

Instructor: Dr. Laurie Giddens

Textbook: *Managing and Using Information Systems*, Pearson, Keri; Saunders, Carol; and Galletta, Dennis. Wiley, Eighth Edition (2024). **ISBN-10:** 1394215444; **ISBN-13:** 978-1394215447

The cheapest options are to rent the textbook through the UNT bookstore for \$74.55 or [rent a digital copy for \\$44.](#)

Course Catalog Description: Overview of the management of an organization's information assets. Emphasizes techniques and issues specific to information systems department management; the development, implementation, and operation of computer-based information systems; as well as personnel, career management, assessment, legal, ethical, global, and societal issues.

Class Description: This course examines the dynamic intersection of IT and business, where innovations like AI, big data, and digital transformation continue to raise the bar for IT leaders. Rather than focusing on technical depth, the course emphasizes managerial perspectives, from boardroom strategy to frontline operations, along with the business communication skills needed to bridge IT and business stakeholders. Students engage with teammates, guest speakers, and project sponsors throughout the semester to gain both academic and practitioner perspectives on IT/IS management, including how AI is reshaping the CIO's role and IT value proposition. Active participation and preparation for each class are essential to a productive learning experience.

Course Learning Objectives:

- Understand the Strategic Role of IT in Business: Develop an understanding of how information technology can be leveraged as a strategic asset to enhance competitive advantage and enable organizational success.
- Develop IT Project Management Skills: Acquire skills in planning, executing, monitoring, and closing IT projects successfully using various project management methodologies and tools.
- Cultivate Leadership and Communication Skills: Enhance leadership and communication skills essential for IT managers, focusing on team management, stakeholder engagement, and effective decision-making.
- Understand the Business of IT: Gain proficiency in the financial aspects of managing IT resources, including cost recovery, total cost of ownership, and making a business case for IT.
- Experience Practical Application through Case Studies and Projects: Apply theoretical knowledge to real-world scenarios through case studies and projects, fostering practical problem-solving skills and hands-on experience.

Technology requirements: To access the course material and complete assignments and exams, students will need: a computer, reliable internet access, the Microsoft Office Suite, and a pen/pencil and paper.

Technical Assistance

UNT has a Student Help Desk that you can contact for help with Canvas or other technology issues.

UNT Help Desk: [UNT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 330

Information on laptop checkout can be found at: <https://library.unt.edu/services/laptop-checkout/#laptop-checkout-locations>

Grading (Dates listed in Course Schedule below and on Canvas)

Students will be evaluated on the following:

Grading Scale:

Component	Points
3 Exams (Exam 1 – Chapters 1-3; Exam 2 – Chapters 8, 11-13)	225
Group Projects (AI Presentation and CIO Report & Presentation)	175
Homework Assignments	50
Class Participation & Professionalism	50
TOTAL	500

Percent	Grade
90.0 % or above	A
80.0 - 89 %	B
70.0 - 79 %	C
60.0 - 69 %	D
Lower than 60.0 %	F

Course Components

Exams (45% of grade): There will be three exams that will test your understanding of the concepts and definitions from the textbook chapters. Exams 1 and 2 will consist of 45 - 50 multiple-choice, True/False, and short-answer questions. These exams must be taken in person. The final exam is a comprehensive take-home exam.

Group Projects – AI Presentation and Strategic Management Report (35% of grade): There are two group projects. Detailed project requirements will be posted on Canvas. The first project is a presentation on innovative AI use cases in organizations. The second project entails a report on the strategic management of AI and developing a report for an organization seeking to effectively utilize emerging technologies. Each team will present its findings to the class and complete a report of recommendations.

Homework Assignments (10% of grade): Students will complete homework assignments to enhance their knowledge of strategic IT management, use digital technologies, and advance their careers in IT. Homework details are posted in Canvas.

Class Participation & In-class Assignments (10% of grade): This course is designed for students to read the chapters prior to each class. Classes will consist of case discussions, in-class assignments, guest speakers, and group work. We will engage in case analysis, evaluate strategic use of emerging technologies, and discuss presentation strategies in class. As such, your participation and contribution to the class are crucial. You earn class participation points by attending class on time and completing in-class assignments. Participation points will be posted in Canvas. I will drop the 2 lowest grades.

