IMBA 6061 Syllabus

Information Systems, section B, 2 credits

Summer 2026

Instructor Information

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General Course Information

Description

Advances in information technology, including artificial intelligence, are creating fundamental change across industries. These advances create new business opportunities and threats, and they affect how firms interface with customers and suppliers and organize their internal activities. The objectives of this course are to help students understand and leverage technological advances for business advantage.

Course Learning Outcomes

Upon successful completion of this course, you should be able to:

- Describe how technological advances and new business models affect competition and value creation. Apply this understanding to develop strategies for business advantage.
- Describe how firms manage, protect, and leverage data for business advantage.
- Implement information technologies, including those related to artificial intelligence, to improve operational efficiency and create business value.

Required Course Materials

We will use a combination of articles (available online and in the GT library) and videos. You will need to be able to use a web browser and the desktop version of Microsoft Excel (not the online version). You will need online access to Canvas and the Georgia Tech library (www.library.gatech.edu).

Grading Policy:

The graded course components sum to 100 points. Your final grade will be assigned as a letter grade according to the following scale:

- A: 90-100 points.
- B: 80-89.999 points.
- C: 70-79.999 points.
- D: 60-69.999 points.
- F: 0-59.999 points.

The graded course components are as follows:

Assignments

- Class Preparation Assignments – 12% (individual)
- Application Exercises – 28% (group)
- Simulation – 10% (individual)
- Exam (take home) – 40% (individual)
- Class Participation – 10% (individual)

Description of Graded Components

Class Preparation Assignments

Prior to each classroom session, I will post a preparation assignment. These are due at the beginning of the session. The purpose of these assignments is to guide you as you read the assigned cases/articles or watch the assigned videos so that you are prepared for class discussion, which may include your being "cold called".

*** If you miss a class session, you should still complete the preparation assignment, because this will help you as you watch the recording of that class session.

Application Exercises

As part of our classroom sessions, you will work in a group with other students on exercises in which you will apply course concepts. After completing each exercise, you will answer questions via Canvas. These exercises are done in class. If you miss class and thus an application exercise(s), you may complete one of these applications exercises individually; you will receive full credit if you complete the exercise correctly. If you submit a second application exercise individually, you will receive ½ credit if you complete the exercise correctly. If you submit additional application exercises individually, you will receive no credit.

Simulation

One of the asynchronous sessions will include a simulation of a cyber-attack. There are exercises associated with the simulation that you will complete and turn-in.

Exam (Take Home)

There are four questions on the final exam. Each question will relate to course material and will be posted after we have covered that material. You choose any two questions to answer. The exam is due at the end of the semester. Depending on which questions you choose and when you complete them, you can complete the exam before then. The exam is an individual exercise and should reflect your own work.

Class Attendance and Participation

See below.

Course Policies

Attendance and/or Participation

A substantial amount of the value of the course accrues during each session. It is important to attend the class sessions and to participate in the classroom discussions and activities. To maximize your learning and achieve a good attendance and participation grade, you should:

1. Attend the sessions. You may have one unexcused classroom session with no penalty to your participation grade. (If you need to miss a session(s) due to illness, family constraints, etc., please let me know.)
2. Prepare for sessions by completing the assigned readings, watching the assigned videos (if applicable), and completing the associated preparation assignment.
3. Participate in the discussions and engage with your colleagues. Provide well thought-out, substantive comments that go beyond recitation of facts.
4. Avoid behavior that signals lack of engagement with the class, such as extensive use of your laptop/phone during class, entering/exiting during the session, etc.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review Georgia Tech's Honor Code and the student Code of Conduct.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The Student-Faculty Expectations articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Collaboration, Group Work, and Use of Generative AI

Generative AI tools are helpful at tasks such as brainstorming ideas and refining your writing. However, they should not be used in place of your own analysis. You may not use generative AI tools to complete the class preparation assignments or the final exam (except to polish your writing).

Extensions, Late Assignments, & Re-Scheduled/Missed Exams

I will typically grant extensions if you provide a compelling, written reason.

Student Use of Mobile Devices in the Classroom

Bring a laptop/tablet with a web browser and the desktop version of Microsoft Excel to class with you. You will sometimes need your laptop for in-class activities. Please do not allow an electronic device to become a distraction to you or those around you.

Campus Resources for Students

Graduate Student Academic and Professional Success Resources:

A list of resources for graduate students is given on the Office of Graduate and Postdoctoral Education website. Specific information for current graduate students includes:

- Academic Resources such as the Communications Center, Language Institute, Library, Catalog, Registrar, resources for conducting research, Advocacy and Conflict Resolution resources, and how to manage unexpected situations that may impact your academic performance;
- Student Resources such as Campus Services, Child Care/Family programs, Health & Wellness, Career Services, and the Student Resource Guide; and
- Professional Development such as the programming from the Career Center and other professional development resources and events.

Student Well-Being:

At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A comprehensive list of wellness related resources has been compiled and maintained by the Office of the Vice President for Student Engagement and Well-being (student-resource-guide (gatech.edu)

High-Level Course Schedule (Tentative)

Session 1 (in-person): Technology platforms and digital disruption.

Session 2 (in-person): Digital transformation: Opportunities and risks.

Session 3 (online, asynchronous): Information security and crisis response.

Session 4 (in-person): Artificial intelligence: Fundamentals, business uses, and implications.

Session 5 (in-person): Artificial intelligence: Agents and macro-level impacts. Cryptocurrencies and blockchain technology.

Session 6 (online, asynchronous): Trends in artificial intelligence, blockchain, and other types of information technology.