NYU DC
INFO-UB 9001 DC1
Info Technology in Business & Society

Fall 2018

Instructor Information

- Nina McGarry, Ph.D. PMP, CEA, CSM
- No specific address. Room arranged if student requests a meeting
- No specific telephone number. Student is advised to email upon when a meeting will be scheduled
- Before class; After class
- Nm94@nyu.edu

Course Information

- INFO-UB 9001
- Info Technology in Business & Society
- Course 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?

- Co-requisite or prerequisite: There are two prerequisites – an eagerness to learn and a willingness to explore ideas.
- Face-to-face class meeting days and times: Thursday, 6:15 – 9:15 pm
  - Class room number and building: DCAC-B103
- Virtual (online) meeting days and times, if any: We can talk about this. I think it is a good idea to have at least one online meeting
Course Overview and Goals

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.

Upon Completion of this Course, students will be able to:

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

Course Requirements

Class Participation

Students must attend class prepared to discuss their weekly paper and contribute to their classmate’s weekly paper presentation in a respectful, open-minded manner.

Assignment 1

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 on the due date. Have a copy of your paper accessible to you during class as a reference. Students should be prepared to discuss their paper and their position in class.

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

**Assignment 2**

**Research Paper:** There is a final research paper that is a topic of the student’s choice capturing the impact of technology 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.

**Assignment 3**

**Interim Presentation:** During week eight, students will present their topic idea to the class. The intent of this discussion is to evaluate the 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.

**Assignment 4**

**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 support 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 powerpoint presentation when discussing their final paper, the powerpoint must be posted to me 30-minutes prior to class start time. We are not able to accommodate transferring computers. I will have all presentations loaded on my desktop for students.

**Tests & Quizzes**
**Midterm**: The midterm is a reflection following a visit to the Museum of American History. Students will select their date for the visit and the exhibit they will view after viewing the Museum of American History website. The website can be found at si.edu.

The student will identify an exhibit to visit and confirm with the instructor. The student will write a paper identifying the exhibit viewed, the impact the technology had on society identifying whether the impact was positive or negative. The justification for positive or negative impact must be substantiated with scholarly sources grounded in ethical and moral conduct. Moral and ethical conduct are introduced in the first class.

**Final**: The final is a textbook exam. This means that this exam will derive questions from the textbook. Questions will be a combination of multiple choice and short answer. The exam will cover topics from all chapters.

**Assigned Readings**


Scholarly articles the student locates associated with designated chapter readings.

**Grading of Assignments**

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.

The grade for this course will be determined according to the following formula:

<table>
<thead>
<tr>
<th>Assignments/Activities</th>
<th>Points towards Final Grade</th>
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</thead>
<tbody>
<tr>
<td>Weekly Papers</td>
<td>1000</td>
</tr>
<tr>
<td>Midterm</td>
<td>500</td>
</tr>
<tr>
<td>Final</td>
<td>750</td>
</tr>
<tr>
<td>Research Paper</td>
<td>1200</td>
</tr>
<tr>
<td>Interim Presentation</td>
<td>250</td>
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<tr>
<td>Final Presentation</td>
<td>500</td>
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</tbody>
</table>
View Grades
Grades will be posted to the class support system weekly.