Statement on AI: I permit the use of generative AI (artificial intelligence that can produce content) on certain assignments in this course, which is now widely available to generate text, images, and other media. I require full disclosure of how AI is used. I will clearly state IF and HOW you can use AI for each assignment. I encourage the use of AI to inform yourself about the field, understand its contributions, and enhance your learning. However, keep the following three principles in mind: (1) An AI cannot pass this course; (2) AI contributions must be attributed and edited for accuracy; (3) The use of AI resources must be open and documented. You are NOT permitted to upload any assignment instructions or in-class assignments to generative AI programs. **Expect changes:** Developments in generative AI are in flux, and the rules outlined in this syllabus may need to change on short notice. This may affect the contents of assignments, as well as their evaluation. **AI for General Writing:** In principle, you may submit material that contains AI-generated content, or is based on or derived from it, if this use is properly documented. This includes, for example, drafting an outline, preparing individual sections, combining elements, removing redundant parts, and compiling and annotating references. Your documentation must make the process transparent. The submission itself must meet our standards of attribution and validation.

Course Schedule – Refer to Canvas for exact due dates and times.

The Schedule is tentative and subject to change based on class progress.

Meeting Date	Topic & Case	Readings/Assignments
Week 1	Course Introduction & Overview; Why IT Projects Fail; Team Sign Up; Using LinkedIn Learning; Using Forage	• Read syllabus and course policies • Access LinkedIn Learning • Create a Forage Acct • Syllabus Quiz
Week 2	Ch. 1 IS Strategy Triangle Group Formation; Writing Project	• Chapter 1
Week 3	Ch. 2 Strategic Use of Information Resources; Using Microsoft Teams; Project Review Guest Speaker	• Chapter 2 • Homework 1 Due (Forage)
Week 4	Ch. 3 Organizational Strategy and Information Systems; Case discussion; Team Meetings	• Chapter 3
Week 5	Ch. 5 IT and Business Transformation Case discussions Exam 1 Review & Practice Exam	• Chapters 5
Week 6	Exam 1 (Chapters 1-3,5) Team Meetings	▪ EXAM 1 (Sage Hall)
Week 7	Ch. 8 The Business of Information Technology Case discussion; Team Meetings	• Chapter 8 • Homework 2 Due (LinkedIn Learning Assignment)
Week 8	AI Presentations In Class Semester Project Overview and Discussion;	▪ AI Presentations Due ▪ Peer Evaluations Due
Week 9	Ch. 11 – Project Management; Case discussion; Team Meetings; Report & presentation guidelines	• Chapter 11
Week 10	Ch 12: Business Intelligence, Knowledge Management, and Analytics; Case discussion; Team Meetings	• Chapter 12
Week 11	Ch 13: Privacy and Ethical Considerations of Information Systems; In-class ethics discussion; Practice Exam 2 and review	• Chapter 13
Week 12	Exam 2 (Chapters 8, 11-13) Team Meetings	• EXAM 2 (Sage Hall)
Week 13	Work on final project; How to Make Actionable Recommendations;	• Homework 3 Due (Forage)
Week 14	Finalize project deliverables; Review draft in class	• Review Report Drafts In-Class
THANKSGIVING/FALL BREAK – NO CLASSES		
Week 15	Project Presentations In Class Course Wrap-Up	• Semester Project & Presentation • Peer Evaluations Due
Week 16 Saturday, DEC 5	Final Exam	• Final Exam

Course Policies and Procedures

Class attendance and participation: Research has shown that students who regularly attend class are more likely to achieve academic success. You should attend every class unless you have a university excused absence, such as active military service, a religious holy day, or an official university function, as stated in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important to me. Excessive absences and failure to participate will impact your class participation and professionalism grade. If you must miss a class, you remain fully responsible for all material, changes in the schedule, and other information given during class. It is essential to communicate with the professor before being absent, so you and the professor can discuss and mitigate the impact of the absence on your ability to achieve the course learning goals. Exams 1 and 2 must be taken in person in Sage Hall during the scheduled class time. There is no remote option.

Professional Communication: Students are expected to communicate with the instructor verbally and in writing using professional language. All electronic communication will be conducted via email or through Canvas messages. All student emails to the instructor will be sent from the student's official UNT email. During the week, I will respond to emails within 24 hours, but I typically respond sooner. During weekends or on holidays, I will respond by the next business day.

