

Course Syllabus:

Management Information Systems (HTM 304) Fall 2007 Section 02 – CRN 42335

Meetings

Lecture	T/R 19:00 – 20:25
Laboratory	T 18:00 – 18:50
Classroom	MARK 305

Instructor: Fang Fang

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Office hours: R 18:00 – 18:50 or by appointment

Course Website: Course Syllabus, Policies, procedures can be found on the instructor teaching website. Course slides, extra reading materials, guidelines of cases and projects will also be available based on the class progress. Students are encouraged to check the site frequently.

Site Link: http://www.csusm.edu/fangfang/Teaching/HTM304_Fall07.htm

Textbook: Using MIS. 2007. David Kroenke. Prentice Hall. ISBN-10: 0131750216/ ISBN-13: 9780131750210 (available from the university bookstore).

The textbook is used as the preliminary source of course reading material and a major source of in-class exercises. All the registered students are required to obtain a copy of the textbook with the correct version.

Course Overview: Information Technology (IT) permeates all aspects of business today. IT influences business processes, organizational structures, and the way people do business, work, and communicate with each other.

This is an introductory course to the fundamentals of information technologies and to the strategic opportunities and challenges presented by these technologies. Students will have a chance to see that business opportunities and challenges are best addressed through a fundamental understanding of management, economics, and technological concepts. This understanding can be applied to your other future MIS courses and to your own experiences as an employee and manager, regardless of your area of specialization. Topics include IT and Information Economy, Technology Infrastructure—Data Communication and Networking, Enterprise Systems and IT

Security, and IT-Enabled Business Process Change. At the end of the course, students will have accomplished the following goals:

1. Familiarize themselves with current Information Technologies and related business issues
2. Acquaint themselves with basic knowledge of higher level MIS courses, guiding successful future curriculum choice
3. Keep themselves up-to-date with newest business IT trends, obtain capabilities of strategic analysis of new business IT phenomena and identify new business opportunities with cutting-edge Information Technologies
4. Develop fundamental business skills in the following areas: teamwork, problem solving, and written and oral communication with IT professionals.

Class Format:

A typical class consist of 10-20 minutes of “IS news” presentation and discussion, 60 minutes of lecture, and 10-15 minutes of wrap-up/assigned article discussion. Lectures may be comprised of traditional lecture, exercises, discussions, guest speaker lecture, or other activities to enhance your knowledge and understanding of the subject matter. In such an evolving subject like MIS, participation at every stage of the class is highly encouraged to enhance your understanding.

The Lab will consist of solving interactive computer-based textbook case studies, solving online practice exercises based on textbook chapters, as well as group meetings for the Group Project.

Class Participation and Behavior:

Due to the interactive nature of the learning process, absence of class will lead to missing significant part of the learning. Students can only score well in that if they regularly attend and actively participate in class discussions. Each student brings experience that others in the class can benefit from. Guest speakers will bring the newest insight from relevant industry, which is not from any textbook and materials. Students missing significant amount of class meetings will lose participation points. (See details in the course components explanation.)



Grading Components and Letter Grades

Students’ final grades (100 base) is calculated as the sum of the following grades

- In-Class Exercises (5 points)
- IS News Presentation (5 points)
- 3 Tests (15 points each, 45 points in total)
- Blog your understanding (10 points)
- Group Project (30 points)
 - Outline of the Project (5 points)
 - Written Report (20 points)
 - Project Presentation (5 points)
- Comment of group presentations (5 points)

The final grades will then be converted to your final letter grades according to the following table:

95-100	90 < 95	85 < 90	80 < 85	75 < 80	70 < 75	65 < 70	60 < 65	< 60
A	A-	B+	B	B-	C+	C	C-	F

- **Tests (45 points).** Three tests will be given as the dates listed in course schedule. Each test weights 15% of the final grade. All tests will be **Close-Book** and **In-Class**. There will be **NO** make-up test unless presence of official excuse being proved by the instructor under very special circumstances. Excuses such as pre-scheduled travels or family parties are not accepted. Students are responsible for arranging their own personal lives and curriculum activities.
- **In-Class Exercises (5 points).** Students are required to participate actively in every class on time. Lateness may distract both the instructor and other students’ attention. Besides, all the students are expected to participate in the classroom discussion by answering questions, by asking good questions, raising issues, and making observations. No comment is considered “bad” as long as it makes a constructive class contribution. The instructor believes that a good learning environment is a safe environment—one in which all feel free to question and discuss. A sense of humor is always welcome!

