



NEW YORK UNIVERSITY · LEONARD N. STERN SCHOOL OF BUSINESS

Spring 2002 -- B01.2119.00, .12

**Fundamentals of Information
Technology & E-Commerce
SYLLABUS**

Prof. Foster Provost
Information Systems

Scheduling: Section .12 Th 6:00pm – 8:50pm KMC 4-60
Section .00 Sa 9:00am - 11:50am KMC 2-70

Professor: Foster Provost

E-mail: fprovost@stern.nyu.edu (Start subject line of email with B01)

Web: <http://www.stern.nyu.edu/~fprovost>

Phone: 998-0806

Office/Office Hours: KMC 8-86/after class and by appt.

Teaching Assistant: Pam Goodman

TA E-mail: pjg231@stern.nyu.edu

TA Office/Office Hours: TA Center/Wed. 5:00-5:50pm (5-50D#2), Thur. 5:00-5:50pm (5-50E#1)

Class Web Site: On Prometheus at: <http://courses.stern.nyu.edu>

Note: The instructor and the TA will answer questions via the Prometheus discussion board, unless the matter is private in nature.

COURSE OVERVIEW:

Information technology (IT) is radically changing the internal operations of organizations and the markets in which they compete. The toolkit of skills of the business professional must include an understanding of the fundamentals of IT and its impacts on other aspects of business. Information technology can improve the efficiency and effectiveness of existing processes, and can provide opportunities that did not exist previously. For example, the internetworking of various business systems offers the opportunity to gather much more comprehensive information about the business. Executives, managers, and analysts must have a solid understanding of information systems to understand modern business and to take advantage of the solutions and opportunities information technology offers. This course is intended to provide a base set of knowledge and skills for dealing with IT in business.

COURSE GOALS:

By the end of the course you should be able to:

- Critically discuss different types of information systems, their interrelationships, and their relationships to management and strategy.
- Demonstrate knowledge of basic technology concepts behind systems, networking, how the Internet works, client-server architectures, and transaction-processing systems.
- Discuss the interrelationships between technical and managerial issues in the development of information systems and information architectures.
- Interpret an information architecture plan, and explain the role of databases in business systems.
- Assess the implications for markets of advances in information technologies.
- Critically discuss and evaluate the business-value impacts of information systems.
- Describe several technologies for improving decision-making.

REQUIRED READINGS:

Text and Readings Packet:

Laudon & Laudon, (2001). *Essentials of Management Information Systems: Organizations and Technology in the Networked Enterprise (4th Edition)*, shrink-wrapped with readings packet.

On-Line Readings:

Check the Prometheus class page for additional web-based readings.

I will provide additionally a Readings Guide limiting the scope of some of the readings (e.g., “skip section 10.3”). Don’t forget to consult it.

COURSE REQUIREMENTS AND GRADING

Breakdown. Your final grade for the course will be determined based on your relative performance on the following:

Homework/Group Project	40%
Final Exam	50%
Attendance/Participation (class or discussion board)	<u>10%</u>
	100%

The topics percentage breakdowns for the homework will be as follows. The dates when assignments will be handed out and when they will be due are listed on the schedule.

Web-page construction	25%
Managing Data	25%
Group Project	<u>50%</u>
	100%

Policy for the Final Grade ("The Stern Curve"). Stern School policy requires that only the top 35% of the class may receive grades in the A/A- range. Consequently it is your performance relative to your peers that determines your grade rather than the absolute score on any exam, assignment, or project.

Group Project. The group project will involve investigation and reporting on a the business opportunity, impact, or implications of a recent or new IT/IS. Groups should comprise 4 students. **If you want to choose your own groups, you should have them organized by the second class meeting.** Otherwise, you will be assigned to a group.

Attendance & participation. The lecture sessions cover material complementary to the readings, and assume that you have read the assigned readings thoughtfully before class. You are expected to attend class. You should be well enough prepared to comment knowledgeably on the readings scheduled for a given class and to ask questions about the things you did not understand. You may be called on in class to comment on readings. You also should keep up with and participate in discussions on the class Prometheus Discussion Board.

Schedule: Section 12 (Th) and Section 00 (Sat)

L	Day	Date	Topic	Readings (<i>see also Readings Guide</i>) & Assignments
0		self study	<u>Basic Technology Background</u>	L&L: Sections 4.1-4.3, 5.1-5.3, 3.3 (p. 89-91 ERPs)
1	Th	9/5	<u>Systems, Technologies & Management: A Unified Framework</u>	Web: The Management Information Value Chain http://pages.stern.nyu.edu/~mdavern/courses/valuechain/mivc.htm
	Sa	9/7		L&L: Chapter 1 & skim Chapter 2 L&L Chapter 7 Web: Creating a Home Page at Stern (for Assig #1) http://pages.stern.nyu.edu/~mdavern/courses/mbacore/webpage.html <i>Assignment 1 handed out</i>
2	Th	9/12	<u>Systems, Transactions and Development Strategies</u>	L&L: Sections 4.4, 5.4, 9.2, 10.1, 10.2 Packet: Dell On-Line (Case) Packet: Application Service Providers, pp. 13-18 Packet: Your Next IT Strategy
	Sa	9/14		
3	Th	9/19	<u>Managing Data</u>	Packet: Alibris (Case) L&L: Chapter 6 Web: Websql Tutorial http://tulane.websql.org/websql.asp
	Sa	9/21		<i>Assignment 1 Due</i> <i>Assignment 2 handed out</i>
4	Th	9/26	<u>The Business Value of IT</u>	L&L: Chapter 9 Handout: Beyond the Productivity Paradox Packet: Welcome to the Bazaar
	Sa	9/28		
5	Th	10/3	<u>The Value of Information</u>	Packet: The Value of Information L&L: Chapter 11, 12.1 <i>Assignment 2 Due</i>
	Sa	10/5		
6	Th	10/10	<u>Decision and Knowledge Systems</u>	Packet: DoubleClick Inc.: Gathering Customer Intelligence
	Sa	10/12		
F	Th	10/17	<u>Final Exam</u>	<i>Group Project Due</i>
	Sa	10/19		