



College Document # _____

UCC Document # 168

Review Type: Edit Exp XX Full

CATALOG YEAR 15-16

COLLEGE/SCHOOL/SECTION: ARSSB/DIBTS

Course: Add: Delete: Delivery: MIS4360
(check all that apply) Change: Number Title SCH Description Prerequisite

Response Required: New course will be part of major minor as a required
or elective course

Response Required: New course will introduce , reinforce , or apply concepts

Response Required: Grade Type Normal (A-F) CR/NC P/F

Shortened Course Format: Equivalent Student Learning Outcomes verified:

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

Program: Delete: Add: Change: Attach new/changed Program of Study description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.

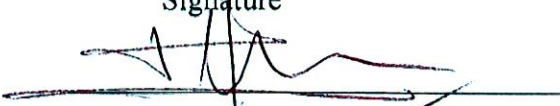



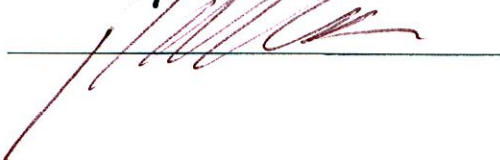
Program Learning Outcomes: Add: Change: Attach listing of program learning outcomes.

Minor: Add: Delete: Change: Attach new/changed minor. If in current online catalog, provide change and attach text with changes in red.

College Introductory Pages: Add information: Change information:
Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Other: Add information: Change information: Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

Approvals:

	Signature	Date
Chair Department Curriculum Committee		<u>2/11/2015</u>
Chair Department		<u>2/12/15</u>
Chair College Curriculum Committee		<u>2/11/2015</u>
Dean		<u>2/23/2015</u>
Provost		<u> </u>

**TEXAS A&M INTERNATIONAL
UNIVERSITY A.R. SANCHEZ, Jr.
SCHOOL OF BUSINESS
DIVISION OF INTERNATIONAL BUSINESS AND TECHNOLOGY STUDIES**

**COURSE SYLLABUS
Fall, 2015**

Course: *Social Business Analytics (MIS 4360)*
Instructor: *Dr. Yusun Jung*
Office Hours: *Tuesday & Thursday: 11:00 am-1:00 pm or by appointment*
E-mail: *yusun.jung@tamiu.edu*

Required Text: *Big data, big analytics: emerging business intelligence and analytic trends for today's businesses, Michael Minelli; Michele Chambers; Ambiga Dhiraj, John Wiley & Sons, Inc., Hoboken, New Jersey, 2013 111814760X 9781118147603*

Social physics: how good ideas spread-the lessons from a new science, Alex Pentland, The Penguin Press, New York, 2014 1594205655

Recommended: *Additional readings will be assigned throughout the semester. The materials will be available through the online databases and the university library.*

Prerequisite: DS 2310 or instructor permission

Course Description:

This course is designed to enhance students' understanding of social information technologies (social IT), to prepare them to analyze massive data generated from social IT, and to help them understand how to leverage the capacities of social IT and the data to create firms' competitive advantages.

Course

Goals: *This course aims to help students envision social IT as a social structure that enables individuals' knowledge sharing and collaboration; to recognize firms' social IT initiatives; and to generate strategic insights from big data.*

Learning Objectives:

At the completion of this course, students should be able to:

1. Identify distinct purposes and features of social IT artifacts.
2. Compare and contrast various social IT initiatives through case studies.
3. Evaluate social IT initiatives using relevant metrics.
4. Students can generate insights and suggestions from their evaluation.
5. Students can demonstrate their knowledge about the concept and the value of big data in business contexts.
6. Conduct big data analysis.

Grading Policy

There are five components to your course score: a midterm exam, a final exam, a group project, individual assignments, and class participation (See Table below).

The midterm exam will be worth 20% of your final score. The final exam will comprise 20% of your final score. Both exams will be closed book and cover materials discussed in class. The midterm exam will focus mostly on definitive knowledge, whereas the final exam will be comprehensive.

