The University Of Toledo

New Graduate Course Proposal

* denotes required fields

1. College*: `College Business and Innovation ▼`

   Department*: `Info Operations and Tech Management ▼`

2. Contact Person*: `Yue Zhang`   Phone: `530-2380` (xxx - xxxx)   Email:
   `yue.zhang@utoledo.edu`

3. Alpha/Numeric Code (Subject area - number)*: `INFS` - `8760`

4. Proposed title*: `IS Research Seminar I`

   Proposed effective term*: `201740` (e.g. 201140 for 2011 Fall)

5. Is the course cross-listed with another academic unit?   ○ Yes   ◉ No

   Approval of other academic unit (signature and title) `_____`

   Is the course offered at more than one level?   ○ Yes   ◉ No

   If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the [New Undergraduate Course Proposal](); if the undergraduate course is existing, submit an [Undergraduate Course Modification Proposal]().

6. Credit hours*:   Fixed: `3`   or   Variable:
   `_____` to `_____`

7. Delivery Mode:

	Primary*	Secondary	Tertiary
a. Activity Type *	`Seminar ▼`	`--SelectType-- ▼`	`--SelectType-- ▼`
b. Minimum Credit Hours *	`3`		
Maximum Credit Hours *	`3`		
c. Weekly Contact Hours *	`3`		

8.
   Terms offered: ☑ Fall   ☑ Spring   ☐ Summer

   Years offered: ◉ **Every**   ○ **Alternate**

Year   **Years**

9. Are students permitted to register for more than one section during a term?   ◉ No ○ Yes

May the courses be repeated for credit? ◉ No ○ Yes   Maximum Hours

10.
 Grading System*:

  ◉ Normal Grading (A-F, S/U, WP/WF, PR, I)

  ○ Satisfactory/Unsatisfactory (A-C, less than C)

  ○ Grade Only (A-F, WP/WF, PR, I)

  ○ Audit Only

  ○ No Grade

11. Prerequisites (must be taken **before**): i.e. C or higher in (BIOE 4500 or BIOE 5500) and C or higher in MATH 4200

○ PIN (Permisson From Instructor)   ○ PDP (Permission From Department)

Co-requisites (must be taken **together**):

12.
 Catalog Description* (**75 words Maximum**)

> This course covers the full spectrum of IS research on technology adoption models and the adoption and diffusion of innovations in information technology. We examine the Technology Acceptance Model, TAM II, the Unified Theory of the Acceptance and Use of Technology and UTAUT 2. We also examine the literature on technology acceptance beyond the dominant paradigm of technology acceptance.

13. Attach a syllabus - a syllabus template is available from the University Teaching Center. Click [here](#) for the Center's template.

File Type	View File
Syllabus	[View](#)

14. Comments/Notes:

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INFS 8760: IS Research Seminar I and INFS 8770: IS Research Seminar II are two doctoral-level
seminars that have been added to significantly bolster the quality of education delivered in
the IS track. Our IS PhD candidate must acquire mastery of the key research papers in the IS
field if they are to find placement in reputable institutions. This will be achieved through
these two rigorous seminars.
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15. Rationale:

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We have simultaneously submitted a proposal to revise the PhD program in Manufacturing and
Technology Management. In this proposal, we attempt to strengthen the Information Systems
(IS) and Operations and Supply Chain Management (OSCM) tracks in this PhD Program. We have
significantly increased the emphasis on the core research methods by introducing new courses
and seminars.
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Course Approval:

		Date
Department Curriculum Authority:	Bassam Hasan	2017/04/03
Department Chairperson:	P. S. Sundararaghavan	2017/04/03
College Curriculum Authority or Chair:	Michael Mallin	2017/04/03
College Dean:	Anand S. Kunnathur	2017/04/03
Graduate Council:	Constance Schall, GC mtg 4/18/17	2017/04/19
Dean of Graduate Studies:	Amanda C. Bryant-Friedrich	2017/05/01
Office of the Provost :		

print

Administrative Use Only

Effective Date: [   ] 📅 (YYYY/MM/DD)

CIP Code: [   ]

Subsidy Taxonomy: [   ]

Program Code: [   ]

