

B AD 64042 - MANAGEMENT INFORMATION SYSTEMS - SYLLABUS

Fall 2010

Kent State University – Stark Campus Management & Information Systems Department

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| Instructor: | Dr. Alan A. Brandyberry |
| Class Times: | 6:15-8:55PM Weds. Fine Arts Building 10 – STARK CAMPUS |
| Office Hours: | Before and after class and by appointment other times available at KSU main campus (Mon 1:00-3:30pm, Weds 2:00-3:30pm). |
| Office: | BSA A425 (Kent Campus) |
| Phone: | 330-672-1146 |
| Email: | abrandyb@kent.edu (preferred contact method - please put 64042 somewhere in subject line) |
| Web Sites: | Course: http://vista8.kent.edu/ |
| Catalog Description: | Theory, development, application and management of information systems and their impact on people and organizations; emphasis on strategy, ethics and competitive advantage of modern technology. |
| Prerequisite: | Basic computer proficiency. Graduate standing or permission of instructor. |
| Required Texts: | Laudon & Laudon, <i>Management Information Systems</i> , 11/E, Prentice Hall © 2010. ISBN-10: 013607846X, ISBN-13: 9780136078463 * |
| | * There are several texts by Laudon & Laudon – make sure the ISBN matches! |
| Course Objectives: | This course focuses on the fundamentals underlying the design, implementation, control, evaluation and strategic use of modern, computer-based information systems for business data processing, office automation, information reporting, decision-making, and electronic commerce. The major emphasis will be on the managerial and strategic aspects of information technology. |

LEARNING OBJECTIVES

1. Terminology. The student will be able to explain the meaning of terms used to describe common techniques and concepts in business information systems.
2. Advanced Information Systems Concepts. The student will be able to describe the ways in which computers are and will be used in business and management. These concepts include telecommunications, electronic commerce, data warehousing and mining, artificial intelligence, and future directions of

computer-based information systems.

3. Systems Development. The students engage in activities emphasizing key aspects of systems development in modern business environments.

4. Behavioral and Organizational Issues. The student will be able to identify and suggest appropriate responses to managerial and organizational issues stemming from development, implementation, and use of computer-based information systems.

5. International Issues. The student will recognize the reality of implementing international information systems, including economic and cultural differences.

6. Social and Ethical Issues. The student will understand the major social and ethical issues involved in the development and use of information technology.

Upon completion of this course, students will:

1. Have an understanding of the principles, practices, methodologies and terminology used in planning, designing, developing, and implementing information systems in organizations.
2. Have developed abilities to identify organizational situations where management processes can be best supported with a computer-based information system.
3. Have developed skills in recognizing how organizational decision making and productivity can be improved by using well planned and executed computer-based information systems.
4. Have an understanding of the concept of a computer system including detailed knowledge about hardware and software.
5. Know the components of a computer-based information system (CBIS).
6. Have an understanding of data communication and telecommunication terminology.
7. Be acquainted with the hardware and software used in a typical business communications network.
8. Understand the characteristics of the various information system types. Understand how they work and what their benefits and limitations are.
9. Understand the process of a system development life cycle and other methods (prototyping) for system development.
10. Learn about end-user computing, its control and its impact on organizations.
11. Learn about information systems applications in the business functional areas.
12. Understand basic concepts of E-Business and E-Commerce including inter and intra-organizational systems.

Class Format:

This course will employ a predominantly discussion format. While the material in the text is critical for all business decision-makers to understand, I understand that many students in this course will already have a background that includes

many of these fundamentals. In this context, it is important to understand that I do not intend to lecture on every text detail. We have generally scheduled one text chapter per day; we will open each class session by discussing the general contents of each chapter. I will open some topics for discussion and I expect students to be prepared to discuss them and to ask any questions that remain after their reading of the chapter. I feel rehashing what students have already read line by line in class is tedious for all involved and takes time from more in-depth discussion and activities. I believe this method will result in a more complete and meaningful understanding of the material in general.

It is absolutely critical, however, for the student to understand that this puts some additional responsibility on them! You must read the material before class and write down or commit to memory any portions of the material that was not fully understood or that you would like to know more about than what the book offers. In class you should bring up your questions (and insights/ideas/experiences) for discussion. In this way we only spend time on material that needs clarification rather than discussing everything in the text.

After our discussion of the chapter, we will move on to technical and/or applied topics, demonstrations, and examples and business cases. Some of these cases will be assigned to individuals or teams, others will be assigned to the class as a whole. In all cases, all students are expected to participate in our discussion of these cases.

**Attendance,
Preparation,
& Participation:**

The material that is to be discussed in class should be read by the student before class. Attendance will be taken and whenever you are not present you will miss activities that cannot be made up. Missing class or portions of class will reduce your attendance/participation grade correspondingly. Students should be prepared to discuss the reading material, assigned cases and discussion or review questions. Failure to prepare and participate will also reduce this portion of your grade. Your grade for this portion is based on a subjective assessment of the quality and frequency of your participation.

