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

Reference Textbook:

Available at See https://students.flatworldknowledge.com/course/2482799 for product purchase options.

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

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<tr>
<th>Date</th>
<th>Topics</th>
<th>Comments</th>
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<tbody>
<tr>
<td>1/26; 1/28</td>
<td>Introduction to MIS (slides)</td>
<td>Chapter 1 (slides); Read reading #1 (Information as resource) Slides:MIS Job</td>
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<tr>
<td></td>
<td>Technology and Modern Enterprise</td>
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<td></td>
<td>Does IT Matter? (slides) (Reading)</td>
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Instructor: Dr. Minder Chen, Class Location: Smith Decision Center 1908
Professor of MIS Class time: T. & Th. 9:00 am to 10:15 am
Email: Minder.Chen@csuci.edu Office Location: Sage Hall 2027
Phone number: 805-437-2683 Course website: http://faculty.csuci.edu/minder.chen/mis310/
Office Hours: Tue. and Thur. 10:30 a.m. – 11:30 a.m. and Thursday 10:30 a.m. – 11:30 a.m.
Students should contact me by email at minder.chen@csuci.edu to make an appointment in advance.
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<tr>
<th>Date</th>
<th>Topics</th>
<th>Assignment/Notes</th>
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| 2/2; 2/4  | • HTML and Web Site Creation (Slides; video) (FTP Slides) (Hands-On WorkingZipFile)  
• CI’s Inaugural Business Start-Up Competition Briefing at Sage Hall 2030 (pdf) (signup website) | Assignment 1 announced Accessing Student Web Space                                                    |
| 2/9; 2/11 | • Strategy and Technology (Slides; video)  
• Zara Case Study (Chapter 3; Case Study Slide Final) | Chapter 2 & 3;                                                                                         |
| 2/16; 2/18| • Internet and Telecommunication  
• Electronic Commerce (slides)  
• Business models (slides) | Chapter 14 (slides) Group Project Sample Report Assignment 1 Due Feb. 18 5:00 p.m.                     |
| 2/23; 2/25| • Electronic Commerce  
• Case Study: NetFlix (Chapter 4)  
• Case Study: Amazon (Chapter 6 - new chapter)  
• Case Study: Rent the Runway  
• Network Effects | Chapter 4 (Netflix), 7 (Amazon), 8 (Network Effect), Chapter 12 (RTR)                                  |
| 3/1; 3/3  | • Web 2.0 (slides)  
• Internet Marketing (slides)  
• Search Engine Optimization (slides, Tallwave fact sheet, case study)  
• Case Study: Google (Chapter 15)  
• "Social Network Marketing (pdf)", Mr. Erik Tarkiaine, VP of Marketing Communications, www.line6.com  
• Case Study: Facebook (Chapter 9)  
• Watch online video lecture on Web User Interface design, (slides) | Chapter 9, 10 (Shared Econ.), 11 (Facebook), 18 (Google); Read about SEO                               |
| 3/8; 3/10 | • 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) |                                                            |
| 3/15; 3/17| • Moore's Law (Chapter 5) & Disruptive Technology (Chapter 6)  
• Mid Term Exam (study guide) [Mid term is on 3/17] | Chapter 5, 6                                                                                           |
| 3/22, 3/24| **Spring Break No Class**                                                                                     |                                                                                                        |
| 3/29      | • Data modeling and Database design (**slides)  
• SQL and Database (SQL **Slides & Sample Database)  
• 3/31 (César Chávez Day) -- No Class | Assignment 2 April 14 Northwind database for Assignment 2, Video Guide for the assignment Chapter 15 |
| 3/31 (César Chávez Day) | • Access Hands-on Session (Access Video Demo)  
• Using Access Forms & Report to Build an |                                                                                                        |
| 4/5; 4/7  |                                                                                                               |                                                                                                        |
Application (Access Video Demo)

4/12; 4/14
- **Excel Lab Session**
- Video: Automated Storytelling (video; article) Humanizing the "big" data.
- Using Excel for Infographics (video) (exercise file, image)
- Which Chart or Graph Is Right for you (link)

Assignment 3 announced (Due April 28) Excel file for assignment
Assignment 2 due April 14

4/19; 4/21
- Data Warehouse and Business Intelligence (Intro. slides **DW Slides) (zipped data warehouse in Access)
- Big Data (Ted Talk: Big data is better data video) (Lynda.com Techniques and Concepts of Big Data with Barton Poulson video)

4/26; 4/28
- E-Business: Enterprise Resource Planning (ERP) (**Slides - excluding CRM partion)
- View the Online Lecture (ERP)
- E-Business: Customer Relationship Management (CRM)

Chapter 13 Assignment 3 Due (April 28)

5/3; 5/5
- **Building Information Systems & IT Project** (including "testing")
- SCRUM (slides)

Chapter 10

5/10; 5/12
- Enterprise Architecture & IT Infrastructure & Cloud Computing (**slides; including Moore's Law)
- Ethics in Information Systems (readings)
- Collaboration Tools (slides)
- Mobile Computing Shootout (slides)
- Group Project Presentation
- Work breakdown structure & Peer evaluation form

Chapter 14, 17(Security) Final Group Project Report
Due on May 12

5/17 (Final Exam.)
- Study Guide for Final exam (materials marked with **)
- Final Exam Tuesday May 17; 8:00-10:00 AM

Grading Information
- Class participation (including attendance, classroom and online interactions): 10%
- 3 Assignment and 1 Group Project: 40%
- Midterm exam: 25%
- Final Exam: 25%

Grading Scale

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<tr>
<th>Grade</th>
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<td>A</td>
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<td>A -</td>
<td>90 - 92.99</td>
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<td>B +</td>
<td>88 - 89.99</td>
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<tr>
<td>B</td>
<td>83 - 87.99</td>
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<td>60 &lt;</td>
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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.