To ensure students are actively involved in the classroom, in-class exercises will be assigned and required to turn in the same session. The exercises are to be completed and guided by the instructor, including activities such as reading and commenting on the book cases, searching material online, software applications, etc. Students will get good grades if following the instructor’s guidance. Attendance is important not to miss the exercises. Missing every 20% of the in-class exercises will cost a student 1 point.

- **IS News Presentation (5 points)** In the second class meeting time, we will sign all the students up for IS news presentation. The idea for the presentation is to bring something trendy and interesting to the classroom for discussion, so that we all learn about IT beyond the formal syllabus. This is a short presentation – students are not expected to do a lot of research. The presentation should touch upon the following questions:
 - What is the IT in question? How does it work?
 - What are the most valuable business applications of the IT?
 - What are the significant limitations of the IT?

The presenter can use power-point or other presentation-aid software package to conduct the ideas. The presenter can also attempt to lead an in-class discussion. If a video file is needed to be presented, it cannot be longer than 5 minutes. ***That is, a student shall not expect to let the video clip to do the job.*** The instructor expects the student to bring up insightful comment or to raise interesting questions leading to class discussion.

Students in charge of presentation of the day are responsible for showing up or finding a classmate to substitute the presentation. An absence of the presenter without any excuse will cost the student all **5** points. There is no chance to make-up the presentation.

The following websites are suggested as the IS news sources:

- CNET Tech News: (<http://news.cnet.com/>)
- ZD Net News: (<http://www.zdnet.com/>)
- CNN Technology News (<http://www.cnn.com/TECH/>)
- iTunes Podcasts of Technology news (NPR Technology News, WSJ Tech edition, etc.)

Students can also visit the instructor's website to find students IS news presentation slides from the past semesters, which provides guidance of how to prepare. *Students cannot directly adopt the slides from that site, which will be considered cheating.*

- **Blog your understanding of MIS and this class (10 points)**

There are no homework assignments with pre-set deadlines. However, all the students are expected to register on blogger.com to express their understandings of the course materials, the recent trend of technologies, and other relevant information on the course blog website (<http://misblog-fall2007.blogspot.com/>). The objective is to facilitate sharing of opinions among students, getting familiar with the newest online interactive working environment and more.

A student is expected to post at least **10** articles on the site with their own understanding and analysis by Nov 27, 2007. In addition, students can write comments on other's articles, respond to others comments. The instructor is expecting to observe collective and interactive thinking from the website. The content of blogging may include reflective thinking of the lectures, complimentary business examples of the course materials, comments on the IS news presentations and discussions, and any other relevant information. Students are encouraged to visit the blog site from previous semesters for the insight of what to blog. The links are available from our blog site.

10 students will be nominated by the instructor to enter "*your favorite bloggers*" *competition*, which is held in the last class meeting time. All the students will have a chance to select 4 bloggers out of the 10 candidates. **Four winners** with the highest votes will receive all 10 points of the BG score. The other students will be graded by the instructor.

Note. It is important for the students to release their blogger's ID ONLY to the instructor in order to maintain the fairness of the competition. Be careful not to lease your personal information through the website. The articles post should reflect originality of opinions. Plagiarism will be punished to lose all the 10 points once discovered.

- **Group Project (30 points)**

The project will be **TEAM-BASED**. The project groups will be assigned by the instructor. The purpose of the project is to provide an opportunity for you to research, understand, organize, and present a synopsis of a current topic in MIS. Projects can address virtually any management or technical issue, opportunity, or constraint. *All members of the team are expected to contribute to the project.* If some member(s) of the group do not contribute please inform the instructor before the overall team progress is negatively affected. You are expected to use the Internet effectively to collect and distribute information. Students are encouraged to discuss project ideas with the instructor as early as possible and submit your proposal on time. Students in each team should participate in both the writing and final presentation of the group project at the end of the course, using power point and other presentation tools. The due date of the final report is Dec 10 (5:00pm). Appendix A provides a list of suggested topics and the requirements of the outline, report and presentation.

