MIS 303 Section 006 - Introduction to Business Information Systems (Fall 2017) Course Syllabus

Exploratory Hall L004, Mondays 7:20 PM – 10:00 PM

(This syllabus is tentative. I reserve the right to add, remove or alter this syllabus as needed throughout the semester.)

Instructor Information

• Name: Dr. Eun Ju Jung
• E-mail: ejung6@gmu.edu
• Office: Enterprise Hall 136
• Office Phone: (703) 993-7008 (email is better)
• Office Hours: Mondays & Wednesday 1:30pm - 3:00pm, or by appointment
• Course Web page: http://mymason.gmu.edu

Class Times & Location:

• Times: Mondays 7:20 PM– 10:00 AM
• Location: Exploratory Hall L004

Textbook:

• Electronic Version (ISBN: 9781308870311) of the textbook is also available for download. It is available for purchase at https://create.mheducation.com/shop/#/catalog/details/?isbn=9781308870311
• Blackboard: This course will use Blackboard to deliver course materials such as lecture notes, announcements, and assignments. Additional materials beyond the textbook may also be posted on the Blackboard. It is important for you to visit the blackboard site regularly for course materials and announcements. Specific assignments and due dates will be posted on the Blackboard.

Course Overview

• Information technology (IT) plays a key role in all aspects of modern business, from developing products, managing operations, making decisions, to organizational learning. Thus, IT has been a key organizational asset that forms mission critical business infrastructures in not only online industries such as Amazon and Apple but also traditional “brick-and-mortar” industries such as retailing (e.g. Wal-Mart), automotive (e.g. GM), or airlines (e.g. United Airlines). In addition, in any industry in anywhere in the world, IT is now a crucial piece for implementing business strategies for competitive advantages.
• This is why AACSB (Association to Advance Collegiate Schools of Business), which
School of Business belongs to, specifies “Use of Information Technology” as part of curriculum standards for undergraduate programs in business\(^1\). Many firms are now expecting business graduates to possess basic technology skills such as spreadsheets and databases and to have a good understanding of how to take advantage of new, emerging technologies in streamlining business processes and improving bottom-lines. This course aims at fulfilling these objectives.

- Keep in mind that this is not a technology course! It’s a business course. Even though we will cover some key IT concepts and jargons students need to know (e.g. ERP, CRM, or SCM), we will mainly concentrate on understanding the business implications of these technologies and what they mean for businesses.

**Course Objectives**

**Mason Core Learning Outcomes:**

- Students will understand the principles of information storage, exchange, security, and privacy.
- Students will become critical consumers of digital information; they will be capable of selecting and evaluating appropriate, relevant, and trustworthy sources of information.
- Students can use appropriate information technologies to organize and analyze information and use it to guide decision-making.
- Students will be able to choose and apply appropriate algorithmic methods to solve a problem.

**ISOM Learning Goals**

- Apply knowledge of information technology, operations, and business functions to assess, design and improve business processes.
- Develop data organization, storage, and processing solutions to support organizational needs for information management. Also develop skills in the area of business intelligence.
- Use knowledge of computer networks as part of IT solutions for improving business processes.

**Course Format:**

The course consists of a combination of lectures, discussions, and hands-on practice sessions. Please see the attached course outline for a tentative list of topics. There will be individual assignments, quizzes, and exams.

**Computers and Software Used in the Class - Required**

- **PC versions of Microsoft Access and Microsoft Excel 2013 or 2016** will be used in this class.
- Student need to bring a laptop in Excel/Access sessions. School of Business requires every student to own a laptop. The sessions that require a laptop have also been specified in the tentative class schedule.
- George Mason University provides Microsoft Office 365 ProPlus to students at no cost via the Microsoft Student Advantage program. Office 365 ProPlus for PC users

---

includes both Excel and Access 2013 or 2016. Please visit http://masonlive2.gmu.edu/MicrosoftStudentAdvantage/ for more information. This link provides tutorial for downloading MS Office for free through your Masonlive email account. Please follow the tutorial to have the software ready on your laptop.

