SYLLABUS

Course Syllabus for MIS 303 Fall 2019
Introduction to Business Information Systems

COURSE
Number      MIS 303
Time        W 4:30-7:00 pm
Place:       Robinson Hall B113
Course Site  Blackboard Learn

PROFESSOR:
Dr. Candace Deans
Office: Arlington Campus
Cell: 804-400-2400
Email: pdeans@gmu.edu
Office Hours: By Appointment

TA:
Sreeja Vedere
email: svedere@masonlive.gmu.edu
Use email first then text or call (I will provide number in class).

TEXTBOOK – (optional):

SOFTWARE:
Microsoft Excel 2016 and Microsoft Access 2016 will be used in this class. If you do not already have access to this software, they are available in the computer labs across campus (http://doit.gmu.edu/index.html).

Students who have Macs will need to use the computer labs for Access assignments or find an alternative solution.

ARTICLES:
Harvard Business Review (HBR) articles can be searched for through Google. There is also a link to HBR for articles for purchase if not available on Google.

**CASES:**
Harvard Business School cases can be purchased at the HBR web site at the link provided on the syllabus under the name of the case. Each team should purchase their assigned case.

**GARTNER RESEARCH:**
Gartner research articles can be found in the GMU library databases under Business and Finance.

**COURSE OBJECTIVES:**
This course will address current management issues related to information technology, supporting systems, data and information management, and business process. Case study discussions will be used to illustrate how major concepts and analytical frameworks can be applied in practice. Business decision making using Excel and Access will be included.

Upon completion of this course the student should have

- An understanding of information technologies, supporting systems, mobile/wireless technologies, social media technologies, emerging technologies, and their importance in strategy development.
- An appreciation of managerial challenges and opportunities posed by rapidly changing technology and infrastructure designs.
- An understanding of the role of information technologies in business model design, value creation, and revenue and profit generation.
- An appreciation of organizational and leadership issues relevant to information technology.
- An understanding of the role of data, information and knowledge in supporting the decision-making activities of the organization.

**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.

**ATTENDANCE POLICY:**
You should be in class on time. You are graded each class on your participation and contributions. Any absence will result in a loss of points from the total class participation points. You will also lose points if you are not present for team presentations. Points lost may vary by class and activity missed based on the
discretion of the professor. For emergency or sickness, you need to discuss with me individually. It may be possible to gain lost participation points by discussing with me how you might make up the work. However, there is no substitute for being in class. Participation is required in classes in which other students are presenting (HBR cases, business cases, and/or technology topics, etc.). Students who will miss class due to religious reasons should inform me as soon as possible.

Each student is responsible for signing the class roll each class period. Never sign in for another student – this is an honor code violation. Under no circumstances should you sign the roll for someone else. Let me know if there is any issue concerning this.

GRADING POLICY:
The following grading scale will be used in the determination of your final grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>94 - 100</td>
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<tr>
<td>A-</td>
<td>90 - 93</td>
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<tr>
<td>B+</td>
<td>87 - 89</td>
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<tr>
<td>B</td>
<td>83 - 86</td>
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<tr>
<td>B-</td>
<td>80 - 82</td>
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<tr>
<td>C+</td>
<td>77 - 79</td>
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<tr>
<td>C</td>
<td>70 - 76</td>
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<tr>
<td>D</td>
<td>60 - 69</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
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This course requires a minimum grade of C to satisfy SOBIZ degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Registration in this course will be prohibited beyond three attempts that result in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT 008.

For any complaints concerning grades on assignments, exams, team work, etc. submit in writing and I will respond in writing.

COURSE EVALUATION
Making the Business Case 5%
Technology Topic 5%
CIO Topic 5%
Case Analysis 5%
Exam 1 10%
Excel Assignments and exam 15%
Access Assignments and exam 10%
Exam 2 20%
Team Evaluation 5%
Class Participation 20% First Day 3 points

Total 100%

EXAM POLICY:
Two exams will be given. The exams will require reflective, integrative thought that applies concepts and terminology in the context of real-world managerial decision-making. Exam 2 is comprehensive and part take-home. All technology (cell phones, iPads, laptops, etc.) should be turned off during exams.

MAKE-UP EXAMS/ ASSIGNMENTS:
Missed exams, class assignments, and late deliverables will be assigned a grade of zero. Barring extenuating circumstances, no exceptions will be made for absence from an exam or class assignment. Work-related time conflicts do not constitute extenuating circumstances. The decision regarding make-up work will be at the discretion of the professor.