Two individual assignments will be given. Students will be asked to do a short case study (10% of your final score) and to do a short presentation on an assigned topic during class (10% of your final score).

The group project will comprise 30% of your final score. It will have two phases. In Phase 1, groups will determine a topic, motivation, study plan, and potential deliverables. Groups will turn in a report of preliminary study plan to the instructor and will give a presentation to the class. The preliminary report and the presentation will be worth 10% of your final score as a group. In Phase 2, groups will incorporate all components proposed in the initial plan and write a complete documentation. They will turn in the final report to the instructor and present the project to the class. This will be worth of 20% of your final score as a group. Please note that individual score of the group project will be weighted by 5-scale within-group peer evaluation on participation and contribution (5=excellent, 4=good, 3=average, 2=below average, 1=none).

Students are expected to be prepared for class and actively participate in class discussion. Students will complete reading assignments before class, respond to the instructor, and provide constructive comments to other students. Occasionally, students will be given unannounced quizzes asking 4-7 short questions about material covered in previous class. This will be evaluated as an important measure of each student's class attendance and preparedness.

Activity	Percentage	Note
Midterm exam (Individual)	20%	Closed book test
Group project (Group)	30% (10%+20%)	Individual score will be weighted by 5-scale within-group peer evaluation on participation and contribution.
Individual assignments	20%	Homework and individual presentation
Final exam (Individual)	20%	Closed book test
Class participation (Individual)	10%	Class participation, class attitude, attendance
Total	100%	

90- 100 A
80- 90 B
70- 80 C
60- 70 D
Below 60 F

Attendance Policy:

Attendance is strongly required. If you cannot attend for an extended period time, you need to notify the instructor. There will be no excuse for absence on exams.

Other course policies:

Individual electronics such as cellphones and tablets will be not permitted in class. Laptops are restrictively allowed ONLY for class use.

Late assignments will not be scored.

Classroom Behavior

The A.R. Sanchez, Jr. School of Business encourages classroom discussion and academic debate as an essential intellectual activity. It is essential that students learn to express and defend their beliefs, but it is also essential that they learn to listen and respond respectfully to others whose beliefs they may not share. ARSSB will always tolerate diverse, unorthodox, and unpopular points of view, but it will not tolerate condescending or insulting remarks. When students verbally abuse or ridicule and intimidate others whose views they do not agree with, they subvert the free exchange of ideas that should characterize a university classroom. If their actions are deemed by the professor to be disruptive, they will be subject to appropriate disciplinary action, which may include being involuntarily withdrawn from the class.

Copyright Restrictions

The Copyright Act of 1976 grants to copyright owners the exclusive right to reproduce their works and distribute copies of their work. Works that receive copyright protection include published works such as a textbook. Copying a textbook without permission from the owner of the copyright may constitute copyright infringement. Civil and criminal penalties may be assessed for copyright infringement. Civil penalties include damages up to \$100,000; criminal penalties include a fine up to \$250,000 and imprisonment.

Copyright laws do not allow students and professors to make photocopies of copyrighted materials, but you may copy a limited portion of a work, such as an article from a journal or a chapter from a book for your own personal academic use or, in the case of a professor, for personal, limited classroom use. In general, the extent of your copying should not suggest that the purpose or the effect of your copying is to avoid paying for the materials. And, of course, you may not sell these copies for a profit. Thus, students who copy textbooks to avoid buying them or professors who provide photocopies of textbooks to enable students to save money are violating the law.

Plagiarism and Cheating

Plagiarism is the presentation of someone else's work as one's own. Recently, the Internet has complicated the picture. Getting something from the Internet and presenting it as one's own is still plagiarism. Copying another student's paper or a portion of the paper - is usually called "copying". Neither plagiarism nor copying will be tolerated. Should a faculty member discover that a student has committed plagiarism, the students will receive a grade of 'F' in that course and the matter may, if necessary, be referred to the TAMIU Honor Council for possible disciplinary action.