Late Submission Policy: All assignments are due on or before the due date in Canvas. Late submissions will not be accepted after the due date.

Incomplete Grades: A grade of "I" will be given only in *exceptional* circumstances to **passing** students, and only for circumstances occurring during the last week of regular class meetings. That is, only emergency situations such as an illness or death in your immediate family constitute exceptional circumstances (and these must be fully documented).

Group Work Policy: Students are expected to contribute to the group project. All students will complete a peer evaluation for their group members on a 1-5 scale. Team members with an average of 4 or above will incur no penalty. Team members averaging between 2 and 3.9 will receive a penalty equivalent to 25-50% of the possible grade. Team members averaging between 1 and 2.9 will receive a penalty equivalent to 50-100% of the possible grade on the group project deliverables. I will remove a student from their group if I find they are not participating in meetings or contributing to the project, or if they act in an unprofessional manner toward group members. If this happens, the student must complete the project individually.

ODA Accommodations: The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodations must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to the faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the student's privacy. For additional information, refer to the Office of Disability Access website at <https://studentaffairs.unt.edu/office-disability-access>. You may also contact ODA by phone at (940) 565-4323.

Academic Integrity: This course adheres to the UNT policy 06.003, on student academic integrity. The policy can be found at <https://vpaa.unt.edu/ss/integrity/index.html>. Academic dishonesty occurs when students engage in behaviors including, but not limited to: cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions, ranging from admonition to expulsion from the University. The UNT College of Business and the ITDS Department expect their students to behave at all times in an ethical manner. There are at least two reasons for this. First, ethical behavior affirms the personal value and worth of the individual. Second, professionals in all fields (but particularly in information systems, accounting, and HR) frequently handle confidential information on behalf of their employers and clients. Thus, employers of UNT College of Business graduates expect ethical conduct from their employees because that behavior is crucial to the success of the organization. Academic dishonesty is a major violation of ethical

behavior. **Academic Integrity and AI** - Academic misconduct is present in an academic work wherever AI assistance has been used when unauthorized, or when authorized, has not been disclosed as required.

Penalty for academic integrity violations: Students found to be in violation of academic integrity standards will incur penalties ranging from a failing grade on a specific assignment to a failing grade in the course. Cheating on an exam or assisting others in cheating, misrepresenting others' work as your own, and severe plagiarism (over 30% similarity on the project) will result in a grade of **F** on the assignment and in the course. All academic integrity violations will be reported to the Academic Integrity Office.

Assignment Feedback and Grade Disputes: Assignments, quizzes, and exams are graded within one week of the due date. For larger projects, I will announce when students can expect to receive their project grades. All grades and feedback are posted on Canvas. I encourage you to check your grades on Canvas regularly and email the instructor within one week if you have any issues or questions about the grade so we can resolve any grade issues.

Rules of Engagement: Rules of engagement refer to the manner in which students are expected to interact with one another and with their instructors. Treat your instructor and classmates with respect in all forms of communication, whether online or face-to-face. See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>) for more information.

Syllabus Change Policy: Course assignments and content may change to adapt to course pace and/or UNT course policies. I will notify the students both in class and on Canvas through the announcement page when and if any changes are made.

UNT Policies

Academic Integrity Policy: According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions, ranging from admonition to expulsion from the University.

ADA Policy: UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004): The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures: UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. <https://policy.unt.edu/policy/15-006>

Retention of Student Records: Student records pertaining to this course are maintained in a secure location by the instructor of record. All records, including exams, answer sheets (with keys), and written papers, submitted during the course are retained for at least one calendar year after course completion. Coursework completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy, the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. Refer to UNT Policy 10.10, Records Management and Retention, for further details.

Acceptable Student Behavior: Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Dean of Students for consideration of whether the student's conduct has violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](#) to learn more.

Access to Information - Eagle Connect: Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates: Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should check their UNT email inbox for the email. Once students complete the survey, they will receive a confirmation email indicating that their submission has been received. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>).

Survivor Advocacy: UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

Student Verification: UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses. See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work: A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission. Download the UNT System Permission, Waiver and Release Form.

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of the recordings for future class offerings must notify students in the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings. Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture are used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Academic Support & Student Services: UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services \(https://clear.unt.edu/student-support-services-policies\)](https://clear.unt.edu/student-support-services-policies), visit unt.edu/success, and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.