



Course Syllabus

MIS205 Management Information Systems

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course provides a comprehensive and integrative study of essential new technologies, information system applications, and their impact on business models and managerial decision making in an exciting and interactive manner. It focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Course Outcomes

At the completion of this course, students should be able to:

- Examine the relationship between information systems, the organization, and business strategy.
- Investigate how different hardware, software, and networking technologies are used as part of business operations and for collaboration.
- Explore ethical, social, and political challenges associated with information systems.
- Examine the information systems development and project management processes for IT projects.
- Investigate the importance of security and control technologies as part of an information system.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required Text:

Gallaugh, J. (2016). Information Systems: A Manager's Guide to Harnessing Technology, V5.0. Flat World Knowledge.

eISBN: 978-1-4533-7575-4

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the LIB100: eLibrary Overview course and the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<http://guides.instructure.com>

Weekly Schedule

Week 1	Information Systems, Global E-Business, and Collaboration
Outcomes	<ul style="list-style-type: none"> • Appreciate how, technology has helped bring about radical changes across industries and throughout societies. • Appreciate the degree to which technology has permeated every management discipline. • See that tech careers are varied and poised for continued growth. • Recognize firms often categorized as part of the “sharing economy” or participating in “collaborative consumption”. • Understand the competitive factors that influence success in marketplaces that support collaborative consumption. • Identify sources of competitive advantage and additional challenges as the firm continues to grow.
Readings	<ul style="list-style-type: none"> • Chapter 1: Setting the Stage: Technology and the Modern Enterprise • Chapter 10: The Sharing Economy, Collaborative Consumption, and Creating More Efficient Markets through Technology • Haaramo, E. (2015). Rovio Entertainment CIO believes IT staff should be embedded in business. <i>Computer Weekly</i>, 13-16.
Lectures	<ul style="list-style-type: none"> • Information Systems in Global Business Today • Global E-Business and Collaboration
Discussion	<p>What do you think are the two most important information systems issues that organizations will face over the next decade as the need for globalization increases? Use specific examples to support your position.</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes Sunday (6:00AM, Eastern Time).</p>
Assignments	<p>Applied Learning Assignment: IT Trends in Collaboration</p> <p>Instructions: Watch the video on the Assignment page of the course. Interview an IT professional at your company and critically analyze his/her answers to 5 questions. A research paper can be substituted if an IT interview is not feasible.</p> <p>Review the specific paper requirements on the assignment screen.</p> <p>Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 2	Organizations, Strategy, and Ethics
Outcomes	<ul style="list-style-type: none"> • Define operational effectiveness and understand the limitations of technology-based competition leveraging this principle. • Define strategic positioning and the importance of grounding competitive advantage in this concept. • Understand the relationship between timing, technology, and the creation of resources for competitive advantage. • Gain additional insights into evaluating the trajectory of technology and its disruptive capacity.
Readings	<ul style="list-style-type: none"> • Chapter 2: Strategy and Technology: Concepts and Frameworks for Understanding What Separates Winners from Losers • Chapter 6: Disruptive Technologies: Understanding the Giant Killers and Tactics for Avoiding Extinction • Tiblets, B. (2012). Bandwidth and bottom lines: Leverage technology to get ahead. <i>Fort Worth Business Press</i>, 24(16), 15.
Lectures	<ul style="list-style-type: none"> • Information Systems, Organizations, and Strategy • Ethical and Social Issues in Information Systems
Discussion	<p>What level of liability do you think a company should incur if consumers experience financial harm due to a misuse of personal data? Use specific examples to support your position.</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes <u>Sunday</u> (6:00AM, Eastern Time).</p>
Quiz	<p>Complete the Week 2 Quiz.</p> <p>Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 3	IT Management and Technologies
Outcomes	<ul style="list-style-type: none"> • Define Moore's Law and understand the approximate rate of advancement for other technologies, including magnetic storage (disk drives) and telecommunications (fiber-optic transmission). • Recognize and define various terms for measuring data capacity. • Consider the managerial implication of faster and cheaper computing on areas such as strategic planning, inventory, and accounting. Be familiar with some of the enterprises that have benefited from data-driven, fact-based decision making. • Understand various internal and external sources for enterprise data. • Understand what data warehouses and data marts are and the purpose they serve. • Identify the key areas where businesses leverage data mining.
Readings	<ul style="list-style-type: none"> • Chapter 5: Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager • Chapter 15: The Data Asset: Databases, Business Intelligence, Analytics, Big Data, and Competitive Advantage • Byrd, T.A., Lewis, B.R., Bradley, R.V. (2006). IS infrastructure: The influence of senior IT leadership and strategic information systems planning. <i>Journal of Computer Information Systems</i>, 47(1), 101-113 • Helland, P. (2011). If you have too much data, then "good enough" is good enough. <i>Communications Of The ACM</i>, 54(6), 40-47. doi:10.1145/1953122.1953140
Lectures	<ul style="list-style-type: none"> • IT Infrastructure and Emerging Technologies • Foundations of Business Intelligence: Databases and Information Management
Discussion	<p>Which employees in an organization should be involved in the design of a database management system? Why is each of these people important to the process? Use examples to support your position.</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes <u>Sunday</u> (6:00AM, Eastern Time).</p>