Course Schedule

Topics and Assignments

<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>Introductions Review Class Syllabus Business Information Systems in your Career</td>
<td>Chapter 1</td>
<td>No assignment due</td>
</tr>
<tr>
<td>30- Aug-18</td>
<td></td>
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<tr>
<td>Session 2</td>
<td>Global e-Business and Collaboration</td>
<td>Chapter 2</td>
<td>Student’s weekly paper due, posted to Albert</td>
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<tr>
<td>6-Sept-18</td>
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<tr>
<td>Session 3</td>
<td>Achieving Competitive Advantage with Information Systems</td>
<td>Chapter 3</td>
<td>Student’s weekly paper due, posted to Albert</td>
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<tr>
<td>13-Sept-18</td>
<td></td>
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<tr>
<td>Session 4</td>
<td>Ethical and Social Issues in Information Systems</td>
<td>Chapter 4</td>
<td>Student’s weekly paper due, posted to Albert</td>
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<tr>
<td>20-Sept-18</td>
<td></td>
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<tr>
<td>Session 5</td>
<td>IT Infrastructure: Hardware and Software</td>
<td>Chapter 5</td>
<td>Student’s weekly paper due, posted to Albert</td>
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<tr>
<td>27-Sept-18</td>
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<tr>
<td>Session 6</td>
<td>Midterm</td>
<td>In Class</td>
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<tr>
<td>4-Oct-18</td>
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<tr>
<td>Session 7</td>
<td>Foundations of Business Intelligence: Databases and Information Management</td>
<td>Chapter 6</td>
<td>Student’s weekly paper due, posted to Albert</td>
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<tr>
<td>11-Oct-18</td>
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<tr>
<td>Session 8</td>
<td>Interim Presentation</td>
<td></td>
<td>Students post powerpoint presentation to Albert</td>
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<tr>
<td>18-Oct-18</td>
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<tr>
<td>Week/Date</td>
<td>Topic</td>
<td>Reading</td>
<td>Assignment Due</td>
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<tr>
<td>Session 9</td>
<td>Telecommunications, the Internet, Wireless Technology</td>
<td>Chapter 7</td>
<td>Students post powerpoint presentation to Albert</td>
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<tr>
<td>25-Oct-18</td>
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<tr>
<td>Session 10</td>
<td>Securing Information Systems</td>
<td>Chapter 8</td>
<td>Students post powerpoint presentation to Albert</td>
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<tr>
<td>1-Nov-18</td>
<td>Achieving Operational Excellence and Customer Intimacy: Enterprise</td>
<td>Chapter 9</td>
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<td></td>
<td>Applications</td>
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<tr>
<td>Session 11</td>
<td>e-commerce: Digital Markets, Digital Goods</td>
<td>Chapter 10</td>
<td>Students post powerpoint presentation to Albert</td>
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<tr>
<td>8-Nov-18</td>
<td>Improving Decision Making and Managing Knowledge</td>
<td>Chapter 11</td>
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<tr>
<td>Session 12</td>
<td>Research Paper Presentations</td>
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<td>Students post powerpoint presentation to Albert</td>
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<tr>
<td>15-Nov-18</td>
<td></td>
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<tr>
<td>Session 13</td>
<td>Fall Break - No Class</td>
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<tr>
<td>29-Nov-18</td>
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<tr>
<td>Session 14</td>
<td>Building Information Systems and Managing Projects</td>
<td>Chapter 12</td>
<td>Students post powerpoint presentation to Albert</td>
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<tr>
<td>6-Dec-18</td>
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<tr>
<td>Session 15</td>
<td>Final</td>
<td>In Class</td>
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<tr>
<td>13-Dec-18</td>
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<td>On Line</td>
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**Tests and Quizzes**
- Midterm, 4 October
- Final, 13 December

**Course Materials**

**Required Textbooks & Materials**
Scholarly articles the student locates associated with designated chapter readings.

**Resources**

- **Access your course materials**: [NYU Classes](nyu.edu/its/classes)
- **Databases, journal articles, and more**: [Bobst Library](library.nyu.edu)
- **Assistance with strengthening your writing**: [NYU Writing Center](nyu.mywconline.com)
- **Obtain 24/7 technology assistance**: [IT Help Desk](nyu.edu/it/servicedesk)

**Course Policies**

**Attendance and Tardiness**

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 (for courses that meet once per week; for courses that meet twice per week, it is a one percent reduction per missed class).

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 Staff 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 lecturer 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 Assignment**

1) Written work due in class must be submitted during the class time to the professor.
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.

**Incomplete Grade Policy**

Incomplete work is not accepted. Your submission is your final submission for grading.

**Academic Honesty/Plagiarism**

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 lecturer. Your lecturer 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:

NYU Policies and Guidelines on Academic Integrity

NYU Library Guides

Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

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.