

Syllabus

MIS 310: Management Information Systems (Fall 2018)

Instructor: Dr. Minder Chen,
Professor of MIS

Email: Minder.Chen@csuci.edu

Phone number: 805-437-2683

Office Hours: Wed. 4:00-6:00 p.m. & Th. 11:50 a.m. to 12:50 p.m.

Class Location: Smith Decision Center 1908 (Sec. 02)
& Bell Tower 2582 (Sec. 04)

Class time: Sec. 02: Wed. 6:00 PM - 08:50 PM;
.....Sec. 04 Th. 9:00 AM - 11:50 AM

Office Location: Sage Hall 2027

Course website: <http://faculty.csuci.edu/minder.chen/mis310/>

Course Description

This course examines the applications of computer-based information systems to the management of organizations. Topics include 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, database, and spreadsheet will be taught. Up to 30% of the course instruction may be delivered online.

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:

John Gallaugh, Information Systems: A Manager's Guide to Harnessing Technology, v. 6.0 at <https://students.flatworldknowledge.com/course/2579556> Getting the cheapest online book \$29.95 will be sufficient.

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; You will be assessed formally on your oral communication based on the following [rubric](#) from Association of American Colleges & Universities at aacu.org Your final group project will be

used for the oral communication assessment. All students are required to participate in the group project presentation.

Schedule

Date	Topics	Comments
8/29 (02) 8/30 (04)	<ul style="list-style-type: none"> Introduction to MIS (**slides) and ** Read reading #1 (Information as resource) Technology and Modern Enterprise Does IT Matter? (slides) (Reading) 	Chapter 1 (slides); Read reading #1 (Information as resource) Slides: MIS Job
9/05 (02) 9/06 (04)	<ul style="list-style-type: none"> HTML and Web Site Creation (**Slides; video) (FTP Slides) (Hands-On WorkingZipFile) 	Chapter 16; Assignment 1 announced
9/12 (02) 9/13 (04)	<ul style="list-style-type: none"> Strategy and Technology (*Slides; video) Zara Case Study (Chapter 3; Case Study Slide Final) 	Chapter 2 & 3, 6 Assignment 1 due 2/14
9/19 (02) 9/20 (04)	<ul style="list-style-type: none"> Internet and Telecommunication Electronic Commerce (**slides) Business models (**slides) (**Video) 	Chapter 4(NetFlex), 7(Amazon), 8, 10, 16 Group Project Sample Report (optional)
9/26 (02) 9/27 (04)	<ul style="list-style-type: none"> Electronic Commerce Case Study: NetFlix (Chapter 4) Case Study: Amazon (Chapter 7) Case Study: Rent The Runway (Chapter 12) Web Site User Interface Design (**slide) Network Effects 	Chapter 4 (Netflix), 7 (Amazon), 8 (Network Effect), 12(Rent-The-Runway),
10/3 (02) 10/4 (04)	<ul style="list-style-type: none"> Web 2.0 (**slides) *Internet Marketing (**slides) Keyword research (link) Search Engine Optimization (slides, Tallwave fact sheet, case study) "Social Network Marketing (pdf)", Mr. Erik Tarkiaine, VP of Marketing Communications, www.line6.com Watch online video lecture on Web User Interface design, (slides) – optional 	Chapter 9 (Web2.0), 10 (Share Econ.) Read about SEO
10/10 (02) 10/11 (04)	<ul style="list-style-type: none"> Case Study: Google (Chapter 16) Case Study: Facebook (Chapter 11) Google and Facebook ad (link; link2); Hunt vs. Hike (link) 	Chapter 11(Facebook), 18 (Google);
10/17 (02) 10/18 (04)	<ul style="list-style-type: none"> Midterm Exam (study guide) Data modeling and Database design (**slides) SQL and Database (SQL **Slides & Sample Database) 	Assignment 2 Due 4/11 ** Northwind database for Assignment 2 , Video Guide for the assignment Chapter 15
10/24 (02) 10/25 (04)	<ul style="list-style-type: none"> Access Hands-on Session (Access Video Demo) (**Knowing Access database assignment help you with some exam questions) Using Access Forms & Report to Build an Application (Access Video Demo) 	

10/31 (02) 11/01 (04)	<ul style="list-style-type: none"> • Business Process Reengineering (Slides) • Business Process Management (Slides for INNOV8, BPM video; Exercise: Analyzing a process; Simulation; Glossary) • Visio for Process Modeling (Hands-on) (Mac User only) • Use Case Diagram (Slides, Notes) 	
11/07 (02) 11/08 (04)	<ul style="list-style-type: none"> • **Excel Lab Session (***)Knowing Excel assignment help you with some exam questins) • Triumph of the Nerds volume one (video) - Watch from 36 - 46 minutes (particularly 40-46 on VisiCalc's creation) • Video: Automated Storytelling (video; article) Humanizing the "big" data. • Using Excel for Infograophics (video) (excercise file, image) • Which Chart or Graph Is Right for you (link) 	Assignment 3 announced (Due 4/25) Excel file for assignment
11/14 (02) 11/15 (04)	<ul style="list-style-type: none"> • Data Warehouse and Business Intelligence (Intro. slides **DW Slides) (zipped data warehouse in Access) • Big Data (Ted Talk: Big data is better data video) (Lynda.com Techniques and Concepts of Big Data with Barton Poulson video) • Big Data (**Minder's slide upto slide #11) • The 3Vs of Big Data (link) & 4Vs of Big Data (link) 	Chapter 15
11/21 (02) 11/22 (04)	<ul style="list-style-type: none"> • E-Business: Enterprise Resource Planning (ERP) (**Slides - excluding CRM partion) • View the Online Lecture (ERP) • E-Business: Customer Relationship Management (CRM) 	Chapter 13 Assignment 3 Due (4/25)
11/28 (02) 11/29 (04)	<ul style="list-style-type: none"> • **Building Information Systems & IT Project (including "testing") • SCRUM (slides) 	
12/05 (02) 12/06 (04)	<ul style="list-style-type: none"> • Enterprise Architecture & IT Infrastructure & Cloud Computing & Moore's Law(**slides; including Moore's Law) Moore's Law (video) • Ethics in Information Systems (readings) • Collaboration Tools (slides) • Mobile Computing Shootout (slides) • Group Project Presentation • Work breakdown structure & Peer evaluation form 	Chapter 5, 14, 17 (Security) Final Group Project Report Due on 5/9
12/12 (02) 12/13(04) (Final Exam.)	<ul style="list-style-type: none"> • 02:12/12 7:00 PM - 9:00 PM • 04:12/13 8:00 AM - 10:00 AM • Study Guide for Final exam (materials marked with **) 	

Grading Information

- Class participation (including attendance, classroom and online interactions): 10%

- 3 Assignment and 1 Group Project: 40%
- Midterm exam: 25%; Final Exam: 25%

Grading Scale

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 regularly for additional announcements and communications. All email communications to the instructor should have the following subject heading: MIS310-0x (x is your section number, e.g., MIS310-02 if you are in section 2) and then following by a brief summary of the question such as Assignment 1 ftp upload question.

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.

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.

Academic honesty

Academic honest 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 Policy on Academic Dishonesty at <http://senate.csuci.edu/policies/2002-2003/SP02-01.pdf>

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.