MGMT 393 (Hybrid)
Business Information Systems

Spring Session 14/14
March 23 – May16, 2015

Course Description

Emphasis on management and technical concepts fundamental to business applications and management control of information systems. Coverage will include management information and decision support systems which aid in planning, organizing and controlling business activities.

Prerequisite: ACCT 281 (Accounting II Managerial), CISS 170 (Introduction to CISS), MGMT 330 (Principles of Management), Junior standing.

Proctored Exams: Final Exam

Class Day and Time: Thursday, 5:00 pm – 8:00 pm

This is a hybrid course which is defined as an online course supported by a weekly in-seat class. Our class will consist both in-seat and online instruction through various resources, discussion and homework. Please note that we will meet every week, unless otherwise noted.

You are expected to attend every class. If you know prior to the beginning of the session that you will miss more than one in-seat class, it is strongly recommended that you wait to take this course at another time.

The online portion of our course is located in D2L. You will access the course through CougarTrack.

Textbooks


Textbooks for the course may be ordered from MBS Direct:

- online at http://direct.mbsbooks.com/columbia.htm
- by phone at 800-325-3252

For additional information about the bookstore, visit http://www.mbsbooks.com.

Course Overview

Upon completion of this course the student should have a working knowledge of the managerial approach to information systems concepts and applications. Managers now have a responsibility for determining their information system needs and for designing and implementing information systems that support these needs. The students should gain an understanding of the opportunities for managers to improve customer service, reduce costs, improve productivity, increase market
share, and increase profits.
Each week we’ll focus on different topics, issues, and challenges encountered by managers and knowledge workers in the information systems arena. Through our online conferencing discussions; these topics and concepts are reinforced and expanded from the readings in our text.

**Technology Requirements**

Participation in this course will require the basic technology for all online classes at Columbia College:

- A computer with reliable Internet access,
- a web browser,
- Acrobat Reader,
- Microsoft Office or another word processor such as Open Office.
- Microsoft PowerPoint

You can find more details about standard technical requirements for our courses on our site.

**Course Objectives**

Through this course, you will learn about:

- the fundamental role and impact of Business Information Systems (BIS)
- how business information systems assist organizations develop and maintain competitive advantage
- how business information systems aid in the organization’s decision-making process
- how BIS affects the daily lives of the current workforce and will increasingly impact the future of tomorrow’s workforce

**Measurable Learning Outcomes**

By the end of this course, students will be able to:

- Articulate the nature, characteristics, components, and impact of information systems within the modern business community.
- Demonstrate how business information systems can provide for-profit or non-profit business organizations and national governments with competitive advantage.
- Identify the impact of decision support and artificial intelligence systems on individuals and organizations.
- Explain the strategies for implementing electronic commerce systems in the modern information age.
- Identify the ethical and moral responsibilities of business as BIS directly impacts on individual privacy and financial well-being.
- Identify the impact of internet websites on both businesses and consumers.
## Grading

### Grading Scale

<table>
<thead>
<tr>
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<th>Points</th>
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<tr>
<td>B</td>
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<td>C</td>
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### Grade Weights

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<tr>
<td>Discussions (In Class)</td>
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<tr>
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<tr>
<td>Group Project (In Class)</td>
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## Schedule of Graded Assignments

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<th>Due In-Seat</th>
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<td></td>
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Assignment Overview

Readings (Before Class)

All readings and lecture review should be completed prior to coming to the in-seat portion of class. I encourage you to take advantage of the self-study resources available in the course.

Discussions

Discussions are an integral part of this course and represent a significant portion of the final grade. The discussions for this course are broken into In Class and Online discussions. You must complete both portions to receive full points. Discussion activities are designed to help extend your learning into the real world and bridge the gap between theory and practice.

Discussion topics will be based on the chapter material defined in the weekly course schedule. You are encouraged to interact with your classmates in all discussions. Additional online discussion topics may be introduced as needed. Participation in all discussions will improve performance on exams and will be considered holistically by the instructor.

In Class Discussions

We will also have Discussions as part of our in-seat portion of the hybrid. In order to earn these points, you must attend the in-seat class. These in-seat discussions will cover topics from the readings and the previous week’s work. You should come prepared to the in-seat session ready to actively participate in all classroom discussions.

