## MIS 310-03: Management Information Systems (Spring 2013) - Syllabus

### Instructor

Dr. Dax D. Jacobson

Office: Sage Hall 2143

Email: dax.jacobson@csuci.edu

Office phone: 805-437-1641

Class: Thursday 3:00 – 5:50pm in SMI 1908

Office Hours: Tuesday 1:30 –3:00pm; Thursday 1:30 – 2:30pm and 5:50 – 6:50pm; other times as needed

### 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 users, the architecture of information and development of decision-support processes for managers. *Course prerequisite: COMP 101 or equivalent*

### Course Learning Objectives

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

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

\*These align with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, and 6) Collaboration

### Textbook

Information Systems: A Manager's Guide to Harnessing Technology by John Gallaugher. This textbook is available to read online starting at $19.95. You can print it for $39.95. You can find the textbook here: <http://students.flatworldknowledge.com/course/1246947>

Other material will be provided on CI Learn as needed.

### How the course is run

The course will be a mix of lecture, discussion and group work. Class attendance is expected and your participation grade is based in part on your attendance. However, attendance alone is not enough for full participation points. Active participation is encouraged and expected (including at the beginning of each class when we talk about “what’s the news”). We will hold ourselves (that’s me and you) to a high standard, work hard and have fun. Every effort will be made to uphold the responsibility of the faculty to foster an environment of mutual trust and fairness. Students are responsible for acting ethically and not tolerating dishonesty, class disruptions or inappropriate behavior on the part of others. We will discuss my cellphone/tablet/laptop/electronic device policy in class – but in general, be respectful and professional. If you have any questions or concerns, please contact me.

### Grading

No makeup examinations will be allowed except in dire (and documented) emergencies. *Late blog entries get 0% grade.* All assignments and exercises should be submitted via My CI Learn (Blackboard) unless otherwise directed. Late assignments will suffer a 50% penalty for one *day* late (that’s day, not class session). After one day late, a 0% will be received for the assignment. Please do not ask for unavailable exceptions. The CSUCI attendance policy can be found at: <http://www.csuci.edu/academics/catalog/2008-2009/12_policiesandregulations/28_classattendance.htm>

Final grades will be based on the following:

* Participation 25%

 (15% online and 10% in class)

* Exercises (2 x 6) 12%
* Debates (2 x 4) 8%
* Group presentation 16%
* Midterm 25%
* Final 14%

TOTAL 100%

The grading scale for the course is as follows:

|  |  |  |
| --- | --- | --- |
|  | >93 = A | 90-92 = A- |
| 88-89 = B+ | 83–87 = B | 80-82 = B- |
| 78-79 = C+ | 73–77 = C | 70-72 = C- |
| 67-69 = D+ | 63-66 = D  | 61-62 = D-  |
| <60 = F |  |  |

### A note on grading

Other than exams, I take the following approach to evaluating both oral and written work (including class participation and online discussions).

|  |  |  |
| --- | --- | --- |
| **My notation**  | **Grade range** | **Quality** |
| √+ (“check +”) | A to B+ | Professional; easy to read/follow; shows deep critical thinking and connects to course material; a logical structure; no major grammatical errors |
|  √ (“check”)  | B to C | Professional; flow is solid; shows some critical thinking; minor grammatical errors |
| √- (“check –“) | D and below | Unprofessional; inconsistent; poorly structured; little or no critical thinking or link to course material; numerous grammatical errors |

### Online participation – weekly blog entries

You are expected to post an online blog entry each week (**due each Wednesday before noon**) on CI Learn. Some weeks I may have a specific question for you to answer but in general you should find a news item related to the company you are studying and apply a concept covered in class that week to what you found. This serves several purposes – it gives you another opportunity for class participation (indeed, you will be asked to share “news” each class), it keeps you engaged in the course material and how it applies to the world you live in, it gives me a feel for what the class may be struggling with, and it will help you with both the exams and the group presentations. Check the blog on CI Learn for example blog entries. **How the entries will be graded**: Just by doing an entry each week, on time, you can earn half (5%) of the 10% for online participation grade. During the course of the semester I will randomly choose two of your entries to grade. The average of those two grades will make up the rest of the 10% for online participation.

Where to get technology news? There are lots of places. Some online sources I like are cnet.com, nytimes.com, wsj.com, fastcompany.com, and allthingsd.com. There are many others. If you have questions about where to find technology news let me know.

## Exercises

There are two exercises assigned and due on the dates noted in the course schedule.

