

# **BUS 550 The Contemporary Firm in the Digital Age**

Fall 2024

Time: Monday 6:30 p.m. – 9:30 p.m.  
Location: Bell Tower 1684

Office Hours: Monday 5:20 p.m. – 6:20 p.m.

Instructor: Dr. Minder Chen, Professor of MIS  
Email: [Minder.Chen@csuci.edu](mailto:Minder.Chen@csuci.edu)

Office location: Martin V. Smith Hall 1177  
Course website: Canvas

## **Course Objectives**

This course emphasizes the strategic and management issues associated with the effective use of information technology. Topics include information systems & control, electronic commerce, databases and data mining, systems development, IT infrastructure and strategy.

## **Student Learning Outcomes**

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

1. Describe orally and in writing the pivotal role of information in the management and functions of information systems in contemporary firms. (1,2,4)
2. Describe, analyze, and develop IT strategies. (1,2)
3. Describe ethical and social issues relating to information systems (1,5,6)
4. Explain orally and in writing the role of IT infrastructure and describe emerging trends and technologies that will lead to business success. (1,2,4)

\*Program Learning Goals: 1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct, and collaboration skills. 2) Demonstrate, orally and in writing, analytical and integrative skills in making business decisions. 3) Demonstrate an understanding of the global operating environment of business. 4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments. 5) Demonstrate an understanding of relevant disciplines. 6) Demonstrate leadership skills in a variety of situations and settings

## **Textbook**

John Gallaughier, *Information Systems: A Manager's Guide to Harnessing Technology v10.0*, Flat World Knowledge Inc. 2024 at

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

Getting the cheapest “online access” book for \$39.95 should be sufficient for the class (good for one year).

## Schedule

<i>Date</i>	<i>Topics</i>	<i>Comments</i>
8/26	Introduction to Management Information Systems	Chapter 1
9/2	<b>Labor Day (No class)</b>	
9/9	Information System and Strategy Business Process Reengineering	Chapter 3
9/16	Electronic Commerce (I) Business Model Canvas (BMC)	Chap. 20, 10
9/23	Electronic Commerce (II) Moore’s Law & Disruptive Technologies	Chap. 6, 7
9/30	Web 2.0 & Crowdsourcing <b>Case Study Presentation</b>	Chap. 11 & 12 Chap. 2: Zara Chap. 4: FreshDirect Chap. 5: Netflix Chap. 8: Amazon Chap. 14: Rent the Runway
10/7	Internet Marketing <b>Case Study Presentation</b>	Chap. 19 Chap. 9 Shein & Temu Chap. 13: Facebook → Meta Chap. 22: Google Chap..17.7: WalMart
10/14	Data Management and Data Modeling (I)	Chapter 17
10/21	Data Management and Data Modeling (II)	Chapter 17
10/28	AI, Machine Learning, and Deep Learning Generative AI: ChatGPT and Large Language Models (LLM)	Chapter 18
11/4	Decision Support Systems and Spreadsheet Business Intelligence and Data Warehouse	Ch. 17 & Appendix A
11/11	<b>Veteran Day (No Class)</b>	
11/18	Enterprise Resource Planning (ERP) IT Infrastructure and Enterprise Architecture Information Security & Privacy	Chapter 15, 16, 21

11/25	<b>Emerging Technologies Presentation: focusing on Generative AI</b> - Blockchain, NFT, and FinTech - Artificial Intelligence, Machine Learning, and Deep Learning - Data Analytics, Visualization, and Big Data - Industrial 4.0, IoT, Robotics - Digital Transformation & Platform Strategy - Mobile Commerce/Social Commerce/Share Economy - Managing Emerging Information Technologies - 5G/COVID/WFH/Collaboration Software	
12/2	Systems Development Life Cycle	Chapter 14
12/9	<b>Final Exam (online) starts 7 p.m. ~ 9:00 p.m.</b>	

## Grading Information

- Class participation (including attendance & class discussion): 5%
- Business Case Presentation (Group): 15%
- Emerging Technologies Presentation (Group): 15%
- Excel Assignment (15%)
- Database Assignment (10%)
- ChatGPT Assignment (10%)
- Final Exam: 30%

## Grading Scale

A	93 +	B	83 – 87	C	70 – 77
A -	90 – 92	B -	80 – 82	D	60 – 69
B +	88 – 89	C +	78 – 79	F	60<

## Readings

Additional reading materials will be assigned and posted on the Canvas course website.

## Attendance

Attendances are required except for excused absences and advanced notification of the instructor; attendance will be counted as part of your participation in the class.

## **Equipment**

You must have access to a PC 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. Please refer to CSUCI's [Disability Accommodations and Support Services \(DASS\) website](#);

## **Academic honesty**

Academic honesty 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 the Policy on Academic Dishonesty at [SP 13-06](#).

## **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.

## **Table of Contents of the Textbook**

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