

Syllabus

Online Degree Program MIS 310: Management Information Systems (Fall 2024) 08/24/2024 - 10/18/2024

Instructor: Dr. Minder Chen,
Professor of MIS

Email: Minder.Chen@csuci.edu

Office Hours: Wed. 3:30 pm-5:30 p.m. via Zoom <https://csuci.zoom.us/j/81138816755>

Class Location: Virtual

Class time: Online (Asynchronous)

Office Location: Virtual via Zoom by appointment

Website: Canvas course site

Watch recorded lectures and read assignments according to the schedule specified in the syllabus or based on the instructor's email notification.

Course Description

This course examines the applications of computer-based information systems to the management of organizations. Topics include the 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, databases, and spreadsheets will be taught. *All course instructions/exams are delivered online in asynchronous mode.*

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:

I have developed my own lecture slides and assigned a collection of free online resources for the class. There is no required textbook, which will save you some money without affecting your learning experiences and effectiveness. **** Purchase of the reference book is not required.**

1. John Gallaugh, Information Systems: A Manager's Guide to Harnessing Technology, v. 10.0 at <https://students.flatworldknowledge.com/course/2609824> This is optional. Online access of the book costs \$39.95 (for a year) and will be enough if you really want to have access to this edition. *(The Chapter referred to in the schedule of the syllabus is based on this version)*
2. John Gallaugh, *Information Systems: A Manager's Guide to Harnessing Technology*, 2011 (original) under Creative Common License. This version is a much older version. Here is the link to the book **at no cost** available at Open Textbook Library:
<https://open.umn.edu/opentextbooks/textbooks/information-systems-a-manager-s-guide-to-harnessing-technology> (Links to an external site.)

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

* The class is designed as an online class in asynchronous mode. The Dates in the schedule below utilize the whole week including Saturday and Sunday

Date*	Topics	Comments
8/24-8/27	<ul style="list-style-type: none">• Introduction to MIS• Technology and Modern Enterprise	Chapter 1
8/28-9/1	<ul style="list-style-type: none">• Web Technologies and HTML for Web Site Creation	Chapter 20 (Internet and Telecom.); Assignment 1: HTML (Due 9/8)
9/3-9/4	<ul style="list-style-type: none">• Strategy and Technology• Zara Case Study	Chapter 2 (Zara), 3 (IT Strategy), 7 (Disruptive Technologies)
9/5-9/8	<ul style="list-style-type: none">• Internet and Telecommunication• Electronic Commerce• Business Model Canvas (BMC)	Chapter 4, 7(Amazon), 8, 10, 20;
9/10-9/12	<ul style="list-style-type: none">• Electronic Commerce• Network Effects	Chapter 5 (NetFlix), 8 (Amazon), 9(Shein & Temu), 10(Network Effect), 12 (Sharing Economy), 14 (Rent-The-Runway)
9/14-9/15	<ul style="list-style-type: none">• Web 2.0• Crowd-sourcing	Chapter 11 (Social Media)
9/16-9/20	<ul style="list-style-type: none">• Internet Marketing• Case Study: Google• Case Study: Facebook	Chapter 13 (Facebook), 19 (AdTech), 22 (Google)
9/21	<ul style="list-style-type: none">• Midterm Exam Taking Online - 8:00 pm – 10:00 pm	Once you start the exam, you have 70 minutes to complete.
9/22-9/25	<ul style="list-style-type: none">• Basic Database Concepts• SQL and Database (I)• Access Demo (I)	Chapter 15; Assignment 2: Access Database (due 10/2)
9/26-9/29	<ul style="list-style-type: none">• SQL and Database (II)• Access Demo (II)	Chapter 17

9/30-10/2	<ul style="list-style-type: none"> Decision Support Systems & Excel Excel Lab Session 	Assignment 3: Excel (Due 10/9) Appendix A
10/3-10/7	<ul style="list-style-type: none"> Data Warehouse and Business Intelligence 	Chapter 17
10/8-10/11	<ul style="list-style-type: none"> E-Business: Enterprise Resource Planning (ERP) 	Chapter 13
10/12-10/13	<ul style="list-style-type: none"> Enterprise Architecture, IT Infrastructure, Cloud Computing & Moore's Law Security & Privacy 	Chapter 5 (Moore's Law), 16 (Cloud computing), 17 (Security)
10/14-10/17	<ul style="list-style-type: none"> Systems Development Life Cycle (Building IS & Managing IT Project) 	Chapter 14
10/18	<ul style="list-style-type: none"> Final Exam - 8:00 pm - 10:00 pm 	Once you start the exam you have 70 minutes to complete.

Grading Information

- Class participation (including short quizzes, online discussion forum participation, and other small assignments): 10%
- 3 Assignments: 40% (HTML: 10 pts.; Access Database: 15 pts.; Excel: 15 pts)
- Midterm exam: 25%
- Final Exam: 25%

Grading Scale

You need a **C- or above to pass this class** if you are a Business Major student.

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

Email Requirements

It is your responsibility to **check your CSU email account once a day** during this course period for additional announcements and communications if any. All email communications to the instructor should have the following subject heading: "MIS310 Online" and then following by a brief summary of the question such as: Assignment 1 HTML Form 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.

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.

Academic honesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the [Student Conduct Code](#).

If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog. Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

Accommodations for Students with Disabilities

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

- [Apply for DASS Services](#)

Title IX and Inclusion

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

Key Reference Book

Information Systems: A Manager's Guide to Harnessing Technology v10.0

<https://catalog.flatworldknowledge.com/catalog/editions/information-systems-a-managers-guide-to-harnessing-technology-10-0>

By: John Gallaughier Published: May 2024 ISBN (Digital): 978-1-4533-4121-6

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Chapter 2: Zara: Fast Fashion from Savvy Systems

Chapter 3: Strategy and Technology: Concepts and Frameworks for Achieving Success

Chapter 4: FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail

Chapter 5: Netflix: Sustaining Leadership in an Epic Shift from Atoms to Bits

Chapter 6: Moore's Law and More: Fast/Cheap Computing and What This Means for the Manager

Chapter 7: Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction

Chapter 8: Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud

Chapter 9: Shein and Temu: E-commerce Giants from Asia Grow Globally

Chapter 10: Platforms, Network Effects, and Competing in a Winner-Take-All World

Chapter 11: Social Media, Peer Production, and Leveraging the Crowd

Chapter 12: The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech

Chapter 13: From Facebook to Meta: Platforms, Privacy, and Big Business from the Social Graph

Chapter 14: Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion

Chapter 15: Understanding Software: A Primer for Managers

Chapter 16: Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts

Chapter 17: Data and Competitive Advantage: Databases, Analytics, and Prepping Data for Use with AI

Chapter 18: Artificial Intelligence—the Tech Impacting Nearly Every Industry

Chapter 19: Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve

Chapter 20: A Manager's Guide to the Internet and Telecommunications

Chapter 21: Information Security: Barbarians at the Gateway (And Just about Everywhere Else)

Chapter 22: Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity

Appendix A: **Essential Skills for Excel**