**For MAC users:** During this class due to time and resources constraints, we are unable to provide advice and support for the use of Mac computers and other versions of this software. If you insist on using a Mac laptop during the class, you will have to install a virtual Windows on your Mac and then install the software on your virtual windows. Again, please remember that I will only demonstrate using Windows in class and I may not be able to help you during the class if you have problems with Mac (or other versions of software) due to time constraints, even though you are welcome to ask me for help after the class. **It is your responsibility to make sure your assignments meet the required PC standards.**

Grading

Your final course grade will be determined as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Exam 1 – Midterm</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2 – Final Exam</td>
<td>25%</td>
</tr>
<tr>
<td>B) Assignments (5)</td>
<td>35%</td>
</tr>
<tr>
<td>C) Quizzes (4)</td>
<td>9%</td>
</tr>
<tr>
<td>D) Participation</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Graded Components:**

**A) Exams (45%)**

There will be two exams, a midterm and a final. Each exam will include materials covered in lectures, textbook, and discussion of the materials covered during the classes. Final exam is comprehensive. All examinations are to be by individual effort as they will be graded. No collaboration of any kind is permitted. See the honor code section below. Any collaboration will be treated as an Honor Code violation. Exams will be closed book and closed notes.

**B) Assignments (35%)**

There will be 5 assignments that focus on integrating IT and business skills. There will be 5 technical assignments related to Microsoft Excel and Access 2013. These assignments are intended to provide you with the opportunity to experience and practice IT skills and IT tools for solving business problems. These will be individual efforts. Specific requirements for each assignment will be announced in class and posted to Blackboard. This course assumes that students have taken an introductory Excel class before this semester and does not cover basic Excel knowledge.

**Assignment submission:** Assignments should normally be submitted through Blackboard, unless otherwise specified by the requirements. **You are required to double-check your**
submitted solution (download it from blackboard and open it to check) to make sure that you do not submit the wrong file. I will grade your assignment only based on what you submit on Blackboard unless you make in-advance arrangements with me to submit the assignment timely in other ways (e.g., by email if you have problems with Blackboard). It is your responsibility to make sure you hit the “Submit” button (NOT the “Save Draft” button) on Blackboard to submit your solution. You will be responsible for any technical difficulty or mistake on your side that results in submitting wrong files or your work not being submitted or being accepted as late. No exceptions will be made.

C) Quizzes (9%)  
There will be 4 short quizzes given to ensure proper understanding of the class material. You are allowed to drop one quiz with the lowest point. Quizzes are individual activities, and are closed book and closed notes. Typically, a quiz consists of 5 multiple-choice questions, although other question formats may sometimes be used. Additional information on the quizzes (e.g., topic coverage) will be provided as we approach the quiz dates.

D) Participation (11%)  
• In-Class Participation & Case Discussion: Students are expected to actively participate in discussions at the classroom. Quality of contribution in class is much more important than quantity. I recognize that not all students are equally comfortable with participating in class; however, this is a relatively low risk environment in which to practice skills that you will need later in life. In order to speak, please raise a hand and wait for the instructor’s cue.
• We will have several in-class case discussions. Students will be required to submit a written report or to present their results for each case discussion in order to gain points.
• Introduction file (with a picture) upload (1%): for effective class discussion, at the beginning of the semester you are asked to upload a picture (& short introduction) of yourself on Blackboard to help the instructor remember your names. This counts for 1% of the final course grade. Students are asked to submit an introduction file on Blackboard by 1pm on 09/11/2017 to facilitate effective class discussion.
• Professionalism
  • All students are expected to conduct themselves in a professional manner. This includes factors such as coming to class on time every day. Please arrive for class on time. Be advised that being late to class disturbs the peers’ learning.
  • Engaging in activities that are unrelated to the class such as, texting, playing on laptop, doing work of other classes, or anything else that detracts from the in-class learning environment (e.g., coming late, leaving early or in the middle of a class) is not acceptable and will affect your participation grade. If a student leaves the classroom early without the instructor’s approval, the quiz will not be graded.
  • If you miss a class session, you are responsible for the content of that day’s discussion. Failing to notify me in advance about your absence shows a lack of professionalism and may negatively affect your participation grade. Be courteous to and respectful to your colleagues and the instructor in class.

