Channel Islands
CALIFORNIA STATE UNIVERSITY

Syllabus for Management Information Systems (MIS 310)

Instructor

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Course Description

This course examines the application 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 information system users, the architecture of information, and the development of decision-support processes for managers. *Course prerequisite: COMP 101 or equivalent.*

Learning Objectives

Students who successfully complete this course will be able to:

- explain orally and in writing the pivotal role of information in management, strategy, tactics, and operations;
- describe in writing emergent information technologies and software;
- describe orally and in writing ethical and social issues relating to information systems;
- apply the principles of information systems to assess the value of information and to use technology and software like relational technology and spreadsheet to develop executive reports and applications;
- identify, conceptualize, and develop solutions for successful information systems management and present them orally and in writing.

Required Texts

> *Information Systems: A Manager's Guide to Harnessing Technology*
> by John Gallaugher
> Flat World Knowledge, Dec 2011
> ISBN (B&W): 978-1-4533-2292-5
> ISBN (Color): 978-1-4533-2293-2

> Freely available for reading at **http://students.flatworldknowledge.com/course/735213**

Course Approach

Classes will consist of classroom lectures, group discussions, assignments using Word, Excel, Access, Project, and Dreamweaver personal computer software applications. Students unfamiliar with these applications should allocate sufficient time to complete these assignments. Students are encouraged to actively participate in class. Each week, additional reading materials will be made available on CI-Learn (BlackBoard) to supplement the class discussions.

Equipment

You are required to have access to a personal computer (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.

Course Policies

Since we meet just once a week, your attendance and participation at each class meeting is essential for your success. Attendance will be taken at each class. If you cannot attend, you will lose class participation credit for that class.

Please see the CSUCI Student Guidebook at:

> http://www.csuci.edu/students/publication/guidebook/

for campus-wide policies applicable to this and all CSUCI courses including policies on Academic Dishonesty and accommodations that are available for students having disabilities.

Grading

The final grade for this course will be based on a total of 100 points, as follows:

Points	Date	Description
40	March 15 May 17	**Tests**. A midterm and final exam will be offered with the midterm worth 20 points and the final worth 20 points. Tests will primarily consist of multiple choice questions.
10	April 5	**Technology, Entertainment, Design ("TED") Conference Presentation Review.** Find a presentation given at a recent TED Conference dealing with a new technology. In a 1,500 (min) word paper describe briefly the background of the presenter, explain the subject matter of the presentation, and discuss how the new technology may be applied in a business setting.
20	Feb 9 Feb 23 March 8 Apr 13 Apr 26	**Homework Assignments.** These assignments give you the opportunity to work with common Microsoft Office applications. Five assignments worth four (4) points each will be due on the dates indicated. You will have one week to work on each assignment. The details of each assignment will follow.
15	On Blackboard	**Class Prep Quizzes**. Quizzes will be offered through CI-Learn (BlackBoard) and due at the start of class as assigned. Each quiz will be worth three (3) points. Questions will come directly from the reading assignment for that class.
10	May 3	**Service Learning Project.** This project gives you the opportunity to perform technology services for a community organization.
5	Each Class	**Class Participation**. Points will be awarded for attendance and participation in class discussions.

While course grades may be affected by a class curve, the following scale should serve as an approximate guide:

A	90% - 100%
B	80% - 89%
C	70% - 79%
D	60% - 69%
F	0% - 60%

Please note that achieving a certain percentage such as 90 percent does not guarantee an A. Letter grades will include "plus" and "minus" designation as may be appropriate.

Throughout the semester, there may be opportunities for extra credit. All written assignments (including mid-term and final exam) will be graded based on:

Critical Analysis	70%
Organization	20%
Style, Grammar and Usage	10%

Course Schedule

Wk	Date	Discussion	Reading	Deliverable
1	26-Jan-12	Course Introduction and Setting the Stage: Technology and the Modern Enterprise	Chapter 1	
2	2-Feb-12	Strategy and Technology: Concepts and Frameworks for Understanding What Separates Winners from Losers	Chapter 2	
3	9-Feb-12	Zara: Fast Fashion from Savvy Systems	Chapter 3	A-1 - Web Page
4	16-Feb-12	Netflix in Two Acts: The Making of an E-commerce Giant and the Uncertain Future of Atoms to Bits	Chapter 4	
5	23-Feb-12	Moore's Law: Fast, Cheap Computing and What It Means for the Manager	Chapter 5	A-2 - Excel Basics
6	1-Mar-12	Understanding Network Effects	Chapter 6	
7	8-Mar-12	Social Media, Peer Production, and Web 2.0	Chapter 7	A-3 -Excel Decisions
8	15-Mar-12	Midterm (Chap 1 - 7)		
9	22-Mar-12	Spring Break		
10	29-Mar-12	Facebook: Building a Business from the Social Graph	Chapter 8	
11	5-Apr-12	Understanding Software: A Primer for Managers	Chapter 9	TED Paper
12	12-Apr-12	Software in Flux: Partly Cloudy and Sometimes Free	Chapter 10	A-4 - Access Decisions
13	19-Apr-12	The Data Asset: Databases, Business Intelligence, and Competitive Advantage	Chapter 11	
14	26-Apr-12	A Manager's Guide to the Internet and Telecommunications	Chapter 12	A-5 - Project
15	3-May-12	Information Security: Barbarians at the Gateway (and Just About Everywhere Else)	Chapter 13	Service Learning Project
16	10-May-12	Google in Three Parts: Search, Online Advertising, and Beyond	Chapter 14	
17	17-May-12	Final Exam from (Chap 8 - 14)		**7:00p to 9:00p!**