

## Syllabus

### Online Degree Program MIS 310: Management Information Systems (Spring 2025) Jan. 17, 2025~Mar. 15, 2025

Instructor: Dr. Minder Chen,  
Professor of MIS

Email: [Minder.Chen@csuci.edu](mailto:Minder.Chen@csuci.edu)

Class Location: Virtual

Class time: Online (Asynchronous)

Office Location: Virtual via Zoom by appointment

Website: Canvas course site

Office Hours: **Mon. & Wed. 3:00 pm-4:00 p.m. via Zoom at**

<https://csuci.zoom.us/j/88611925352>. Requesting an appointment at least 6 hours by email before the scheduled time is required. Please include your cell phone number in your request.

**Watch recorded lectures and read assignments according to the schedule specified in the syllabus or based on the schedule in the syllabus and/or 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 Book:

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. **\*\* Purchasing of the reference book is optional.**

1. John Gallaugher, 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 Gallaugher, *Information Systems: A Manager's Guide to Harnessing Technology*, 2011. The **free version** is under Create 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>

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

2/15-2/18	<ul style="list-style-type: none"> <li>• Basic Database Concepts</li> <li>• SQL and Database (I)</li> <li>• Access Demo (I)</li> </ul>	Chapter 15; <b>Assignment 2: Access Database (Due 3/1)</b>
2/19-2/23	<ul style="list-style-type: none"> <li>• SQL and Database (II)</li> <li>• Access Demo (II)</li> </ul>	Chapter 17
2/24-2/27	<ul style="list-style-type: none"> <li>• Decision Support Systems &amp; Excel</li> <li>• <b>Excel Lab Session</b></li> </ul>	<b>Assignment 3: Excel (Due 3/9)</b> Appendix A
2/28-3/4	• Data Warehouse and Business Intelligence	Chapter 17
3/5-3/8	• E-Business: Enterprise Resource Planning (ERP)	Chapter 13
3/9-3/10	<ul style="list-style-type: none"> <li>• Enterprise Architecture, IT Infrastructure, Cloud Computing &amp; Moore's Law</li> <li>• Security &amp; Privacy</li> </ul>	Chapter 5 (Moore's Law), 16 (Cloud computing), 17 (Security)
3/11-3/14	• Systems Development Life Cycle (Building IS & Managing IT Project)	Chapter 14
3/15 Saturday	<b>Final Exam Starting time between 8:00 pm – 10:00 pm (70 minutes to complete)</b>	Once you start the exam, you have 70 minutes to complete.

## Grading Information

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

## Grading Scale

If you are a Business Major student, you need a C- or above to pass this class.

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

Please check your CSU email account daily during the course for additional announcements and communications, if any. When emailing the instructor, please use the subject heading: "MIS310 Online," followed by a brief summary of your inquiry, such as "Assignment 1 - HTML Form Question."

## Readings

Additional reading materials will be assigned to complement the reference 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

## Table of Contents

Chapter 1: Setting the Stage: Technology and the Modern Enterprise

**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**