* For **Exercise 1** you will apply Porter’s 5 Forces framework (we will cover this in class) to an industry you are familiar with (and not one we talk about in class). I will be looking for your ability to apply the framework to an industry and to think and write critically. Your responses should be typewritten and be 2-3 pages. You can choose to write in paragraphs or bullet-points but be sure to review the note on how I grade for what is expected.
* **Exercise 2** is a business process assignment (details will be provided)

## Debates

There will be two debates throughout the semester (dates are in the course schedule). There will be a question for each debate and students are responsible for generating 3-5 points for the pro side and 3-5 points for the con side. The points can be in bullet-point form but must be typed and are due on the day of the debate. **Students must also cite and document at least one source for each argument point (and the textbook and Wikipedia (and related sites) do not count as sources).** The debate questions are:

Debate 1: E-waste: An overstated problem or a serious concern

Debate 2: CSUCI should embrace online education

On the day of the debates, students will be randomly assigned to one of three groups: Pro position, Con position, or Judge. Debates will be conducted in the following manner:

* Students will have 15 minutes to develop a consistent, logical argument for their assigned position (coin flip will determine which group goes first).
* Team A will present opening argument to judges -- 5 minutes MAX
* Team B will present opening argument to judges – 5 minutes MAX
* Groups will reconvene and have 10 minutes to develop rebuttals
* Groups present 3 minute rebuttal
* Judges have 10 minutes to determine debate winner and provide reasons why

## Group presentations

Groups will be assigned one of six key technology companies. As a group you will be expected to give a 15 minute presentation on your company. Your task is to convince the class that your company will continue to be a key player going forward. The analysis and presentation will be based on applying concepts learned in class and the blog entries posted throughout the semester.

## Exams

Exams are a mix of short answer and essay (sorry, no Scantrons).

### 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.

### 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 honesty is expected of all students.  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://www.csuci.edu/studentlife/judicial-affairs/academic-dishonesty.htm>

### Disclaimer

Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice, as deemed appropriate by the instructor. I will let you know if advance if changes are needed.

## Tentative Course Schedule

|  |  |  |  |
| --- | --- | --- | --- |
|  **Week** | **Date** | **Content/Chapter** | **Due** |
| Week 1 | Jan. 24 | Introductions; Chap. 1: Setting the stage: Technology in the modern enterprise; Chap. 9: Understanding Software – A Primer for Managers; Chap. 12: A Manager’s Guide to the Internet |  |
| Week 2 | Jan. 31 | Chapter 2: Strategy and Technology | \* Online discussion entry due by noon on Wednesday |
| Week 3 | Feb. 7 | Chapter 3: Zara – Fast Fashion from Savvy Systems | \* Online discussion entry due by noon on Wednesday;**Exercise 1 due**  |
| Week 4 | Feb. 14 | Chapter 4: Netflix | \* Online discussion entry due by noon on Wednesday |
| Week 5 | Feb. 21 | Chapter 5: Moore’s Law  | \* Online discussion entry due by noon on Wednesday;**Debate 1**  |
| Week 6  | Feb. 28 | Chapter 6: Understanding Network Effects  | \* Online discussion entry due by noon on Wednesday |
| Week 7 | March 7 | Chapter 7: Peer Production, Social Media and Web 2.0; Review for midterm | \* Online discussion entry due by noon on Wednesday |
| Week 8  | **March 14** | **MIDTERM** |  |
| Week 9 | NO CLASS  | **SPRING BREAK** |  |
| Week 10 | March 28 | Online education | \* Online discussion entry due by noon on Wednesday;**Debate 2**  |
| Week 11 | April 4 | Business Process Management | \* Online discussion entry due by noon on Wednesday |
| Week 12 | April 11 | Business Process Management | \* Online discussion entry due by noon on Wednesday |
| Week 13 | April 18 | Chapter 10: Software in Flux; Chapter 11: The Data Asset | \* Online discussion entry due by noon on Wednesday;**Exercise 2 due** |
| Week 14 | April 25 | NO CLASS – GROUP WORK | \* Online discussion entry due by noon on Wednesday |
| Week 15 | May 2 | Chapter 13: Information Security; Privacy & Ethics; Course wrap-up and review | \* Online discussion entry due by noon on Wednesday |
| Week 16 | May 9 | **Group Presentations** |  |
| Week 17 | **May 16** | **FINAL EXAM 4:00 – 6:00PM** |  |