Fundamentals of Information Technology & E-Commerce

Spring 2002 B01.2119.32

Scheduling: Section .32 Th 6:00-8:50pm

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Office/Office Hours: TA Ctr (K-MEC 6th floor) / TBA

Class Web Site: On Blackboard at: http://class.stern.nyu.edu/mybb.html
Note: All questions to the instructor & TA should be via the blackboard discussion board, unless the matter is of private nature.

COURSE OVERVIEW:
Information technology (IT) has radically changed the internal operations of organizations and the market places 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 the other functional areas of business – strategic management, finance, accounting, marketing, and operations. This course is intended to provide this base set of skills. The underlying philosophy of the course is that information technology is a key source of solutions to business problems and a key creator of business opportunities. Thus, managers must have a solid understanding of the underlying information technology to leverage the solutions and opportunities it offers. Similarly, it is essential for technologists to have a solid understanding of the business problems and opportunities to which information technology innovations may be applied. While some parts of this course appear distinctly technical in nature – to provide basic literacy – the overall focus is on how technology can be applied in business.

COURSE OBJECTIVES:
By the end of this course you should be able to:

- Describe the fundamental components of an organization’s IT infrastructure and evaluate the business strategy and economic implications of infrastructure alternatives.
- Interpret an information architecture plan and explain the role of databases in business systems.
- Discuss and evaluate the business value impacts of information technologies and systems.
- Describe several technologies for improving decision making and competitive advantage.
- Assess the implications for markets and organizational change of advances in information technologies and e-commerce.
REQUIRED READINGS:

Text and Readings Packet:

On-Line Readings:
Check the blackboard class page for additional web-based readings.

COURSE REQUIREMENTS AND GRADING

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

- Homework Projects: 25%
- Group Project (due 3/18/02): 25%
- Final Exam (3/20/02): 40%
- Class Participation and Quizzes: 10%
  
100%

The topics, due dates and percentage breakdowns for the homeworks will be as follows:

1. Webpage Design and Development (2/12/02): 20%
2. Managing Data (2/21/02): 40%
3. The Value of Information (3/5/02): 40%

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, project, assignment or quiz.

TEACHING FORMAT

Learning Objectives. The class session will combine lectures, discussions and demonstrations. Each session will begin with a set of Learning Objectives that you can use to help determine if you have mastered the content of the session. You should use the learning objectives as a guide through the course. As an incentive for using the learning objectives, any material covered in the learning objectives will be considered fair game for the exams.

Class Participation. Active participation is a prerequisite for effective learning. Participation requires preparation -- thoughtful reading of the assigned material before class is essential. You should be well enough prepared to comment knowledgeably on the readings scheduled for a given class and ask questions about the things you did not understand, and of course to complete any quizzes. The class discussions and lectures will assume that you have completed the required material. In addition to your contributions to in-class discussions you should be an active participant on the class Blackboard Discussion Board – 10% of your final grade depends on your class participation performance.
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<thead>
<tr>
<th>L</th>
<th>Date</th>
<th>Topic</th>
<th>Readings, Tutorials, Assignments</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Self Study - Basic Technology Background</td>
<td>L&amp;L Chapters 4.1-4.3, 5.1-5.3</td>
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| 1 | 1/31 | Systems, Technologies and Management: A Unified Framework | *Web:* The Management Information Value Chain  
L&L Chapters 1, and skim Chapter 2  
L&L Chapter 7  
*Web:* Creating a Home Page at Stern  
Assignment 1 Out. |
| 2 | 2/7  | IS Infrastructure II: Software and Information Processing  
IS Infrastructure III: Systems for E-Commerce | L&L Chapters 4.4, 5.4 and 10  
*Packet:* Dell On-Line (Case)  
Group Project handed out.  
*Packet:* Application Service Providers  
*Packet:* Your Next IT Strategy |
| 3 | 2/14 | Managing Data I  
Managing Data II | L&L Chapter 6  
Assignment 1 due.  
Assignment 2 handed out.  
*Packet:* Alibris (Case)  
*Web:* websql tutorial. |
| 4 | 2/21 | The Business Value of IT I:  
The Business Value of IT II: | L&L 9  
*Handout:* Beyond the Productivity Paradox  
*Packet:* The Value of Information  
Assignment 2 due.  
Assignment 3 handed out |
| 5 | 2/28 | Decision and Knowledge Systems I  
Decision and Knowledge Systems II | L&L 11  
*Packet:* The New World of Merchandising  
*Packet:* DoubleClick Inc.: Gathering Customer Intelligence |
| 6 | 3/7  | Transforming Markets and Organizations  
Wrap-up and Exam Review | *Packet:* Welcome to the Bazaar  
Assignment 3 due.  
Group Project due. |
| 7 | 3/21 | Final Exam |