Online Discussions

Since this is a hybrid course, half of your discussion points will be awarded for your online discussion work and half will be awarded for your classroom discussion participation. You should read the requirements and do any required internet research necessary. Then prepare a well worded and thoughtful response to each question asked, relating your answer directly to the results of your research and the classroom discussion. Conventions of “netiquette” (online etiquette), which include courtesy to all users, will be observed online and the equivalent will be observed in the classroom setting. Your initial online discussion post is due by 11:59 pm Central Time (CT) on Thursday. You must respond to at least two other students by 11:59 pm CT on Sunday.

Dropbox Homework (Online)

Homework Assignments will each be graded according to the point system presented in the assignment table above. Each homework assignment will be worth 20 points, assigned on the basis of percent of completeness, clarity, and accuracy/neatness. Homework assignments should be at least 2 full pages (1 inch margins on all sides, double-spaced). Assignments submitted with less than the minimum
number of pages may receive less than full credit. Remember, this is a Junior/Senior level course and that your homework assignments should rise to that level. Please include your name and course number. Microsoft WORD is the format expected for any documents.

**Group Project (In Class)**

The group project is a collaborative written assignment completed by a team of four to five students. During Week 7, your group will present on your finding to the group. There are 150 individual points possible for this assignment.

Your group must provide the following items to complete this project:

- **Paper**: one written paper (minimum 9 pages not including the title page or table of contents) prepared by the group
- **Presentation**: a set of PowerPoint slides prepared by the group.
- **Peer Review**: Using the Survey area of D2L, complete a peer evaluation of the members of your group. Include a percentage rating (including yourself) on the relative contribution to the project by each of the members. The total percentage for the group will be 100%.

*For example, Partner A = 25%, Partner B = 30%, Partner C = 30%, Partner D = 15%*

While this will not be the deciding factor in your final grade for this project, it is important to share your opinions with me regarding your group’s effort. You can also provide comments regarding your partners’ contributions as well.

The Survey area of D2L is located in the navigation bar under More Tools.

**Exams (In Class)**

There will be a midterm and a final exam, each worth 275 points. Each exam will consist of 65 to 75 multiple choice questions. Feel free to test your comprehension of each chapter's material by taking the quizzes given by your text website.

There will be a **Midterm Exam** during Week 4 which will take place during the In Class portion of the course. The exam will be comprehensive over the material covered in the first 4 weeks.

There will be a **Final Exam** during Week 8 in place of the weekly exam. The final exam will be comprehensive over all chapters in the course.

**Course Schedule**

**Week 1: Getting Started**

**Readings (Before Class)**

- Chapter 1 and survey the entire text
- Review the multimedia enrichment activities in the Content area of D2L.

**In Class Discussion 1**

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

**Online Discussion 1**

Introduce yourself in the "Introductions" thread of our class discussion. This will be our 'virtual classroom', so let’s interact! Please give us more than your name. Include your profession or job,
hobbies, interest in information technology, and any other information that can help us get to know you.

**Dropbox Homework 1 (Online)**

Explain the theme of the book (summary/overview) in your own words, and why this is important to our understanding of the information technology. I want you to basically thumb through the book to get an idea of what material is in the text and conclude what it focuses on. This would be something that you would conclude such as gaining a competitive advantage or the interaction between people and technology. This assignment should be at least 2 full pages.

**Week 2: Information Technology and Business**

**Readings (Before Class)**

- Review Chapter 1
- Extended Learning Module A: Computer Hardware and Software.
- Review the multimedia enrichment activities in the Content area of D2L.

**In Class Discussion 2**

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

**Online Discussion 2**

Complete the Discussion Question 1 at the end of Chapter 1 (page 32). Explain your choices in the appropriate topic.

**Dropbox Homework 2 (Online)**

Read and complete the analysis of Case Study 2: “Google and Apple Know Where You Are, Maybe” by answering the 4 related questions at the end of this case (pages 29-30). Also, answer Short-Answer Questions 2 and 3 on page 31. **This assignment should be at least 2 full pages.**

**Week 3: Strategic and Competitive Opportunities and Data Storage/Access**

**Readings (Before Class)**

- Chapters 2 and 3
- Read Extended Learning Module B
- Review the multimedia enrichment activities in the Content area of D2L.

**In Class Discussion 3**

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

**Online Discussion 3**

Customer Relationship Management (CRM) is discussed in the text (page 40). What is this all about? What are the benefits? Do you see any possible downside?

