MGMT 393 (Hybrid)
Business Information Systems

Spring Session 14/14
March 23– May 16, 2015 (Spring Term)

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: (ex. Wednesday, 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

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Percent</th>
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<tbody>
<tr>
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<tr>
<td>B</td>
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<td>80-89%</td>
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<tr>
<td>C</td>
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## Grade Weights

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<td>Discussions (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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<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, much of your discussion points will be awarded for your online 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 Mountain Time (MT) on Saturday.

You must respond to at least three other students by 11:59 pm MT on Tuesday. You must respond to at least one student that you have not responded to in the previous two weeks.

**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, the assignment name and course number.* Microsoft WORD is the format expected for any documents. Each Dropbox Assignment will be due 11:59 pm MT on Tuesday of the next week. Example, week 1 dropbox assignment is due the day before week 2 class. Week 2 dropbox assignment is due the day before week 3 class and so forth.

**Research Paper (In Class)**

The research paper is a written assignment completed by class during Week 7. You will make a short (2 to 5 minutes) on your paper during class Week 8. There are 150 individual points possible for this assignment.

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

- **Paper:** one written paper (minimum 6 pages) prepared using MLA format
- **Presentation:** a set of PowerPoint slides may be used but not required. 20 points of the research paper grade will be reserved for the presentation.
- **Peer Review:** I will have a survey for each student to review each other’s presentation. The surveys will not be a final determining factor in the points awarded on the presentation, but may assist in grading. If a student fails to submit surveys on other student presentations, will have their In Class participation points reduced.

Topics for the research paper will be discussed in class and example of MLA papers will be provided. 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 200 and 350 points respectively. Each exam will consist of 65 to 100 True/False, multiple choice, or short answer 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 available during the In Class portion of the course using the online D2L system. The exam will be comprehensive over the material covered in the first 4 weeks.

There will be a **Final Exam** during Week 8 which will available during the In Class portion of the course using the online D2L system. The final exam will be comprehensive over the all chapters in the course.
Course Schedule

Week 1: The Information Age in Which You Live

Readings (Before Class)

- Chapter 1 and Extended Learning Module A
- Review the multimedia enrichment activities in the Content area of D2L.
- Visit the text online content and extra activities available

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. 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. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 1

Expand with your Introductions. There will be a thread for this discussion. The discussion area is 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. There will be discussion questions related to computer types and software complexity.

Dropbox Homework 1 (Online)

Read and complete the analysis of Case Study 1: The Social Media Megaphone: Transparent Life Intensified by answering the 5 related questions at the end of this case (pages 27-29). Also, answer Short-Answer Questions 2 and 3 on page 31. Place your assignment in the dropbox for this week. This assignment should be at least 2 full pages.

Week 2: Gaining Competitive Advantage with IT and the Web

Readings (Before Class)

- Review Chapter 2 and Extended Learning Module B.
- 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 supply chain management (SCM) systems, customer relationship management (CRM) systems and enterprise resource planning (ERP) software. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 2

Complete the Discussion Questions 1 and 3 for the case study The Business of Social Business and Making the ROI case at the end of Chapter 2 (page 60-1). Explain your choices in the appropriate topic.

Dropbox Homework 2 (Online)

Complete the Short-Answer Questions on page 62 and Short-Answer Questions 1, 3, 5 and 7 on page 367. Place your assignment in the dropbox for this week. This assignment should be at least 2 full pages.

Week 3: Databases and Building Business Intelligence

Readings (Before Class)

- Chapter 3, Extended Learning Module C and Extended Learning Module J
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 how a database is set up and used to create Business Intelligence. Definition of a data warehouse and a data mart from the readings and also questions that you and your classmates have from the week’s information and online discussions. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 3
From Module C, discuss the steps to designing and building a relational database and from Module J, what are some of the tools available in Access that is not available in other database programs.

Dropbox Homework 3 (Online)
1. Read and complete the analysis of the 2 Closing Case Studies end of Chapter 3 by answering questions on page 90 and 91.
2. Short-Answer Questions 1, 2, 3, 5 and 6 from Chapter 3 (page 2).
Place your assignment in the dropbox for this week. This assignment should be at least 2 full pages.

Research Paper
In class, we will discuss possible topics and paper format. Also, we will discuss what is expected with the presentations and peer review.

Week 4: Decision Support System, Artificial Intelligence and Spreadsheets

Readings (Before Class)
- Chapter 4 and Extended Learning Module D
- Review the multimedia enrichment activities in the Content area of D2L.

In Class Discussion 4
During the in-seat portion of the class, discussion will focus on decision support systems, specialized analytics, expert systems, data-mining agents and multi-agent systems as subsets of intelligent agents and agent-based technologies, and utilizing spreadsheets for decision-making and analysis. You must be in attendance to receive credit for this portion of the discussion.

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 consist of 65 True/False, multiple choice, or short answer questions. The mid-term will be administered during the last 105 minutes of In Class time.

Week 5: E Commerce and Networking

Readings (Before Class)
- Chapter 5 and Extended Learning Module E
- Review the multimedia enrichment activities in the Content area of D2L.
In Class Discussion 5
During the in-seat portion of the class, discussion will focus on the nine major e-commerce business models, B2B and B2C and the letter G as well as computer networks. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 5
What is the impact of wireless technology in our business environments? How has it changed and what are potential advances?

Dropbox Homework 5 (Online)
Answer the Short-Answer Questions on page 155. Place your assignment in the dropbox for this week. This assignment should be at least 2 full pages.

Week 6: System Development, Outsourcing and Information

Readings (Before Class)
• Chapter 6
• 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 systems development life cycle (SDLC) and how outsourcing works. Special Note: I consider this the core topic/chapter for this course. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 6
Read and complete the analysis of Case Study 1: The good-enough technology economy by answering the 4 related questions at the end of this case on pages 186-7.

Dropbox Homework 6 (Online)
Answer the Short-Answer Questions on page 189-90. Place your assignment in the dropbox for this week. This assignment should be at least 2 full pages.

Week 7: Protecting Information and People

Readings (Before Class)
• Chapter 8 and Extended Learning Module H
• 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 Ethics, Protecting People and Information. Presentations will also be completed. You must be in attendance to receive credit for this portion of the discussion.

Online Discussion 7
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? 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. This assignment should be at least 2 full pages.

Research Paper (In Class)
You will provide the following information during the in class session.
- **Paper:** one written paper (minimum 6 pages) prepared using MLA format
- **Presentation:** a set of PowerPoint slides may be used but not required.
- **Peer Review:** I will have a survey for each student to review each other’s presentation. 20 points of the research paper grade will be reserved for the presentation. The surveys will not be a final determining factor in the points awarded on the presentation, but may assist in grading. If a student fails to submit surveys on other students presentations, that student’s In Class points will be reduced.

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

**Readings (Before Class)**
- Chapter 9
- Extended Learning Module 1 (*Extended Learning Module 1 is located in the Student File in the Student Edition of the text at the website [http://www.mhhe.com/irwin/haag/web/]*)
- 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 review before the final exam. You must be in attendance to receive credit for this portion of the discussion.

**Final Exam (In Class)**
The exam will include multiple choice items and be completed in class. The exam will cover Chapters 5 through 9 and the Extended Learning Module E, H and I. The exam will consist of 100 True/False, multiple choice, or short answer questions. 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.

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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.