Students with Disabilities

Texas A&M International University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal education opportunity. It is the student's

responsibility to register with the Disabilities Services Coordinator located in the Student Counseling Center and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

Safety and Security- You are the Difference

Your safety and security are of prime concern here at Texas A&M International University, and the University police department work hard to ensure the campus is a safe place to live, learn, work and play. TAMIU is not, however, exempt from crime. To be safe and secure, you must take common sense precautions.

Be alert and aware of those around you; look out for the safety of others. Do not leave valuables unattended; do not attempt to touch or interfere with our wildlife.

Student Responsibility For Dropping a Course

It is the responsibility of the STUDENT to drop the course before the drop date. Faculty are not responsible for dropping students who suspend class attendance.

Final Examination

The University requires all final Examinations be comprehensive and be given on the day specified.

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES TO THIS SYLLABUS AS NEEDED AND WITH NOTIFICATION TO STUDENTS

MIS 4380 Fall 2014 Course Schedule

Week	Date	Topics	Reading assignment	LO
1	8/27	Course introduction		
2	9/1 9/3	Understanding social IT and big data	SP-Ch1 "From ideas to action" BB-Ch1 "What is Big Data"	1
3	9/8 9/10	Social networking and social capital	<ul style="list-style-type: none"> • How to Invest in Social Capital. By: Prusak, Laurence, Cohen, Don, Harvard Business Review, Jun2001, Vol. 79, Issue 6 • Managing Corporate Social Networks. By: Kleinbaum, Adam M., Tushman, Michael L., Harvard Business Review, Jul-Aug2008, Vol. 86, Issue 7/8 • When Social Capital Stifles Innovation. By: Florida, Richard, Cushing, Robert, Gates, Gary, Harvard Business Review, Aug2002, Vol. 80, Issue 8 • The Network Secrets of Great Change Agents. By: Battilana, Julie, Casciaro, Tiziana, Harvard Business Review, Jul/Aug2013, Vol. 91, Issue 7/8 	2
4	9/15 9/17	Social physics	SP-Ch2 "Exploration" Ch3 "Idea Flow"	1, 2
5	9/22 9/24	Social IT and big data in industry	BB Ch2 "Industry examples of big data"	2, 5
6	9/29 10/1	User behaviors in social IT	SP-Ch4 "Engagement" BB-Ch3 "Big data technology"	4, 5
7	10/6 10/8	Collective intelligence	SP-Ch5 "Collective Intelligence"	4, 5
8	10/13 10/15	<u>Midterm exam</u> Information management	BB-Ch4 "Information management"	2, 3, 4
9	10/20 10/22	Organizational change	SP-Ch6 "Shaping Organization" Ch7 "Organizational Change"	2, 3, 4
10	10/27 10/29	Business analytics I	BB-Ch5 "Business analytics"	5, 6
11	11/3 11/5	Business analytics II	BB-Ch5 "Business analytics"	5, 6
12	11/10 11/12	Data-driven society	BB- Ch6 "The people part of equation" SP- Ch10 "Data Driven Society"	3, 4
13	11/17 11/19	Data Privacy and ethics Future of social media and big data	BB Ch7 "Data Privacy and Ethics" SP- Ch11 "Design for Harmony"	3,4
14	11/24 11/26	<u>Group presentation</u> Thanksgiving day		
15	12/1	Reading day <u>Final exam</u>		

JUSTIFICATION:

Modernization of the existing BBA in MIS Program to include a Data Analytics component, whereby students will learn various state-of-the-art techniques to compile and analyze data from various organizations and from the cloud. The goal of these analyses will be a better understanding of issues that can be used to improve the quality of goods and services in organizations, and the productivity with which those goods and services are generated and delivered to customers.