Instructional Level: [   ]

Registrar's Office Use Only

Processed in Banner on: [   ] 📅

Processed in Banner by: [   ]

Banner Subject Code: [   ]

Banner Course Number: [   ]

Banner Term Code: [   ]

Banner Course Title: [   ]

INFS 8***: IS Research Seminar I

The University of Toledo
College of Business and Innovation

Instructor: **Office Hours**:
Term: **Office Location**:
Credit Hours: **Office Phone**:
Class Location: **Email**:
Class Day/Time:

COURSE DESCRIPTION

This seminar will cover the full spectrum of IS research on technology acceptance models and the adoption and diffusion of innovations in information technology. The study of the adoption of information technology by users in different contexts will be examined from its beginnings in the Technology Acceptance Model (TAM) through TAM II and finally to the Unified Theory of the Acceptance and Use of Technology (UTAUT). The theoretical underpinnings of technology acceptance in the fields of psychology and sociology such as the Theory of Reasoned Action, Theory of Planned Behavior, and Social Cognitive Theory will also be studied.

STUDENT LEARNING OUTCOMES

1. Understand the underpinnings of contemporary technology acceptance models in theories developed in the fields of psychology and sociology such as the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Social Cognitive Theory (SCT).
2. Understand the moderators of technology acceptance such as gender and age. Theoretical underpinnings of the role of moderators in technology acceptance, such as Gender Schema Theory, will be examined.
3. Understand the phenomenon of technology adoption from a Diffusion of Innovations perspective.
4. Understand the structure and constructs of early technology acceptance models such as TAM and TAM II.
5. Learn about the revisions to TAM such as TAM II by increasing antecedents and moderators to technology acceptance.
6. Understand contemporary technology acceptance models such as the Unified Theory of Acceptance and Use of Technology (UTAUT).
7. Learn about the adaptation of the UTAUT to consumer adoption of technology leading to the UTAUT 2 model.

REQUIRED TEXTS AND ANCILLARY MATERIALS

Selected academic journal articles. The key journal articles in the area of technology acceptance have been identified on pages 3 and 4.

UNIVERSITY POLICIES

Policy Statement on Non-Discrimination on the basis of Disability (ADA). The University is an equal opportunity educational institution. Please read The University's Policy Statement on Nondiscrimination on the Basis of Disability Americans with Disability Act Compliance.

ACADEMIC ACCOMMODATIONS

The University of Toledo is committed to providing equal access to education for all students. If you have a documented disability or you believe you have a disability and would like information regarding academic accommodations/adjustments in this course please contact the Student Disability Services Office.

GRADING

Class presentation and discussion: 50%
Research Paper   50%

Grading Scale: You may earn grades based on the following scale:

A	≥ 93	B -	83 - 80	D +	69 – 67
A -	92 - 90	C +	79 - 77	D	66 – 63
B +	89 - 87	C	76 - 73	D -	62 – 60
B	86 - 84	C -	72 - 70	F	< 60

Class Presentation and Discussion

Each class will be structured as a discussion of a set of articles for that week. Prior to class each week, you are expected to read all of the articles assigned for that week. Students will be called upon to present on the article(s) assigned to them. In addition to presenting on the article(s) assigned to you, you are also expected to actively engage in discussion on the articles presented by your fellow students.

Research Paper

For your research paper, you are expected to formulate a research idea to explore and then write a paper on it. You must do a thorough literature search of all articles pertinent to your research question. The paper that you will submit must include the following sections:

- Abstract
- Introduction
- Literature Review
- Research Methodology
    - Hypothesis Development
    - Theoretical Model
    - Statistical Methodology
    - Instrument

You do not have to complete the data collection process in this course but the paper should be complete in all other respects. The tasks of data collection, analysis, and determining results can be done in a later semester. Your research paper must formulate the hypotheses and the theoretical model that you will test. You should also complete the survey instrument that you propose to use. This research paper is intended to get you started on doing serious, systematic, and high-quality research. You will make a presentation to the class at the end of the semester on your research paper.

Course Outline

The following topics will be covered in this seminar-oriented course. There is no textbook for this course. Hence, these topics will be treated through discussing the key journal articles identified in the section on articles.