**Cases
& Assignments:**

We will discuss the questions for selected cases in each chapter in class (time permitting). Each student should write (word process) out brief answers to each question in the cases. These will be collected each week and graded on a satisfactory/unsatisfactory basis. The point of doing this is to make sure that everyone is prepared to discuss the cases; therefore, I will not accept the written questions from anyone who is not present to discuss the case. One case in selected chapters (except Chapters 1&2) will be presented by teams of approximately three students (some adjustments may be necessary due to final enrollment count).

Guidelines for case presentations:

- Use PowerPoint. Email the file to me (abrandyb@kent.edu) before class time (immediately before is ok).

- Search the web for updated information on the company and situation in question where applicable. Link to web resources where appropriate.
- Present case background and updated information.
- Do not simply present your answers to the questions, it is your job to lead a class discussion on these issues. Ask for input from the class and after discussion present your take on it (if you would adjust your answers based on the discussion simply say so when presenting them). After your answer is presented then ask if there is any additional discussion.
- Total time for each case should be around 30 minutes but will be flexible if there is good discussion.

Individual Research Paper/Project:

A research/opinion paper or project will be required for this course. The research paper should be a narrowly focused in-depth examination of an IS topic. A literature review is required but is not sufficient in itself. After reviewing the literature you should discuss its significance in how it relates to the objectives of this class, discuss potential applications and the future of the topic and generally provide an interpretation of the topic based upon your own insight, experience, and knowledge. In addition to a research paper, an information system computer project is also acceptable. Possible projects include, but are not limited to, development of database applications, expert systems, and e-commerce web sites (any web site project must include a server side processing element - static html is not sufficient). A presentation of the paper/project to the class is required. The final paper should be a minimum of 3500 (well-chosen) words and a maximum of 5000 words. This syllabus is around 3225 words – this is not a long paper. You will need to write concisely and determine the most important things to include.

I am often asked to provide a list of topics to choose from. I find when I provide such a list that all or almost all submitted topics are directly from the list. I believe the amount of learning is increased when students create their own topics based on what they have learned in class or from previous experience. Virtually any topic, that is related to IS/IT in business, is acceptable. When you have selected your topic you should submit to me a short paragraph describing the topic. Students will not be allowed to pursue a topic that is very closely related to another student's topic. It is actually rare to have the same topic requested by multiple students since there are *many* to choose from. One common error in topic selection is to do something that is too broad. Do not suggest a topic such as "E-Commerce"; rather select something more specific that can be adequately addressed in a short paper (e.g. "The effects of trust and privacy in consumer e-commerce usage").

This paper/project will be done individually. If enrollment is substantially higher than expected, the instructor reserves the right to modify this to an appropriately sized team project.

Plagiarism:

Plagiarism is a serious academic offense that can cause harm to your grades including failing an assignment, exam, and/or a course. Repeated offenses may

even result in expulsion. Changing the words or context of someone else's work (published or unpublished) does not mean you do not have to cite the work!

Good source to review on paraphrasing that avoids plagiarizing:
<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>

The following information is a direct quote from:
Plagiarism FAQs (n.d.) Retrieved May 28, 2010, from
<http://www.plagiarism.org/plag_article_plagiarism_faq.html>

"If I change the words, do I still have to cite the source?"

Changing only the words of an original source is NOT sufficient to prevent plagiarism. You must cite a source whenever you borrow ideas as well as words.

If I cite the source, can I still be accused of plagiarism?

You are allowed to borrow ideas or phrases from other sources provided you cite them properly and your usage is consistent with the guidelines set by fair use laws. As a rule, however, you should be careful about borrowing too liberally -- if the case can be made that your work consists predominantly of someone else's words or ideas, you may still be susceptible to charges of plagiarism. Also, if you follow the words of a source too closely, and do not use quotation marks, it can be considered plagiarism even if you cite the source.

If I write something somebody else already wrote, but I didn't know they wrote it, is that still plagiarism?

While it is possible that you might write on the same topic as someone else, odds are that you will not have exactly the same ideas or express them in exactly the same way. It is highly unlikely that you would be accused of plagiarizing a source you have never read. Be careful, however, of "accidentally" plagiarizing from sources you have read and forgotten -- if your ideas turn out to have been influenced by a source that you read but failed to cite for any reason, you could be guilty of plagiarism."

Examinations: This class will employ an unusual examination system. Instead of the traditional midterm/final examination schedule, each of the 15 chapters will be tested individually. I would like to concentrate on applying the chapter contents to business situations using cases during our class time but also need to make sure that students grasp the fundamental concepts included in the chapters. The 'deeper' understanding of concepts is evaluated by student contributions into cases, chapter discussion, and the final project/paper.

Each chapter will have a 10-15 minute quiz associated with it that you may take any time you wish with some constraints. Each day we will conclude our class discussion by 8:25pm. During the last 30 minutes you may take the quiz for up to two chapters (any two). I would suggest that the best way to accomplish this would be to take each one the day we discuss it - but it is up to you. Do note that you need to leave yourself enough time to take all the chapter quizzes - you may only take two per day so don't get too far behind! We do lose a little class time each week but in the traditional method we generally lose several entire class days so it balances.