DROP DEAD
Most assignments, projects and exams will have two due dates – the due date and a drop-dead date. There is no penalty to submit by the drop-dead date but no excuse will suffice after that date. **Nothing is accepted after the drop-dead date and time.**

TEAMWORK
For teamwork assignments, each team member is expected to contribute their part. You will be evaluated by the team leader and each team member. All on the team receive the team grade. **All on the team must be present for team presentations even if you are not presenting.** Team work is not always easy but it is important to develop the skills of working well with others on a team. In rare cases, I do reserve the right to adjust an individual team member’s grade based on team member evaluations or my observations. In these instances, I will explain to the team member the reason for the decision.

DISABILITY
All academic accommodations due to disability must be arranged through the Disability Resource Center (DRC). If you are a student with a disability and you require academic accommodations, please contact the DRC at 993-2474. I will cooperate fully with the DRC to accommodate a student’s special needs.

HONOR CODE POLICY:
*Honor System and Code:* The Honor System and Code adopted by George Mason University will be enforced for this class:

(http://oai.gmu.edu/the-mason-honor-code/)

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.

“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. Please see document attached to the end of this syllabus for details on violations.

SCHOOL OF BUSINESS STANDARDS OF BEHAVIOR:
The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni who participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

- **Respect** for the rights, differences, and dignity of others
- **Honesty and integrity** in dealing with all members of the community
- **Accountability** for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

BUSINESS LIBRARY LIAISON INFORMATION:
Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian
Fenwick Library Fairfax Campus: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business)

RELIGION:
Students who will miss class for religious reasons should inform me of their anticipated absences as soon as possible.

COUNSELING CENTER:
George Mason University has a counseling center that can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or the like. More information is available at [http://www.gmu.edu/departments/csd](http://www.gmu.edu/departments/csd)/

WRITING GUIDELINES:
Unless otherwise specified, all writing assignments should be formatted as follows: double-spaced, Times New Roman, 12-point font, and 1-inch margins. To cite and
reference professional or academic sources, please use **APA style**. Specific instructions for in-text citations and referencing are found in the Publication Manual of the American Psychological Association 6th Edition or at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/).

To help manage the citations and seamlessly create reference lists, Mason supports a free software called Zotero. Please go to [https://www.zotero.org/](https://www.zotero.org/). This program offers:
- Centralized bibliography management
- Ability to sync across computers
- Teams can combined contribute to the references
- Word plug-in that allows citation management within MS word

George Mason University has a writing center that can help you improve your English writing skills. More information is available at [http://writingcenter.gmu.edu/](http://writingcenter.gmu.edu/)

**INCLEMENT WEATHER & CAMPUS EMERGENECIES:** Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students sign up for the Mason Alert system to provide emergency information of various sorts at [https://alert.gmu.edu](https://alert.gmu.edu).

An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists on [http://www.gmu.edu/service/cert](http://www.gmu.edu/service/cert).

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**MIS 303 Course Topic Outline**

*Note: More detail will be available on the blackboard*

**Class Session 1  Wednesday August 28**

*Introduction to Business Technology and Information Systems*

*Framework for Waves of Technology*

**Readings for August 28**

**Reading #1:** Top 10 Strategic Technology Trends for 2019: At a Glance, Oct. 2018  
ID: G00374252  
Gartner Research (search on GMU library databases).

We will set up teams and team leaders in class.

**Basic Excel Skills -Your team should go over Excel Module 1 and make sure everyone on the team understands all the concepts from module 1. Team leader should confirm that all participate and understand in a statement submitted on blackboard. Team leader only submits statement – not the assignment. Due Tuesday September 3.**
Class Exercise 1 – Posted on Blackboard – Class participation points 2 – due Tuesday September 3 by midnight 12:00 am.

Class Session 2  Wednesday September 4
Theme: Excel Decision Making and Problem Solving

Decision Making Using Excel – Your team should go over Excel Module 2 and make sure all on your team understand the concepts from module 2. Team leader should confirm that all participate and understand in a statement submitted on blackboard. Due Sunday September 8.

Problem solving using Excel - Your team should go over Excel Module 3 and make sure all on your team understand the concepts from module 3. Team leader should confirm that all participate and understand in a statement submitted on blackboard. Due Wednesday September 11.

Excel Assignment: Your team should complete the excel assignment posted on blackboard. Submit one complete assignment from your team on blackboard. Due Wednesday September 18, drop dead Sunday September 22.

Class Session 3  Wednesday September 11
Technology Infrastructure and Mobile, Cloud and Related Technologies
Technology Adoption Life Cycle
Hype Cycles

Readings for September 11:
Reading #1: Understanding Gartner’s Hype Cycles, January 4, 2017, ID: G00251964

Reading #2: Hype Cycle for Emerging Technologies 2018, Gartner

Reading #3: Cloud Computing (overview of key topics)
https://en.wikipedia.org/wiki/Cloud_computing

Reading #4: 2019 CIO Survey: CIOs Have Awoken to the Importance of AI, January 3, 2019 ID G00375246 Gartner

Reading #5: Predicts 2019: Blockchain Business December 13, 2018 - ID G00374378 Gartner

Teams should prepare for the presentations on emerging technologies for Wednesday September 18.

