

BUS 550 The Contemporary Firm in the Digital Age

Spring 2024

Time: Monday 6:30 p.m. – 9:30 p.m.

Location: DEL NORTE 2550

Office Hours: Monday 5:30 p.m. – 6:30 p.m.

Instructor: Dr. Minder Chen, Professor of MIS

Email: 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.

Textbook

John Gallaugh, *Information Systems: A Manager's Guide to Harnessing Technology 9.1*, Flat World Knowledge Inc. 2022. <https://students.flatworldknowledge.com/course/2605029>

Getting the cheapest “online access” only book for \$39.95 should be sufficient for the class.

Schedule

<i>Date</i>	<i>Topics</i>	<i>Comments</i>
1/22	Introduction to Management Information Systems	Chapter 1
1/29	Information System and Strategy Business Process Reengineering	Chapter 2
2/5	Electronic Commerce (I) Business Model Canvas (BMC)	
2/12	Electronic Commerce (II)	
2/19	Case Study Presentation - Case Study: Zara for Fast Fashion - Case Study: Rent The Runway - Case Study: Netflix - Case Study: Amazon	Chapter 4: Zara Chapter 5: Netflix Chapter 8: Amazon Chapter 13: Rent the Runway
2/26	Case Study Presentation - Case Study: FreshDirect	Chapter 3: FreshDirect Chapter 12: Facebook

	- Case Study: Facebook - Case Study: Google - Case Study: WalMart	Chapter 20: Google Chapter 16.9: WalMart
3/4	Web 2.0 & Crowdsourcing Internet Marketing	Chapter 9, 10, 11, 17
3/11	AI, Machine Learning, and Deep Learning Generative AI: ChatGPT and Large Language Models (LLM)	Chapter 16.1 & 16.7
3/18	Spring Break	
3/25	Data Management and Data Modeling	Ch. 16.2-16.4
4/1	Cesar Chavez Day (No Class)	
4/8	Decision Support Systems and Spreadsheet Business Intelligence and Data Warehouse	Ch. 16.5~16.6 & Appendix A
4/15	Data Analytics and Machine Learning	Chapter 16.8
4/22	Enterprise Resource Planning (ERP) IT Infrastructure and Enterprise Architecture Information Security & Privacy Moore's Law & Disruptive Technologies	Chapter 7,14,15,18,19
4/29	Emerging Technologies Presentation focusing on Generative AI - 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	
5/6	Systems Development Life Cycle	Chapter 14
5/13	Final Exam (online) starts 7 p.m. ~ 9:00 p.m.	

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% (Quiz and Written)

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—Strategy and Technology: Concepts and Frameworks for Achieving Success

Chapter 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail

Chapter 4—Zara: Fast Fashion from Savvy Systems

Chapter 5—Netflix in Two Acts: 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—Platforms, Network Effects, and Competing in a Winner-Take-All World

Chapter 10—Social Media, Peer Production, and Leveraging the Crowd

Chapter 11—The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech

Chapter 12—Facebook: Platforms, Privacy, and Big Business from the Social Graph

Chapter 13—Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion

Chapter 14—Understanding Software: A Primer for Managers

Chapter 15—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts

Chapter 16—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning

Chapter 17—Advertising Technologies: Balancing Personalization with Privacy as Technology and Regulation Evolve

Chapter 18—A Manager's Guide to the Internet and Telecommunications

Chapter 19—Information Security: Barbarians at the Gateway (and Just About Everywhere Else)

Chapter 20—Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity

Appendix A: Essential Skills for Excel