Course Policies
• Semester Grade
  • Your semester grade will be based on the total points earned on activities described above.
• There is no provision for extra credit in any circumstances after the final exam.

• Re-Grading
  • If you have a question about your grade on an assignment/exam/quiz or you believe that you were graded incorrectly, please submit a formal request in the written form describing the situation and the reasons that justify your request for re-grading. You should also submit any supporting evidence that helps justify your re-grading request. In this case, I will go through your re-grading request and decide if your request is legitimate or not. If your request is accepted, I will re-grade your assignment/exam/quiz, and the grade may go up or down. This grade will be final. Students have one week from the date the grade of the assignment/exam/quiz is returned to submit a written request for re-grading or review. After one week, no grade will be revised.
  • You are required to keep all graded material that is returned to you till after the semester is over and you have checked your final grade. If there is a discrepancy between my records and your scores for any of the graded material, my records will be altered only if you can produce the graded material that I have returned to you as evidence – failing which no changes will be made.

• Make up Exams/Quizzes: Absence from an exam/quiz will result in a score of zero and makeup exams/quizzes will not normally be offered. A student who misses an exam due to an emergency may petition for a makeup exam. The petition must be in writing and be accompanied by appropriate documentation about the emergency and must be submitted at least 24 hours in advance. Petitioning for a makeup exam does not guarantee that one will be offered. That decision is at the sole discretion of the instructor who will determine whether the evidence offered by the student justifies the absence.

• Reading Assignments: Students are required to read the materials before the class. By doing so, they will be able to actively participate in the classroom activities and to be good at taking quizzes.

• Late Assignment: All assignments are due at the beginning of the class on the due date, submissions after class begins will be considered late. Please prepare in advance so that you will not encounter technical difficulties that will result in your work being considered late or not accepted. If you cannot attend class on the day an assignment is due, please make prior arrangements with me or turn in the assignment early. Late assignment will NOT be accepted if we are discussing the assignment in class on the due date. Otherwise, a penalty will be deducted according to the following deduction policy:
  Late assignment submissions are subject to penalties:
  - Late within 24 hours: 20% off
  - Late more than 24 hour but less than 48 hours: 40% off
  - Late more than 48 hour but less than 72 hours: 60% off
  - Late more than 72 hour but less than 96 hours: 80% off
  - Penalty after 96 hours: Not accepted

• Communications
  All communications from me to you will be directed via email. I will address all of my emails only to your GMU email address for concerns of privacy and confidentiality. If you
use another e-mail account as your primary email, please be sure to forward your GMU email to that account. You are encouraged to post your questions related to the lectures and assignments to the Discussion Board on Blackboard.

• **Announcements and Updates**: Announcements and updates may be posted on Blackboard; it is your responsibility to check Blackboard regularly for these and any supplemental course materials. Email announcements between class meetings may be sent to your GMU email account.

• **Policy on Electronic Devices**: Technology can greatly assist learning, but it can also be a distraction. Please keep cell phones and other communicative devices stowed away and in silent/vibration mode. Laptops or other electronic devices should strictly be used for class related activities such as taking notes or following lectures. Engaging in activities not related to the course (e.g., web surfing, checking email, chat, etc.) is strictly prohibited and will affect your participation grade. If the instructor finds a student using a laptop for personal use, he or she will be asked to turn off the laptop. Also, please do not send or receive texts, tweets, e-mail, etc. or other communications during class.

• **Inclement Weather and Other Emergencies**: Class will be cancelled when the campus is closed, either due to inclement weather or other situations.

• **Disability Accommodations**: If you are a student with a disability and you require academic accommodations, please see me and contact the Office of Disability Services (ODS) at (703) 993-2474 (http://ods.gmu.edu/), at the beginning of the semester. All academic accommodations due to disability must be arranged through the ODS and should be made during the first two weeks of the semester.