Finally, you may drop the lowest 1 of the 15 quiz scores. Important: you must take all 15, only a quiz that you have taken may have its score dropped so even if you are satisfied with your first 14 scores - DO take the remaining quiz or it will end up as a zero!

Students often want to use some time to study for the quiz they are taking immediately prior to taking the quiz. While I understand this, it “spoils” one of the fundamental reasons I have placed the quiz time at the end of the class period. Studies have shown that when students study for something that they will be evaluated on immediately, they study differently than when they know they will need to know the material hours or days into the future. The end result is much lower long-term retention of concepts when students are tested immediately after studying.

Students may feel free to inquire into any aspect of examinations or their scores during office hours. However, to encourage quick resolution of problems or concerns which may arise, issues must be raised with the instructor within two weeks following return of the exam. If the instructor is not contacted prior to that time the examination will be considered closed and grades finalized.

Attendance Policy: Students are responsible for all in class announcements and material whether absence is excused or unexcused. Missed assignments will not be made up. In certain cases (emergencies) the score will be dropped. All other cases receive a score of zero.

| Grading: | POINTS |
|--------------------------|---------------|
| Quizzes | 35 |
| Attendance/Participation | 15 |
| Case Questions | 10 |
| Case Presentations | 15 |
| Final Project/Paper | 25 |
| Total | 100 |

Letter-grade determinations will be made on the following percentage basis (your score rounded to the nearest whole number): A ≥ 93 ; A- 90-92; B+ 87-89; B 83-86; B- 80-82; C+ 77-79; C 73-76; C- 70-72; D+ 67-69; D 60-66 F < 60 . A *lower* curve may be substituted at the discretion of the instructor. I state this as an option but in my experience this class rarely ends up being curved. Grade curving is only done at the end of the term for final grades. Do not try to anticipate the curve - target the score that will get you the desired grade on the straight scale above. Students are welcome at any time to inquire into their current grade status.

Grading Miscellaneous: No "extra credit" will be considered. I often am requested to provide extra credit work to students who are not satisfied with their current scores. Although I appreciate the willingness to do extra work, the concept of extra credit does not function in courses where a curve may be applied to the final grades. In this environment,

students are penalized if they do not do the extra credit work, which should not be the case.

"Incompletes" and "In Progress" grades will only be given in cases where unforeseeable and unavoidable circumstances have made it impossible to complete the work required for the course in time. Although I do understand that many of you work, have family obligations, and may be taking other courses, you are expected to adjust your course loads so you can allot sufficient time to the courses you are taking. If you choose to overload yourself, you will have to live with the consequences.

That said; please contact me with any problems you are having with the course. I may not be able to offer you extra credit or an incomplete but I will do anything in my power (that is ethical and upholds the academic integrity of myself and the university) to make this course a positive and successful learning experience for all students who are willing to put in the effort required.

TENTATIVE SCHEDULE:

| Date: | Topic: | Chapter(s): |
|----------------------------|---|--------------------|
| Sep 01 | Information Systems in Global Business Today | 1 |
| Sep 08 | Global E-Business: How Businesses Use Information Systems | 2 |
| Sep 15 | Information System, Organizations, and Strategy | 3 |
| Sep 22 | Ethical and Social Issue in Information Systems | 4 |
| Sep 29 | IT Infrastructure and Emerging Technologies | 5 |
| Oct 06 | Foundations of Business Intelligence: Databases and Information Management | 6 |
| Oct 13 | Telecommunications, the Internet, and Wireless Technology | 7 |
| Oct 20 | Securing Information Systems | 8 |
| Oct 27 | Achieving Operational Excellence and Customer Intimacy: Enterprise Applications | 9 |
| Nov 03 | E-Commerce: Digital Markets, Digital Goods | 10 |
| Nov 10 | Managing Knowledge and Collaboration | 11 |
| Nov 17 | Enhancing Decision Making | 12 |
| Nov 24 | <i>Thanksgiving Recess</i> | |
| Dec 01 | Building Information Systems, Managing Projects | 13, 14 |
| Dec 08 | Managing Projects (cont.), Managing Global Systems | 14, 15 |
| Dec 15 - Final Exam Period | Paper/Project Presentations | |

The Following Policies Apply to All Students in this Course:

A. Students attending the course who do not have the proper prerequisite risk being deregistered from the class.

Students have responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule (using Student Tools on FlashLine) during the first two weeks of the semester to ensure you are properly enrolled in this class and section. Should you find an error in your class schedule, you have until Sunday, September 5, 2010 to correct the error. If registration errors are not corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the conclusion of the semester for any class in which you are not properly registered.

B. Academic honesty: Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. In addition, it is considered to cheating when one cooperates with someone else in any such misrepresentation. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. It is the University's policy that cheating or plagiarism result in receiving a failing grade for the work or course. Repeat offenses result in dismissal from the University.

C. Course Withdrawal:

For fall 2010, the course withdrawal deadline is Sunday, November 7, 2010.

D. Students with disabilities:

University policy 3342-3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit <http://www.registrars.kent.edu/disability/> for more information on registration procedures).