MIS 310: Management Information Systems (Fall 2013)

Instructor: Dr. Minder Chen,
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Office Hours: Tue 10:20 AM-11:50 PM & Th 10:20 AM -11:50 PM

Class Location: Smith Decision Center 1908
Office Location: Sage Hall 2027

Course website: http://faculty.csuci.edu/minder.chen/mis310/

Course Description

This course examines the applications of computer-based information systems to the management of organizations. Topics include use of information to further the organization's mission and strategy, the role of users, the architecture of information and development of decision-support processes for managers. Technologies and tools such as HTML, database, and spreadsheet will be taught.

Justification and Requirements for the Course

This is a required course for the Bachelor of Science in Business degree. An understanding of the role of information technology systems is essential for students of business. The course will use cases, projects, and in-class exercises to illustrate the use of technology to address problems and opportunities in business organizations. This course will provide business students with the knowledge, skills, and abilities to manage information technology systems effectively. It will also prepare students to formulate and execute IT policies, strategies, plans and procedures.
Prerequisite: COMP 101 or equivalent

Class	Days and Time	Classroom
MIS 310-02	Tue. 6:00 PM- 8:50 PM.	Smith Decision Center 1908
MIS 310-03	Tu. & Th. 9:00AM - 10:15AM	Smith Decision Center 1908
MIS 310-04	Tu. & Th. 12:00PM - 1:15PM	Smith Decision Center 1908

Reference Textbook:

John Gallaugher, Information Systems: A Manager's Guide to Harnessing Technology, v1.4 at
https://students.flatworldknowledge.com/course/1450909

Learning Objectives:

Upon completion of the course, the student will be able to*:

1. Explain in writing the role of information in management, strategy, tactics, and operations (1,3,5)
2. Describe in writing emergent information technologies and software. (3,5)
3. Describe in writing ethical and social issues relating to information systems. (3,4,5)
4. Identify, conceptualize, and develop solutions as a group for successful information systems management and present them orally and in writing. (1,2,3,5,6)

* Aligns with **Program Learning Outcomes** for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

Schedule

Date	Topics	Comments
Aug. 27* & 29 (*Only Tuesday session for for MIS 310-02)	• Introduction to MIS (slides) • Technology and Modern Enterprise • Does IT Matter? (slides) (Reading #7)	Chapter 1 (slides); Read reading #1(Informastion as resource) Slides:MIS Job
Sept. 2 & 5	• HTML and Web Site Creation (Slides) (FTP Slides) (Hands-On WorkingZipFile) • Strategy and Technology (Slides) • Zara Case Study (slides; Chapter 3; Case Study Slide Final)	Chapter 2 & 3; **Assignment 1 announced Accessing Student Web Space**
Sept. 10 & 12	• Internet and Telecommunication • Electronic Commerce (slides)	Chapter 12, 13 (**slides**) Group Project **Sample Report**
Sept. 17 & 19	• Electronic Commerce • Case Study: NetFlix (Chapter 4) • Network Effects	Chapter 4, 6; **Assignment 1 Due Sept. 17 5:00 p.m.**
Sept. 24 & 26	• Web 2.0 (slides) • Search Engine Optimization (slides, Tallwave fact sheet, case study) • Case Study: Google (Chapter 14) • Social Media Marketing (SMM) - Recorded Guest lecture "Social Network Marketing(pdf)", Mr. Erik Tarkiaine, Vice President, Marketing Communications, www.line6.com • Case Study: Facebook (Chapter 8) • Watch **online video lecture** on Web User Interface design, (**slides**)	Chapter 7, 8, 14; Read about SEO
Oct. 1 & 3	• Business Process Reengineering (Slides) • Business Process Management (Slides for INNOV8, BPM video; Exercise: Analyzing a process; Simulation; Glossary) • Visio for Process Modeling (Hands-on) (Mac User only) • Use Case Diagram (Slides, Notes)	.
Oct. 8 & 10	• Enterprise Architecture & IT Infrastructure (slides) • Moore's Law • Mid Term Exam (study guide)**[on Oct. 8]**	Chapter 5, 9
Oct. 15 & 17	• Data modeling and Database design (slides) • SQL and Database (SQL Slides & Sample Database)	**[Assignment 2 Due Nov. 5** Northwind database for Assignment 2, Video Guide for the assignment] Chap.11

Oct. 22 & 24	• Access Hands-on Session ([Access Video Demo](#)) • Using Access Forms & Report to Build an Application ([Access Video Demo](#))	.
Oct. 29 & 31	• [Excel Lab Session](#)	[Assignment 3](#) annouced (Due Nov. 19) [Excel file for assignment](#)
Nov. 5 & 7	• Data Warehouse and Business Intelligence (Intro. [slides](#) [DW Slides](#)) ([zipped data warehouse in Access](#))	Assignment 2 due Nov. 5
Nov. 12 & 14	• E-Business: Enterprise Resource Planning (ERP) & Supply Chain Management (SCM) ([Slides](#)) • [View the Online Lecture](#) (ERP) • E-Business: Customer Relationship Management (CRM)	Chapter 10
Nov. 19 & 21	• Ethics in Information Systems ([readings](#)) • Collaboration Tools ([slides](#)) • Mobile Computing Shootout ([slides](#)) • Nov. 28 is the Thanksgiving holiday (No class)	[Assignment 3](#) Due (Nov. 19)
Nov. 26	• [Building Information Systems & IT Project](#) • SCRUM ([slides](#))	Chapter 9
Dec. 3 & 5	• Group Project Presentation • [work breakdonw structure](#) & [Peer evaluation form](#)	Final Group Project Report Due on Dec. 5
Final Exam. Dec. 10	• [Study Guide for Final exam](#) • MIS310-02 (7:00 - 9:00 PM) • MIS310-03 (8:00-10:00 AM) • MIS310-04 (10:30 AM -12:30 PM)	.

Grading Scale

A	93 +
A -	90 - 92.99
B +	88 - 89.99
B	83 - 87.99
B -	80 - 82.99
C +	78 - 79.99
C	73 - 77.99
C-	70 - 72.99
D+	68 - 69.99
D	63 - 67.99
F	60 - 62.99
F	60 <

Grading Information

- Class participation (including attendance, classroom and online interactions): 10%
- Assignment and Group Project: 40%
- Midterm exam: 25%
- Final Exam: 25%

Assignments
There are 4 assignments for this course and it counts for 40% of your final grade.

Email Requirements
It is your responsibility to check your CSU email account regularly for additional announcements and communications. All email communications to the instructor should have the following subject heading: MIS310-0x (x is your section number, e.g., MIS310-02 if you are in section 2) and then following by a brief summary of the question such as Assignment 1 ftp upload question.

Readings
Additional reading materials will be assigned to complement the textbook.

Attendance
Attendances are required except for excused absences and advanced notification of the instructor (see University Policy) and attendances will be counted as part of your participation in the class.

Equipment
You are required to have access to a PC either at home or on campus. The PC should have adequate software products such as Microsoft Office and other software recommended by the instructor.

CSUCI Disability Statement
Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic honesty
Academic honest is expected by all the students in this class. Any academic dishonesty will not be tolerated. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess. Students in this course should abide by Policy on Academic Dishonesty at http://senate.csuci.edu/policies/2002-2003/SP02-01.pdf

Disclaimer
The syllabus is subject to change to reflect new materials, assignments, and background of students. Students should check the online version of the syllabus frequently.