for students. If the slide deck is not available to me 30-minutes prior to class, the student will have to present without the slide deck. We are not able to accommodate transferring computers.

All papers are due in MS Word format no later than the date and time specified.

Failure to submit or fulfill any required course component results in failure of the class.

Assessment Expectations

Class Attendance: 150
Weekly Thought Piece: 1100
Midterm: 750  
Interim Presentation: 75  
Final Paper: 750  
Final Presentation: 150  
Final Exam: 750  

Maximum number of points: 3725  

Grading Rubric for All Papers:

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<th>Excellent 100%</th>
<th>Good 85%</th>
<th>Satisfactory 75%</th>
<th>Inappropriate 60%</th>
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<tr>
<td>1. Provides support, or contradiction, for the article author's tenets</td>
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<td>Weight 20.00%</td>
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<td>2. Student supports his/her facts and conclusions</td>
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<td>3. Correct use of grammar, punctuation, sentence structure, spelling</td>
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<td>4. Uses strong and appropriate research references</td>
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<td>5. Uses proper citations and references in paper</td>
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<td>6. Has a logical paper organization and structure</td>
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<td>7. Minimum repeat of article details</td>
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<td>8. Paper focused on the subject article</td>
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<td>9. Paper contains appropriate title, and notes Pro or Con position</td>
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<td>10. Paper appropriate specification length</td>
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**Grade A:** The student makes excellent use of empirical and theoretical material and offers well-structured arguments in his/her work. The student writes comprehensive essays / exam questions and his/her work shows strong evidence of critical thought and extensive reading.

**Grade B:** The candidate shows a good understanding of the problem and has demonstrated the
ability to formulate and execute a coherent research strategy.

**Grade C:** The work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement.

**Grade D:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research.

**Grade F:** The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible.

**Stern Core Course Grading Statement:**
At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have adopted a grading guideline for core courses with enrollments of more than 25 students in which approximately 35% of students will receive an “A” or “A-“ grade. In core classes of less than 25 students, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards.

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**Attendance Policy**

Study abroad at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. **To ensure the integrity of this academic experience, class attendance at the centers is mandatory, and unexcused absences will affect students’ semester grades.** Students are responsible for making up any work missed due to absence. Repeated absences in a course may result in failure. At all Global Academic Centers, unexcused absences will be penalized with a two percent deduction from the student’s final course grade.

To seek an excused absence for medical reasons, students must use the online absence reporting form within 24 hours of their first missed class. Students may be required to produce a doctor’s note with that day’s date, especially if the student has missed any classes already that semester or if exams/presentations/papers occurred in the missed class.

Non-medical absences must be discussed with the Academic Program Coordinator at least 7 days before the missed date(s) in question. If faculty members do not receive notification of an excused absence, the student has not procured an excused absence.

NYU Washington, DC expects students to arrive to class promptly (both at the beginning and after any breaks), to be attentive, and to remain for the duration of the class. If full class attendance and participation becomes a problem, it is the prerogative of each instructor to apply
the rule for unexcused absences, which may include a two percent deduction from the student’s final course grade.

Students are responsible for making up any work missed due to absence. This means they should initiate email and/or office hour discussions to discuss any missed lectures and assignments and arrange a timeline for submitting missed work.

Final exams must be taken at their designated times. Final exams may not be taken early, and students should not plan to leave Washington, DC before the end of the finals week.

Please note that for classes involving a field trip or other external visit, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at the announced meeting point in a punctual and timely fashion. Staff members may always be reached by cell phone for advice regarding public transportation.

### Late Submission of Work

1. Written work due in class must be submitted according to the professor’s requirements. (See Assessment Components above.)

2. Late work should be emailed to the faculty as soon as it is completed.

3. Late work will be reduced for a fraction of a letter grade (e.g., A to A-, A- to B+, etc.) for every day it is late, including weekends.

4. Written work during the semester that is submitted 5 days after the submission date (including weekends) without an agreed extension fails and is given a zero.

5. Students who arrive to class late for an exam do not have automatic approval to take extra time to complete the exam.

6. Students who miss an exam (including the final) without previously arranged permission will receive a zero on that exam.