Category	Topic
Theoretical underpinnings of technology acceptance in Psychology and Sociology fields	Theory of Reasoned Action (TRA)
	Theory of Planned Behavior (TPB)
	Social Cognitive Theory (SCT)
	Gender Schema Theory
Early models of technology Acceptance	Technology Acceptance Model (TAM)
	TAM II
Evolution of the TAM	TAM variants
Contemporary models of technology acceptance in business context	Unified Theory of Acceptance and Use of Technology (UTAUT)
Contemporary models of technology acceptance in consumer context	UTAUT II

Key Journal Articles

1. Ahuja, M.K., and J.B. Thatcher (2005) "Moving beyond intentions and toward the theory of trying: Effects of work environment and gender on post-adoption information technology use." MIS Quarterly 29(3) 427-459.
2. Ajzen, I. (1991) "The theory of planned behavior." Organizational Behavior and Human Decision Processes 50 179-211.
3. Compeau, D.R., and C.A. Higgins (1995) "Application of social cognitive theory to training for computer skills", Information Systems Research 6(2), 118-143.
4. Compeau, D.R., C.A. Higgins, and S. Huff (1999) "Social cognitive theory and individual reactions to computing technology: A longitudinal study." MIS Quarterly 23(2) 145-158.
5. Davis, F.D. (1989) "Perceived usefulness, perceived ease of use, and user acceptance of information technology." MIS Quarterly 319-339.
6. Davis, F.D., R.P. Bagozzi, and P.R. Warshaw (1989) "User acceptance of computer technology: A comparison of two theoretical models." Management Science 35(8) 982-1003.
7. Davis, F.D., R.P. Bagozzi, and P.R. Warshaw (1992) "Extrinsic and intrinsic motivation to use computers in the workplace". Journal of Applied Social Psychology 22(14) 1111-11132.
8. Goodhue, D.L. (1995) "Understanding user evaluations of information systems." Management Science 41(12) 1827-1844.
9. Hu, P.J., P.Y.K. Chau, O.R.L. Sheng, and K.Y. Tam (1999) "Examining the technology acceptance model using physician acceptance of telemedicine technology," Journal of Management Information Systems 16(2) 91-112.
10. Karahanna, E., D.W. Straub, and N.L. Chervany (1999) "Information technology adoption across time." MIS Quarterly 23(2) 183-213.
11. Kim, S.S., and N.K. Malhotra (2005) "A longitudinal model of continued IS use: An integrative view of four mechanisms underlying postadoption phenomena." Management Science 51(5) 741-755.
12. Mathieson, K. (1991) "Predicting user intentions: Comparing the technology acceptance model with the theory of planned behavior." Information Systems Research 2(3) 173-191.

13. Moore, G.C., and I. Benbasat (1991) Development of an instrument to measure the perceptions of adopting an information technology innovation." Information Systems Research 2(3) 192-222.

14. Plouffe, C.R., J.S. Hulland, and M. Vandenbosch (2001) "Research report: Richness versus parsimony in modeling technology adoption decisions – understanding merchant adoption of a smart card-based payment system." Information Systems Research 12(2) 208-222.

15. Szajna, B. (1996) "Empirical evaluation of the revised technology acceptance model." Management Science 42(1) 85-92.

16. Taylor, S., and P.A. Todd (1995) "Understanding information technology usage: A test of competing models." Information Systems Research 6(2) 144-176.

17. Taylor, S., and P.A. Todd (1995) "Assessing IT usage: the role of prior experience." MIS Quarterly, December, 561-570.

18. Venkatesh, V., and M.G. Morris (2000) "Why don't men ever stop to ask for directions? Gender, social influence, and their role in technology acceptance and usage behavior." MIS Quarterly 24(1) 115-139.

19. Venkatesh, V., M.G. Morris, G.B. Davis, and F.D. Davis (2003) "User acceptance of information technology: Toward a unified view." MIS Quarterly 27(3) 425-478.

20. Wixom, B.H., and P.A. Todd (2005) "A theoretical integration of user satisfaction and technology acceptance." Information Systems Research 16(1) 85-102.