**Dropbox Homework 3 (Online)**

1. Read and complete the analysis of the Closing Case Study 1 at the end of Chapter 3 by answering questions 1 - 4 (page 90).
2. Answer Discussion Questions 1, 4 and 6 from Chapter 3 (page 93).
Group Project

You will be assigned to a group of 4-5 students, depending on class size, by the end of this week. This group will work on the Case Project.

Week 4: Decision Support System, Artificial Intelligence and Electronic Commerce

Readings (Before Class)

- Chapters 4 and 5
- Extended Learning Module E: Network Basics. *If you find this section a bit too technical be sure to refer to the figures, they will help.*
- Review the multimedia enrichment activities in the Content area of D2L.Online

In Class Discussion 4

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 4

1. Artificial Intelligence topics include Expert Systems, Neural Networks and Genetic Algorithms. Do you think that companies can really use artificial intelligence to make a good business decision? Why or why not? Are there ethical concerns here? How about ethical concerns for gathering and using competitive intelligence?

Dropbox Homework 4 (Online)

Pay particular attention to the portion of the text on expert systems. Could this tool be applied to the job that you do? Describe how an expert system could be integrated into your work environment either with your job or another job. If your work environment does not lend itself to the use of an expert system, describe how an expert system could be used in another business. Be sure to include a description of the application of the components of an expert system. Place your assignment in the dropbox for this week. This assignment should be at least 2 full pages.

Midterm Exam (In Class)

The exam will be multiple choice. The mid-term will be administered during the In Class portion of the week.

Week 5: System Development

Readings (Before Class)

- Chapter 6
- Review the multimedia enrichment activities in the Content area of D2L.

*Special Note: I consider this an important topic.*

In Class Discussion 5

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week’s information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 5

1. Most IS departments have a backlog of work. Is the System Development Life Cycle a good idea or does it just add additional delays? Have you been involved in this process? If so, discuss your experience. If not, what is your opinion of this process and what do you think that your role would be?
Dropbox Homework 5 (Online)
Should new systems be purchased, developed in house (cover insourcing/self-sourcing), or outsourced? What are the benefits? What are areas of concern? Upload your 2-3-page paper in the D2L dropbox for this week.

Group Project Status Report
Place a list of how your group is addressing the Case Project. Who is working on what component? Do you have a time-line within your group for completing various parts? I need this from each person to be sure they know their commitment.

One member of your group will need to submit this update in the D2L Dropbox area.

Week 6: Building and Sustaining the Dynamic Enterprise

Readings (Before Class)
- Chapter 7
- Review the multimedia enrichment activities in the Content area of D2L.

In Class Discussion 6
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week's information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 6
1. Look at Figures 7.3, 7.4, 7.5, and 7.6 and their associated descriptions on pages 200 - 203. The use of these infrastructures and their advantages/limitations are important to understand and discuss. Let's start the discussion with the topic: Why doesn't the IT industry standardize and use just 1 infrastructure? Interact with other postings. If you don't understand something, ask. If you have knowledge, share it.

Dropbox Homework 6 (Online)
Business Continuity Planning. Explain how components of the business infrastructure are included in a Business Continuity Plan? Discuss the processes of Planning, Analysis, Design, Implementation, Testing and Maintenance in developing this plan. This assignment must be at least 2 full pages.

Week 7: Protecting Information and People

Readings (Before Class)
- Chapter 8
- Review the multimedia enrichment activities in the Content area of D2L.

In Class Discussion 7
During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week's information. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 7
1. Read the closing case study 1 ‘Sexting Now Almost Commonplace’ (page 250). Respond to question 4.

Dropbox Homework 7 (Online)
Answer the Short-Answer Questions on page 253 1, 2, and 7. On question 1, explain in detail. On question 7: Would this include key logging while at work? This assignment should be at least 2 full
pages. Be sure you look at the correct section. Please look on page 253 at the 2ND section heading in bold red lettering titled Short-Answer Questions. There are 9 questions in that section.

Case Project (In Class)

Your group will provide the following information during the in class session.

- **Paper:** one written paper (minimum 9 pages not including the title page or table of contents) prepared by the group
- **Presentation:** a set of PowerPoint slides prepared by the group.
- **Peer Review:** Using the SURVEY area of D2L, complete a peer evaluation of the members of your group. Include a percentage rating (including yourself) on the relative contribution to the project by each of the members. The total percentage for the group will be 100%.