■ **Overall Project Grade:** The overall project grade is determined based on **BOTH** the team's final deliverables (final report and team presentation) **AND** the team peer evaluation. The grading formula is as follows:

$$PJ (\approx 30 \text{ pts}) = \text{peer factor} * [\text{Outline}(5 \text{ pts}) + \text{Report} (20 \text{ pts}) + \text{Presentation} (5 \text{ pts})]$$

The peer factor is determined based on all the team members' evaluation. In general case, a team member will get a peer factor of 1, obtaining whatever score he/she receives from the project deliverables. Exception occurs when:

1. a member receives unanimously high evaluation from all the others: In this case, the factor will be 1.2 as the member is awarded a 20% bonus as a "hard worker".
 2. a member receives unanimously low evaluation from all the others: In this case, the factor could be 0.6 or lower, depending how low the team evaluation is. If unanimity achieves that the team member has no contribution at all, then the factor will be **zero**. – No free riders!
- **Project Comment (5 points)** All the students are required to present all the group presentations. After the team presentation and report submission, the slides and PDF format of group papers will be uploaded to the course website. Each student is required to study the reports and submit a written comment on one or more projects. The comment shall be at least 2 double-spaced pages reflecting suggestions to improve the topic and methodologies, extra resources and information the team should have utilized, and any other comments. The instructor expects the comment to reflect the student's original thinking and understanding of the other teams' project through interactive participation of all the team presentations. The comment is due on Dec 13. (That is one week after the final presentation day). No late submission will be graded!

Course Policies:

- **Academic Integrity:** Student will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All written work and oral presentation assignments must be original work. All ideas/materials that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated with quotation marks. Students are responsible for honest completion of their work including examinations. There will be no tolerance for infractions. If you believe there has been an infraction by someone in the class, please bring it to the instructor's attention. The instructor reserves the right to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment or a failing grade for an exam, assignment, or the class as a whole.
- **University Writing Requirement:** CSUSM has established a 2500-word writing requirement (10 pages) for each course. To meet this requirement, each student will complete the Term Project paper, the IS News/Project presentations, and the online blog posts.

- **Students with Disabilities.** It is this institution's policy to not discriminate against qualified students with documented disabilities. Persons with disabilities are welcome to attend all classes, programs, and events. If you need accommodations, or have questions about access to buildings where learning activities are held, please contact the Office of Disabled Student Services (DSS) in Suite 5205 in Craven Hall, or via phone at (760) 750-4905; (760) 750-4909 (TDD), or via email at dss@csusm.edu. If you need assistance during a class, program, or event, please contact any member of the DSS staff. If you have a disability-related need for modifying your exam or test environment, notify the instructor during the first week of classes so that your needs can be accommodated in time. You will be asked to present documentation from DSS that describes the nature of your disability and the recommended remedy.
- **Confidentiality:** In order for us to have a free and open learning environment, each student is expected to respect the confidentiality of any information or material shared in class discussion.
- **E-mail:** All students are requested to obtain a CSUSM email account. Students should contact the instructor through this email account only. If you have any questions about the course or need assistance, please contact IITS help desk.
- **Special Note:** Keep your graded work until you receive your final official grade, for there might be recording errors by the instructor.

Appendix A. Group Project Requirement

1. A list of possible topics is given below. You can also find project information of the past from <http://www.csusm.edu/fangfang/Teaching/HTMmaterial/TeamPresentation.htm> .

- ◆ Issues in P2P systems ◆ Organizational network configuration
- ◆ The Technology and Business Development for E-Commerce
- ◆ Redesigning Organizations with Information Systems
- ◆ Business applications of ERP/CRM Systems
- ◆ Intellectual Property Rights and Online File Sharing

2. **Group Project Outline:** The group project outline is due in class on Oct 9 before the lecture commences. Any outline turned in after the deadline will lose 20% for every 24 hour period that the assignment is late. Project outlines should be no more than 2 double-spaced pages (excluding bibliography) and should address the following questions.