7. Assignments due during finals week that are submitted more than 3 days without previously arranged extensions will not be accepted and will receive a zero. Any exceptions or extensions for work during finals week must be discussed with the Site Director.

### Students with Disabilities

Students with disabilities who believe that they may need accommodations in a class are encouraged
to contact the Moses Center for Students with Disabilities at (212) 998-4980 as soon as possible to better ensure that such accommodations are implemented in a timely fashion. For more information, see Study Away and Disability.

Plagiarism Policy

As the University's policy on "Academic Integrity for Students at NYU" states: "At NYU, a commitment to excellence, fairness, honesty, and respect within and outside the classroom is essential to maintaining the integrity of our community. By accepting membership in this community, students take responsibility for demonstrating these values in their own conduct and for recognizing and supporting these values in others." Students at Global Academic Centers must follow the University and school policies.

The presentation of another person’s words, ideas, judgment, images, or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

NYU Washington, DC takes plagiarism very seriously; penalties follow and may exceed those set out by your home school. All your written work must be submitted as a hard copy AND in electronic form to the instructor. Your instructor may ask you to sign a declaration of authorship form.

It is also an offense to submit work for assignments from two different courses that is substantially the same (be it oral presentations or written work). If there is an overlap of the subject of your assignment with one that you produced for another course (either in the current or any previous semester), you MUST inform your professor.

For guidelines on academic honesty, clarification of the definition of plagiarism, examples of procedures and sanctions, and resources to support proper citation, please see:

http://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/academic-integrity-for-students-at-nyu.html

http://gls.nyu.edu/page/gls.academicintegrity

http://cas.nyu.edu/page/academicintegrity


Religious Observances

Students observing a religious holiday during regularly scheduled class time are entitled to miss class
without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday.

Students must notify their professor and the Washington, DC Academics team in writing via email at least 7 days before being absent for this purpose.

**Required Text(s)**


**Supplemental Texts(s) (i.e., not required for purchase)**

The text will be supplemented with posted articles. The posted articles will expand the topic to include either an historical perspective, societal impact, future view or a combination of all of the previous.

**Internet Research Guidelines**

Use of Wikipedia is acceptable only to find scholarly sources. Wikipedia is not a reference and must not be cited.

**Additional Required Equipment**

Students are encouraged to bring their laptops and smart phones to class as these may be used for in-class research.

**Session 1 – August 30, 2017**

Course Expectations

Chapter 14: Ethical Risks and Responsibilities of IT Innovations

Chapter 1: Doing Business in Digital Times

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**Session 2 – September 6, 2017**

Chapter 2: Data Governance and IT Architecture Support Long-Term Performance

Thought Piece 1 Due
Session 3 – September 13, 2017

Chapter 3: Data Management, Big Data Analytics, and Records Management

Thought Piece 2 Due

Session 4 - September 20, 2017

Chapter 4: Networks for Efficient Operations and Sustainability

Thought Piece 3 Due

Session 5 – September 27, 2017

Chapter 5: Cybersecurity and Risk Management

Thought Piece 4 Due

Session 6 – October 4, 2017

Chapter 6: Attracting Buyers with Search, Semantic, and Recommendation Technology

Thought Piece 5 Due

Session 7 – October 11, 2017

Midterm
In-class – 90 minutes
Session 8 – October 18, 2017
Interim Presentation
Chapter 7: Social Networking, Engagement, and Social Metrics
Thought Piece 6 Due

Session 9 – October 25, 2017
Chapter 8: Retail, E-Commerce, and Mobile Commerce Technology
Thought Piece 7 Due

Session 10 – November 1, 2017
Chapter 9: Effective and Efficient Business Functions
Thought Piece 8 Due

Session 11 – November 8, 2017
Chapter 10: Strategic Technology and Enterprise Systems
Thought Piece 9 Due

Session 12 – November 15, 2017
Chapter 11: Data Visualization and Geographic Information Systems
Thought Piece 10 Due

Session 13 – November 29, 2017
[Chapter 12: IT Strategy and Balanced Scorecard

Thought Piece 11 Due

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Session 14 – December 6, 2017

Chapter 13: Project Management and SDLC

Student Papers Due

Final Presentations

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Final Exam – December 13

Final Exam

In- class – 110 minutes

Your Instructor