**Week 8: The Future of Information Technology**

**Readings (Before Class)**

- Chapter 9
- Review the multimedia enrichment activities in the Content area of D2L.

**In Class Discussion 8**

During the in-seat portion of the class, discussion will focus on the topics from the readings and questions that you and your classmates have from the week's information. You must be in attendance to receive credit for this portion of the discussion.

**Online Discussion 8**

1. We are all quite aware of the impact of information technology on business. Will future changes in information technology become as visible or will future changes become more transparent? Explain your thoughts.

**Final Exam (In Class)**

The exam will include multiple choice items and be completed in class. The exam will cover Chapters 6 through 9 and the Extended Learning Module I. It will take approximately two hours to complete.

**Course Policies**

**Student Conduct**

All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner consistent with Columbia College's Student Conduct Code and Acceptable Use Policy. Students violating these policies will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct and the Computer Use Policy for students can be found in the Columbia College Student Handbook. The Handbook is available online; you can also obtain a copy by calling the Student Affairs office (Campus Life) at 573-875-7400. The teacher maintains the right to manage a positive learning environment, and all students must adhere to the conventions of online etiquette.

**Plagiarism**

Your grade will be based in large part on the originality of your ideas and your written presentation of these ideas. Presenting the words, ideas, or expression of another in any form as your own is plagiarism. Students who fail to properly give credit for information contained in their written work
(papers, journals, exams, etc.) are violating the intellectual property rights of the original author. For proper citation of the original authors, you should reference the appropriate publication manual for your degree program or course (APA, MLA, etc.). Violations are taken seriously in higher education and may result in a failing grade on the assignment, a grade of "F" for the course, or dismissal from the College.

Collaboration conducted between students without prior permission from the instructor is considered plagiarism and will be treated as such. Spouses and roommates taking the same course should be particularly careful.

All required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

A plagiarism tutorial is located in the content area of the D2L website. Additionally, work that was completed in a prior course and submitted in the current course will not be accepted.

Non-Discrimination

There will be no discrimination on the basis of sex, race, color, national origin, sexual orientation, religion, ideology, political affiliation, veteran status, age, physical handicap, or marital status.

Disability Services

Students with documented disabilities who may need academic services for this course are required to register with the Coordinator for Disability Services at (573) 875-7626. Until the student has been cleared through the disability services office, accommodations do not have to be granted. If you are a student who has a documented disability, it is important for you to read the entire syllabus before enrolling in the course. The structure or the content of the course may make an accommodation not feasible.

Attendance Policy

Attendance for a week will be counted as having submitted a course assignment for which points have been earned during that week of the session or if the proctoring information has been submitted or the plagiarism quiz taken if there is no other assignment due that week. A class week is defined as the period of time between Monday and Sunday (except for Week 8, when the week ends in accordance with the campus end date). The course and system deadlines are all based on the Central Time Zone.

Email

All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor. You may forward your Cougar email account to another account; however, the College cannot be held responsible for breaches in security or service interruptions with other email providers.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy

A hybrid class requires regular participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussion and writing assignments. Although most of the communication for this course is asynchronous, you must be able to commit to the schedule of work for
the class for the next eight weeks. You must keep up with the schedule of reading and writing to successfully complete the class.

Course Evaluation

You will have an opportunity to evaluate the course near the end of the session. Course evaluations will open on Sunday of Week 5 and will remain open until Thursday of Week 7. A link will be sent to your CougarMail that will allow you to access the evaluation. Be assured that the evaluations are anonymous and that your instructor will not be able to see them until after final grades are submitted.

Additional Resources

Orientation for New Students

This course is offered online, using course management software provided by Desire2Learn and Columbia College. The Student Manual provides details about taking an online course at Columbia College. You may also want to visit the course demonstration to view a sample course before this one opens.

Technical Support

If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Helpdesk, or the D2L Helpdesk for assistance. Contact information is also available within the online course environment.

Online Tutoring

Smarthinking is a free online tutoring service available to all Columbia College students. Smarthinking provides real-time online tutoring and homework help for Math, English, and Writing. The Writing Center can be used for writing assistance in any course.

Smarthinking also provides access to live tutorials in writing and math, as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a Connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack under Students->Academics->Academic Resources.