- The topic you choose and the reason for choosing this topic
- Your preliminary understanding and findings of the topic, which convinces both your instructor and other team members that this is a viable topic and you can produce interesting results through the study
- Your plan for this project / where to collect information (be specific, which website, book, magazine, etc.) / what kind of analysis to conduct / expected results
- Bibliography and/or a list of related websites

3. **Group Project Written Report:** The final written report of the group project is due at 5PM (PT) on Monday Dec 10. Any report turned in after the deadline will lose 20% for every 24-hour period that the assignment is late. The written report should be no less than 20 double-spaced pages (excluding bibliography) and should follow the format below. The report will be submitted both in paper format and via email.

4. **Project Presentation:** Each group is expected to present their project in the last week of the semester. The schedule will be announced when the groups are assigned. All the group members are expected to be present. The presentation power point slides shall be emailed to the instructor before the class commences.

Each team will have 20 minutes for the presentation (15minutes presentation + 5 minutes Q&A session). The evaluation of the presentation will be according to the following criteria.

- 1) Organization of the presentation: a) the objective of the study is clearly stated; b) the structure of the presentation is well-designed; c) the presentation stimulates the interest of the audience.
- 2) Content of the presentation: a) the topic is relevant to the class and of business value; b) the analysis is valid of persuasive; c) the topic contains good technological perspectives.
- 3) Delivery of the presentation: a) the presenters enunciates the major points and is well received by the audience; b) the visual aids are appropriately used to facilitate understanding; c) the presenters uses the assigned time efficiently; d) the presenters are able to respond to the questions from the audience in the Q&A session.

Detailed Schedule
(temporary, to be modified if necessary)

Week	Date	Time	Major Course Content	Labs, Activities and Assignments
1	Aug 23	19:00-20:25	Course Overview: What is MIS	Photos taken and seating chart drawn
2	Aug 28	18:00-20:20	Blog Session	Team blog registration, IS News Signup
	Aug 30	19:00-20:25	Ch 1: MIS and You	
3	Sep 4	18:00-20:20	Ch 3: Computer Basics – Hardware and Software, Boolean Logic.	
		19:00-20:25	Field Study: Break into teams for research in local electronic stores. (Read the book Ch. 3 for guidance)	
4	Sep 11	18:00-20:20	Team Report of Field Study	30 minutes presentation for each group + Teacher wrap-up.
	Sep 13	19:00-20:25	Ch 4 Database Management	Team Assigned to work on the course projects.
5	Sep 18	18:00-20:20	Ch 4 Cont.	
	Sep 20	19:00-20:25	<i>Review Session</i>	
6	Sep 25	18:00-19:25	Test 1	
	Sep 27	19:00-20:25	Summary of Test	
7	Oct 2	18:00-20:20	Ch 5 Network Communication	
	Oct 4	19:00-20:25	Ch 5 Cont	
8	Oct 9	18:00-20:20	Ch 5 Cont	Team Project Outline Due
	Oct 11	19:00-20:25	Ch 6 System Development	
9	Oct 16	18:00-20:20	Ch 6 Cont	
	Oct 18	19:00-20:25	<i>Review Session</i>	
10	Oct 23	18:00-19:25	Test 2	
	Oct 25	19:00-20:25	Ch 2 Competitive Advantage	
11	Oct 30	18:00-20:20	Ch 7 IS Within Organization	
	Nov 1	19:00-20:25	Ch 7 MRP and ERP	
12	Nov 6	18:00-20:20	Ch 8.1 Supply Chain Systems	
	Nov 8	19:00-20:25	Ch 8.2 E-Commerce	
13	Nov 13	18:00-20:20	Ch 9 Knowledge Management	
	Nov 15	19:00-20:25	Extra: Information Markets	
14	Nov 20	18:00-20:20	Work on your project	
	Nov 22	19:00-20:25	<i>Thanksgiving Holiday</i>	
15	Nov 27	18:00-19:25	<i>Review Session</i>	Blog Site closes on Nov 27 (11:59PM)
	Nov 29	19:00-20:25	Test 3	Instructor nominates 10 bloggers by Nov 30
16	Dec 4	18:00-19:25	Team Project Presentation	Students vote for bloggers
	Dec 6	19:00-20:25		"Your favorite bloggers" Award
17	Dec 10	Before 5PM		<i>Project Report Due</i>
	Dec 13	Before 5PM		<i>Project Comment Due</i>