Class details

INFO-UB 9001001 Info Tech in Business and Society
Spring 2016
Mondays* 6:15PM-9:15PM

* Please note that one class Make-Up Day will not be on a Monday.

Instructor Details

Prerequisites

Sophomore standing or above

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 questions 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 (excluding week 1 and week 15), students must post to the learning management system a thought piece. A thought piece is 1-2 pages in length, double-spaced, and is a reflection on the prior week’s discussion. The thought piece must be well-documented, using either the weekly reading assignments as reference, or preferably, outside scholarly sources that either support or contradict the previous week’s discussion. This assignment cannot be late. Students should be prepared to discuss their paper and their position.

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

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 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. 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.

To augment student presentation, the student may use supporting slides or speak to the topic.
For the final paper, the paper must not exceed 10 pages exclusive of any support graphs and/or
tables. The final paper must have a table of contents, abstract, clearly identified sections, and a
conclusion.

Assessment Expectations

Class Attendance: 15%
Weekly Thought Piece: 15%
Midterm: 20%
Final Paper: 20%
Interim Presentation: 10%
Final Exam: 20%

Grading Rubric for All Papers:

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<tr>
<th></th>
<th>Excellent 100%</th>
<th>Good 85%</th>
<th>Satisfactory 75%</th>
<th>Inappropriate 60%</th>
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<tbody>
<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>Weight 8.00%</td>
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<td>8. Paper focused on the subject article</td>
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<td>Weight 5.00%</td>
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<td>9. Paper contains appropriate title, and notes Pro or Con position</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, or 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.

NYU Stern Core Course 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”. 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.

Grade conversion

NYU Washington, DC uses the following scale of numerical equivalents to letter grades:

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<tr>
<th>Numerical Range</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>100-94</td>
<td>A</td>
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<tr>
<td>93-90</td>
<td>A-</td>
</tr>
<tr>
<td>89-87</td>
<td>B+</td>
</tr>
<tr>
<td>86-84</td>
<td>B</td>
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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 email or discuss with the Academic Program Coordinator in advance of their missed class. For an excused absence, students must produce a doctor’s note dated with the exact dates of the missed class and/or exam.

Non-medical absences must be discussed with the Academic Program Coordinator prior to the date(s) in question, who will communicate the absence to all relevant faculty members. If faculty members do receive notification, 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.

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 prior to class time to the NYU learning management systems.

2) Late work should be emailed to the faculty as soon as it is completed. (If the assignment must be submitted in person, the Academic Program Coordinator can collect on behalf of the faculty between the hours of 9–5, M–F.)

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 late 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

Accommodations are available for students with documented disabilities. Please contact the Moses Center for Students with Disabilities at +1-212-998-4980 or see their website [http://www.nyu.edu/life/safety-health-andwellness/students-with-disabilities.html](http://www.nyu.edu/life/safety-health-andwellness/students-with-disabilities.html) for further information.

Plagiarism Policy

As the University's policy on "[Academic Integrity for Students at NYU](http://www.nyu.edu/life/safety-health-andwellness/students-with-disabilities.html)" 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


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<th>Religious Observances</th>
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<td>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.</td>
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<tr>
<td>Students must notify their professor and the Office of Academic Support in writing via email at least one week in advance before being absent for this purpose.</td>
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<th>Required Text(s)</th>
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| Supplemental Text(s) (i.e., not required for purchase) |
Internet Research Guidelines

The internet is not, absolutely, an academic source. Certainly, many academic sources can be found online, but not all are appropriate to use as sources in your college career. If you have doubts as to whether or not a website constitutes a reliable source, send me an email with the URL and I will check it out for you as soon as I possibly can. To encourage you to cite responsibly, please note that no more than 1 out of every 5 of your sources may be information solely accessible from the internet. This includes personal, commercial, and organizational websites, (e.g., personal or academic pages, NASA’s public image database, etc.). It does not include electronic versions of magazines, newspapers, books, journal publication, or conference proceedings.

Additional Required Equipment

Use of laptops in class is allowable for supporting in-class research. Laptops during class must not be used for instant messaging, personal emails, or any other use not relevant to the class discussion.

Session 1 – Monday, February 01, 2016

Course Expectations

Chapter 14: Ethical Risks and Responsibilities of IT Innovations

Chapter 1: Doing Business in Digital Times

Session 2 – Monday, February 8, 2016

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

Thought Piece 1 Due

* Our class does not meet next week (February 15) due to the Presidents Day holiday.

Session 3 – Monday, February 22, 2016

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

Thought Piece 2 Due
**Session 4 – Monday, February 29, 2016**

Chapter 4: Networks for Efficient Operations and Sustainability

Thought Piece 3 Due

**Session 5 – Monday, March 7, 2016**

Chapter 5: Cybersecurity and Risk Management

Thought Piece 4 Due

* Class does not meet next week due to Spring Break

**Session 6 – Monday, March 21, 2016**

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

Thought Piece 5 Due

**Session 7 – Monday, March 28, 2016**

Midterm
In-class – 90 minutes

**Session 8 – Monday, April 4, 2016**

Chapter 7: Social Networking, Engagement, and Social Metrics

Thought Piece 6 Due

**Session 9 – Monday, April 11, 2016**

Chapter 8: Retail, E-Commerce, and Mobile Commerce Technology

Thought Piece 7 Due
Session 10 – Monday, April 18, 2016

Chapter 9: Effective and Efficient Business Functions

Thought Piece 8 Due

Session 11 – Monday, April 25, 2016

Chapter 10: Strategic Technology and Enterprise Systems

Thought Piece 9 Due

Session 12 – Monday, May 02, 2016

Chapter 11: Data Visualization and Geographic Information Systems

Thought Piece 10 Due

* Please note that we next meet THIS FRIDAY for a make-up day.

Session 13 – Friday, May 06, 2016 (Make-up Day)

Chapter 12: IT Strategy and Balanced Scorecard

Thought Piece 11 Due

Session 14 – Monday, May 09, 2016

Chapter 13: Project Management and SDLC

Student Papers Due

Session 15 (Finals Week) – Monday, May 16, 2016

Final Exam
In- class – 90 minutes
**Classroom Etiquette**

Students are expected to attend class, arrive on time, and engage in respectful and considerate discussion of topics providing substantiated comments of classroom discussion. As stated earlier, use of electronics is acceptable as long as the devices are being used to support topic research. No instant messaging, telephone calls or other distractions that are not in alignment with learning.

**Required Co-curricular Activities**

Invitation to knowledgeable person in particular areas of information technology application in the workforce are being explored. We may be able to conduct Webex or Skype sessions. This continues to be explored.

**Suggested Co-curricular Activities**

As conferences or other topical events relating to IT in the workplace are made known, students may be required or strongly encouraged to attend.

**Your Instructor**