Assignments	<p>Improving Decision Making: Using a Database to Clarify Business Strategy</p> <p>Hands-On Project: Customer Analysis Executive Summary</p> <p>The Executive Leadership Team at The President's Inn in Cape May, New Jersey has asked you to produce an Executive Summary report that analyzes customer reservation data and identifies recommendations for making the inn more competitive and profitable.</p> <p>See the course Week 3 Assignment screen for project details and data files.</p> <p>Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 4	Network Technologies and Security
Outcomes	<ul style="list-style-type: none"> • Describe how the technologies of the Internet combine to answer these questions: What are you looking for? Where is it? And how do we get there? • Understand why mastery of Internet infrastructure is critical to modern finance and be able to discuss the risks in automated trading systems. • Understand the issue of Net neutrality and put forth arguments supporting or criticizing the concept. • Recognize that information security must be made a top organizational priority. • Relate examples of various infiltrations in a way that helps raise organizational awareness of threats. • Identify critical steps to improve your individual and organizational information security.
Readings	<ul style="list-style-type: none"> • Chapter 16: A Manager's Guide to the Internet and Telecommunications • Chapter 17: Information Security: Barbarians at the Gateway (and Just About Everywhere Else) • Sankey, D. (2011). Going to the cloud. <i>Business in Calgary</i>, 21(9), 26-30
Lectures	<ul style="list-style-type: none"> • Telecommunications, the Internet, and Wireless Technology • Securing Information Systems
Discussion	<p>Consider the telecommunications, networking, and wireless technologies you use today as a consumer and student. Does your comfort level with changes in these technologies in your personal life influence how comfortable you would be with changes in them in the workplace and when adapting to new technologies? Why or why not?</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes <u>Sunday</u> (6:00AM, Eastern Time).</p>
Quiz	<p>Complete the Week 4 Quiz.</p> <p>Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 5	Enterprise Applications and E-Commerce
Outcomes	<ul style="list-style-type: none"> • Understand how many firms have confused brand and advertising, why branding is particularly important for online firms • Understand the role that market entry timing has played in the firm's success. • Understand how high inventory turns and longer accounts payable periods help fuel a negative cash conversion cycle, and why this is a good thing. • Gain insight into various advantages that result from the firm's scale and cost structure. • Examine the changes Amazon's digital media offerings have brought to the traditional publishing industry value chain.
Readings	<ul style="list-style-type: none"> • Chapter 4: Netflix in Two Acts: The Making of an E-Commerce Giant and the Uncertain Future of Atoms to Bits • Chapter 7: Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud • Balasubramanian, S., Peterson, R. A., & Jarvenpaa, S. L. (2002). Exploring the implications of m-commerce for markets and marketing. <i>Journal Of The Academy Of Marketing Science</i>, 30(4), 348-361.
Lectures	<ul style="list-style-type: none"> • Achieving Operational Excellence and Customer Intimacy: Enterprise Applications • E-Commerce: Digital Markets, Digital Goods
Multimedia	<p>Jon Flynn. (2012, July 17). <i>Microsoft Excel Pivot Table Tutorial for Beginners - Excel 2003, 2007, 2010</i> [Video]. Retrieved from http://youtu.be/peNTp5fuKFg</p>
Discussion	<p>Which e-Commerce and m-Commerce technologies do you think are most important for companies to be migrating to right now? Why do you feel this is the case? Provide specific examples to support your position.</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes <u>Sunday</u> (6:00AM, Eastern Time).</p>
Assignments	<p>Improving Decision Making: Using PivotTables to Analyze Sales Data</p> <p>Hands-On Project: Sales Analysis Executive Summary</p> <p>The Executive Leadership Team at Online Management Training Inc. (OMT) has asked you to produce an Executive Summary report that analyzes the data from one day of OMT's sales transactions.</p> <p>See the course Week 5 Assignment screen for project details and data files.</p> <p>Follow the requirements on the assignment page in the course.</p> <p>Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 6 Software, Knowledge Management and Decision Making	
Outcomes	<ul style="list-style-type: none"> • Recognize the importance of software and its implications for the firm and strategic decision making. • Understand what an ERP (enterprise resource planning) software package is. • List the reasons that technology development projects fail and the measures that can be taken to increase the probability of success. • Understand the concept of cloud computing.
Readings	<ul style="list-style-type: none"> • Chapter 13: Understanding Software: A Primer for Managers • Chapter 14: Software in Flux: Open Source, Cloud, Virtualized and App-driven Shifts • Rodger, M. (2012). Good knowledge management system, bad shared knowledge: What happens to trust when experts share erroneous knowledge with novice KMS user?. <i>Advances in Management</i>, 5(1), 9-13. • Mansor, N., Tayles, M., & Pike, R. (2012). Information usefulness and usage in business decision-making: An activity-based costing (ABC) perspective. <i>International Journal of Management</i>, 29(1), 19-32.
Lectures	<ul style="list-style-type: none"> • Managing Knowledge • Enhancing Decision Making
Discussion	<p>What are the advantages and disadvantages of open source software applications and systems? Provide an example or a situation.</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes <u>Sunday</u> (6:00AM, Eastern Time).</p>
Quiz	<p>Complete the Week 6 Quiz.</p> <p>Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 7 Building Systems and Social Networking	
Outcomes	<ul style="list-style-type: none"> • Recognize the unexpected rise and impact of social media and peer production systems, and understand how these services differ from prior generation tools. • Appreciate the growth in the number of blogs, their influence, risks and their capacity to generate revenue. • List key features and risks of social networks, and understand how they are used by individuals, groups, and corporations. • Recognize how firms are leveraging social networks for brand building, product engagement, and driving purchase traffic.

