

BUS 550 The Contemporary Firm in the Digital Age

Spring 2025

Time: Monday 6:30 p.m. – 9:30 p.m.

Location: Zoom Session → join the meeting: <https://csuci.zoom.us/j/85278478781>

Office Hours: Monday 9:30 p.m. – 10:30 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 and 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>
1/20	No Class (Dr. Martin Luther King Jr. Day)	
1/27	Introduction to Management Information Systems	Chapter 1
2/3	Information System and Strategy Business Process Reengineering	Chapter 3
2/10	Electronic Commerce (I) Business Model Canvas (BMC)	Chap. 20, 10
2/17	Electronic Commerce (II) Moore's Law & Disruptive Technologies	Chap. 6, 7
2/24	Web 2.0 & Crowdsourcing Case Study Presentation	Chap. 11 & 12 Chap. 2: Zara Chap. 4: FreshDirect Chap. 5: Netflix Chap. 8: Amazon Chap. 14: Rent the Runway
3/3	Internet Marketing Case Study Presentation	Chap. 19 Chap. 9 Shein & Temu Chap. 13: Facebook → Meta Chap. 22: Google Chap. 17.7: WalMart
3/10	Data Management and Data Modeling (I)	Chapter 17
3/17	No Class (Spring Break)	
3/24	Data Management and Data Modeling (II)	Chapter 17
3/31	No class (César Chávez Day)	
4/7	AI, Machine Learning, and Deep Learning Generative AI: ChatGPT and Large Language Models (LLM)	Chapter 18
4/14	Decision Support Systems and Spreadsheet Business Intelligence and Data Warehouse	Ch. 17 & Appendix A
4/21	Enterprise Resource Planning (ERP) IT Infrastructure and Enterprise Architecture Information Security & Privacy	Chapter 15, 16, 21

4/28	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	
5/5	Systems Development Life Cycle	Chapter 14
5/12	Final Exam (online) starts 7 p.m. ~ 9:00 p.m.	

Grading Information

- Class participation (including attendance & class discussion): 5%
- Business Case Presentation: 15%
- Emerging Technologies Presentation: 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