• **Academic Integrity**

  George Mason University has the following clearly described University Honor Code administered by the Office for Academic Integrity: “To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this: **Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to their academic work.**


  As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. In your work on all written assignments, keep in mind that you may not present as your own the words, the work, or the opinions of someone else without proper acknowledgement. You also may not borrow the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. Please note: Faculty are obligated to submit any Honor Code violations or suspected violations to the Honor Committee without exception. Any suspected case of honor code
violation will be reported to the Office of Academic Integrity immediately. In such a case, I will withhold from grading your assignment and exams until after the case is cleared by the Office of Academic Integrity. All students are expected to adhere to this code. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code.

- The recommendations for honor code violations for non-freshman undergraduate students adopted by the School of Business faculty on May 2016 are as follows:

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism</td>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td></td>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td></td>
</tr>
<tr>
<td>Cheating</td>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td></td>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>Lying</td>
<td>(e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>Egregious Violation</td>
<td>(e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension; and expulsion</td>
</tr>
</tbody>
</table>

*Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.*
Tentative Class Schedule
This schedule is subject to change and any change will be duly announced in the class and/or in Blackboard.

<table>
<thead>
<tr>
<th>WK</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Laptop</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Part 1 – IT Concepts 1: Lecture</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>8/28 Mon</td>
<td>Course Introduction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9/4 Mon</td>
<td><strong>Labor Day – University closed</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9/11 Mon</td>
<td>IT and Strategy</td>
<td>Ch.1</td>
<td></td>
<td>Picture upload</td>
</tr>
<tr>
<td>4</td>
<td>9/18 Mon</td>
<td>Business Process Strategic Decision Making</td>
<td>Ch. 2</td>
<td></td>
<td>Quiz1</td>
</tr>
<tr>
<td>5</td>
<td>9/25 Mon</td>
<td>E-Business</td>
<td>Ch.3</td>
<td></td>
<td>Quiz2</td>
</tr>
<tr>
<td>6</td>
<td>10/2 Mon</td>
<td>Ethics and Information Security, Mid-Term Exam Review</td>
<td>Ch.4</td>
<td></td>
<td>Quiz3</td>
</tr>
<tr>
<td>7</td>
<td>10/10 Tues</td>
<td><strong>Mid-Term Exam</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

|    |            | **Part 2 – IT Tools Business Decision Making: Hands-on Sessions** |                   |        |              |
| 8  | 10/16 Mon  | Excel Exercise 1                                 | In_Class 1 & Assignment 1 |        | Required     |
| 9  | 10/23 Mon  | Excel Exercise 2                                 | In_Class 2 & Assignment 2 |        | Required Assignment 1 Due |
| 10 | 10/30 Mon  | Database Design                                  | In_Class 3 & Assignment 3 |        | Required Assignment 2 Due |
| 11 | 11/6 Mon   | Access Exercise 1                                | In_Class 4 & Assignment 4 |        | Required Assignment 3 Due |
| 12 | 11/13 Mon  | Access Exercise 2                                | In_Class 5 & Assignment 5 |        | Required Assignment 4 Due |

|    |            | **Part 3: IT Concepts 2: Lecture**               |                   |        |              |
| 13 | 11/20 Mon  | Business Intelligence                           | Ch.6              |        | Assignment 5 Due |
| 14 | 11/27 Mon  | Enterprise Applications                         | Ch.8              |        | Quiz4        |
| 15 | 12/4 Mon   | System Development Review for Final Exam        | Ch.9              |        |              |
| 16 | 12/11 Mon  | Reading Days                                    |                   |        |              |
| 17 | 12/18 Mon  | **Final Exam at 7:30 pm**                      |                   |        |              |

(For more information, visit: [http://registrar.gmu.edu/calendars/fall-2017/final-exams/](http://registrar.gmu.edu/calendars/fall-2017/final-exams/))