

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.*

Program Learning Goals (PLGs)

The MVS School has six stated Program Learning Goals: (1) Critical Thinking; (2) Oral Communication (3) Written Communication; (4) Collaboration; (5) Conduct (Ethics); and, (6) Competency in Discipline.

Course 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 (PLG-6);
- describe in writing emergent information technologies and software (PLG-1 & 3);
- describe orally and in writing ethical and social issues relating to information systems (PLG-4 & 5);
- 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 (PLG-6);
- identify, conceptualize, and develop solutions for successful information systems management and present them orally and in writing (PLG 1, 2, & 3).

Required Texts

Information Systems: A Manager's Guide to Harnessing Technology (ver 2.0)

by John Gallaughier

Flat World Knowledge, 2013

eISBN: 978-1-4533-5780-4

Information at: <https://students.flatworldknowledge.com/course/1563711>

Course Approach

Classes will consist of classroom lectures, group discussions, and 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 during class and through Twitter. Each week, additional reading materials may 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

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 review policies applicable to all CSU-CI students online including academic dishonesty, harassment, rights of privacy, and student conduct at:

<http://www.csuci.edu/studentlife/judicial-affairs/policies-and-statements.htm>

Grading

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

Points	Date	Description
40	Mar 10 May 12	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.
15	Apr 2	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 10 Feb 24 Mar 3 Apr 14 Apr 28	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. Six (6) 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. Your lowest quiz score will be dropped
10	Each Class	Class Participation. Points will be awarded for attendance, participation in class discussions and posted blogs.

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 midterm and final exam) will be graded based on:

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

Course Schedule

Wk	Date	Discussion	Quiz	Deliverable
1	20-Jan-14	Ch01-Setting the Stage: Technology and the Modern Enterprise		
2	27-Jan-14	Ch02-Strategy and Technology: Concepts and Frameworks for Understanding What Separates Winners from Losers		
3	3-Feb-14	Ch03-Zara: Fast Fashion from Savvy Systems		
4	10-Feb-14	Ch04-Netflix in Two Acts: The Making of an E-Commerce Giant and the Uncertain Future of Atoms to Bits	1 - Ch04	A-1 - Web Page
5	17-Feb-14	Ch05-Moore's Law and More: Fast, Cheap Computing, Disruptive Innovation, and What This Means for the Manager	2 - Ch05	
6	24-Feb-14	Ch06-Amazon.com: An Empire Stretching from Cardboard Box to Kindle to Cloud	3 - Ch06	A-2 - Excel Basics
7	3-Mar-14	Ch07-Understanding Network Effects: Strategies for Competing in a Platform-Centric, Winner-Take-All World		A-3 -Excel Decisions
8	10-Mar-14	Ch08-Social Media, Peer Production, and Web 2.0		Test 1 (Wednesday)
9	17-Mar-14	Ch09-Facebook: Building a Business from the Social Graph		
10	24-Mar-14	Spring Break	4 - Ch10	
11	31-Mar-14	Ch10-Understanding Software: A Primer for Managers	5 - Ch11	TED Paper
12	7-Apr-14	Ch11-Software in Flux: Partly Cloudy and Sometimes Free		
13	14-Apr-14	Ch12-The Data Asset: Databases, Business Intelligence, Big Data, and Competitive Advantage	6 - Ch13	A-4 - Access Decisions
14	21-Apr-14	Ch13-A Manager's Guide to the Internet and Telecommunications		
15	28-Apr-14	Ch14-Information Security: Barbarians at the Gateway (and Just About Everywhere Else)		A-5 - Project
16	5-May-14	Ch15-Google in Three Parts: Search, Online Advertising, and Beyond		
17	12-May-14	Final @ 10:30a		Test 2