COURSE INFORMATION

Meeting Times
Section 1 (INFO UB 01) meets Mondays and Wednesdays, 3:30 pm - 4:45 pm

Course Overview
Information Technology (IT) has radically changed the internal operations of organizations and the structure of the markets in which they compete. As a result, the toolkit of the business professional must include an understanding of the fundamentals of IT and its impact on other functional areas, such as strategic management, finance, accounting, marketing, and operations. This course is intended to provide this base set of knowledge and skills.

Course Objectives
This course introduces you to information technology in business and society. Broadly, here’s what you’ll learn from the course, and why these things are important:

• First, as a future information worker you will use personal computer 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 databases. In this course, your in-class conceptual learning of these topics will be complemented by a set of computer-based skills. If time permits, we may venture into working with more recent data analysis tools, like Tableau or R.

• Second, in the digital firm, you will be involved increasingly in decisions about information technologies. 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, all topics that we will cover in this course.

• 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. In this course, you will learn about the unique economics of information pricing and technological lock-in and network effects, so that you can perform informed business analysis and formulate effective strategies in the digital economy.

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

Course web site
We will be using NYU Classes to access course materials and submit assignments.

Required textbooks and software
In course readings will consist of selected online content, which you can access from NYU Classes.
Deliverables and grading
During this course, you will be assigned five individual assignments and a group project. You will have two midterm exams and one final exam that is likely to take place during class time at the end of the semester. You are expected to participate in classroom discussions (there is more information about participation below). The breakdown of points (out of a total of 500) is as follows:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>200</td>
</tr>
<tr>
<td>Exam 1</td>
<td>70</td>
</tr>
<tr>
<td>Exam 2</td>
<td>80</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Class Participation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
</tr>
</tbody>
</table>

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/PDA/iPod (you get the idea). We will further discuss their format in class.

In general, homework will be due by Mondays or Wednesdays by 7:00 pm (see the Class Schedule for more details on Assignment due dates and times). Late submissions will be penalized at a rate of one percentage point off for every hour that the assignment is submitted late. It is your responsibility to make sure you account for potential technical issues when submitting your assignment.

Group projects will be done in groups of two to three students. After you have posted your personal profile, your classmates will know you better, and this will help facilitate the group formation process. During the semester, we 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 the 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 we want to encourage you to share that experience.

Participation and Professionalism
This course, like many other courses at Stern, uses learning methods that require active involvement (e.g., participation in discussions and exercises). Not only is this the best way to learn, but it also develops your communication skills. Regular attendance, participation, and presenting yourself professionally are all very important. Active participation requires good preparation—thoughtful reading of the assigned material and completion of assignments and projects before class is essential. We recognize that expressing viewpoints in a group is difficult, but it is an important skill for you to develop. We will do what we can to make this as easy as possible. Remember though that only regular and insightful contributions will be rewarded (e.g., asking a question about the homework will typically not increase your class participation grade). Historically, much of the discussion in class has revolved around the assigned reading. Therefore, your ability to participate in class will probably be directly affected by the time spent on the assigned reading.

The use of laptops, tablets, smartphones, etc. in class is strictly not allowed because it is a distraction to others. During the first few weeks of the semester, the instructor will remind you to put these away, but after that point, the use of these devices in class during lecture will negatively affect your professionalism.
grade. Aside from when we are doing in-class work, points will be deducted each time you have a laptop open during lecture, including when in-class presentations are being given by other students.

The grade we assign for your class participation is a careful, subjective assessment of the value of your input to classroom learning. We keep careful 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, negative classroom comments, or improper behavior (such as talking to each other, sleeping in the classroom or walking in and out of the class while the lecture is in process) can lower this grade. Historically, students with high overall course grades at the end of the semester have generally also had high grades for participation.

**Academic Honor Code**
Consistent with Stern's honor code, your exams and quizzes should be completed individually. On individual assignments, you can discuss the assignments with TAs, instructors, or other class members. However, if you collaborate with another student on an assignment, you must add a note on your assignment indicating that you collaborated with that person. On group assignments, you can only discuss them with your teammates, with the TAs, or with the instructor. All external sources such as web pages, periodicals, books, etc. should be properly cited in your work. Any attempt to represent the work of others as your own will be considered plagiarism and will be referred to the Stern Discipline Committee. Penalties determined by this committee range from academic probation to expulsion. It is in your best interest to submit nothing or a partial assignment, rather than an assignment copied in violation of the honor code.

**Grading Guidelines**
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. We usually will publish the grading guide for the assignments and projects, so that students can learn from their mistakes and judge the fairness of the grade. If you believe that the grade you received was unjustified, you can appeal the grade. To appeal the grade you must write a one-page explanation as to the reason for your appeal and hand it along with your graded assignment back to the TA responsible for that assignment. Please think twice before appealing a grade: the TA will completely re-grade the assignment, which may increase your grade, but may also lower it (e.g., if the TA catches more mistakes the second time around). If after re-grading you feel that your grade was again unjustified, you can appeal the grade with the instructor.

**Individual Consultation**
We encourage you to meet with the TAs or with the instructor at any point during the semester to discuss your progress or any problems with the material or the assignments. Please talk to us if you have questions or problems. We are here to help.