	<ul style="list-style-type: none"> Recognize how user issues and procedural implementation can derail even well-intentioned information systems efforts.
Readings	<ul style="list-style-type: none"> Chapter 9: Social Media, Peer Production, and Web 2.0 Chapter 11: Facebook: A Billion-plus users, the High-Stakes Move to Mobile, and Big Business from the Social Graph Burch, J. G. (1986). Adaptation of information systems building blocks to design forces. <i>Journal Of Management Information Systems</i>, 3(1), 96-104
Lectures	<ul style="list-style-type: none"> Building Information Systems
Discussion	<p>Visit Facebook and experiment with privacy settings. What kinds of control do you have over feeds and data sharing? Is this enough to set your mind at ease? Did you know these settings existed before being prompted to investigate features? Discuss how one or more of these settings could impact privacy.</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time). Discussion closes <u>Sunday</u> (6:00AM, Eastern Time).</p>
Assignments	<p>Applied Learning Assignment - Crowdsourcing</p> <p>Recent years have shown a greater acceptance and use of crowdsourcing for various projects. Research some possible functions and how technology has provided a pathway for crowdsourcing to take place. Include specific details for the topic as well as ethical concerns.</p> <p>Write a two page paper to present your findings. Use APA formatting and rubrics as guides.</p> <p>Follow the specifications on the assignment page for additional details. Due <u>Monday</u> (6:00AM, Eastern Time).</p>

Week 8	Entrepreneurial Information Systems
Outcomes	<ul style="list-style-type: none"> • Recognize key entrepreneurship and product development concepts of product/market fit, minimum viable product, and customer lifetime value. • Understand the concept of agile software development and why it is important to firms that practice this approach. • Understand how media consumption habits are shifting. • Understand the privacy concerns that arise as a result of using third-party or tracking cookies to build user profiles.
Readings	<ul style="list-style-type: none"> • Chapter 12: Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion • Chapter 18: Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity • Conklin, D. (2011). The global environment of business: New paradigms for international management. <i>Ivey Business Journal</i>, 75(4), 34-38 • Pick, J. B., & Rasool, A. (2011). A global model of technological utilization based on governmental, business-investment, social and economic factors. <i>Journal of Management Information Systems</i>, 28(1), 49-83.
Lectures	<ul style="list-style-type: none"> • Growth and Organization of International Systems
Discussion	<p>What information systems trend do you think will be of the most benefit to organizations in the next few years? Why do you think this is the case, and how will it be useful to organizations?</p> <p>Initial discussion post due <u>Thursday</u> (6:00AM, Eastern Time).</p> <p>Discussion closes Friday (6:00AM, Eastern Time).</p>
Quiz	<p>Complete the Week 8 Quiz. Due Friday (6:00AM, Eastern Time).</p>

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	50%
Discussions	30%
Quizzes	20%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for login problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully. Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy

MIS205 Management Information Systems

- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website: <https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>