Class Session 4  Wednesday September 18
Emerging Technologies: Part 1
Course Syllabus for MIS 303

Reading #1: The Future Shape of Edge Computing: Five Imperatives, June 2018 - ID G00334442

Reading #2: Top Strategic IoT Trends and Technologies Through 2023, September 2018, ID G00370381 Gartner

Reading #3: Exploit the Innovation Opportunities Enabled by Future 5G Wireless, December 17, 2018, ID G00376369 Gartner

Reading #4: CIOs Should Measure the Business on How Well They Apply Information Technology, November 2018, ID G00373125 Gartner

Reading #5: How We Will Work in 2027, Gartner Research, April 25, 2017
ID: G00327754

Readings for Teams (depending on your topic):

Top 10 Strategic Technology Trends for 2018: Artificial Intelligence and Advanced Machine Learning, Gartner, March 15, 2017 ID: G00319573

Top 10 Strategic Technology Trends for 2018: Blockchain and Distributed Ledgers, Gartner, March 21, 2017 ID: G00319578


Drones Go To Work, Harvard Business Review, May 2017
https://hbr.org/cover-story/2017/05/drones-go-to-work

Deliverable: Emerging Technology Topics Assignment

Class Session 5: Wednesday September 25
Emerging Technologies: Part 2
Enterprise Systems: ERP, CRM, ECM, SCM
Management Support Systems: Decision Support, Business Intelligence, Knowledge Management

Students should prepare for the CIO topics for class on October 2.

Class Session 6 Wednesday October 2
The Role of the CIO
Governance of IT
Making the Business Case / Total Cost of Ownership
IT and Competitive Advantage

Readings for October 2:

Reading #1: The Specific Role of the CIO in Strategy, September 2017, ID: G00337501
Course Syllabus for MIS 303

**Reading #2:** CIO Futures: CIO Executive Relationships in 2030 – Gartner Research
Published: 23 September 2016, ID: G00305667

**Reading #3:** CIO Futures: The IT Organization in 2030, May 2017, ID: G00305657

**Reading #4:** 2018 CIO Agenda: Industry Insights Overview, October 2, 2017, ID: G00342396

**Class Session 7**  
**Wednesday October 9**

Exam 1: In-Class  
Bot Exercise to be done in class after the exam.

Individual Excel Exam due Friday October 11, drop dead date Sunday October 13

**Class Session 8**  
**Wednesday October 16**

Theme: Business Process and the Value of IT  
Decision Making in the Organization

Making the Business Case assignment due by Tuesday Oct. 12 midnight 12:00 am. Some will be selected to present in class. You need slides of your numbers.

Presentation of student b-case examples

**Class Session 9:**  
**Wednesday October 23**

Introduction to Data and Information Management  
Storing and Accessing Organizational Information  
Trends in “Big Data” and Business Analytics

**Reading #1:** What is Your Data Strategy? *Harvard Business Review*, May-June 2017  
https://hbs.harvard.edu/import/612734

**Reading #2:** How to Integrate Data and Analytics into Every Part of Your Organization, Harvard Business Review, June 2017  
https://hbs.harvard.edu/import/612736

**Reading #3:** Data Ethics Enables Business Value, November 2018, ID G00351656  
Gartner

**Introduction to Access**

**Access Tutorial 1 and Exercise 1 due Wednesday October 30, drop dead Sunday November 2.**

**Case:** Deutsche Bank: Pursuing Blockchain Opportunities (A)  
https://hbs.harvard.edu/import/668261
Class Session 10: Wednesday October 30  
Theme: Information Security, Ethics and Privacy

Case Analysis: Disrupting Wall Street: High Frequency Trading  
https://hbsp.harvard.edu/import/668268

Case Analysis: iPremiere  
https://hbsp.harvard.edu/import/668274

Readings for October 30:


Class Session 11: Wednesday November 6
IT Project Management and Methodologies
Systems Development Life Cycle
Digital Transformation

Reading #1: CIOs Should Start Preparing Now for the Digital Society, February 2017, ID: G00324377

Reading #2: CIOs Can Become Stronger Transformation Leaders by Training the Brain, May 2017, ID: G00347004

Reading #3: Predicts 2018: China Leads Asia in Digital Transformation Driven by AI, December 2017, ID: G00342442

Case: The Tate’s Digital Transformation  
https://hbsp.harvard.edu/import/668275

https://hbsp.harvard.edu/import/668278

Access Tutorial 2 and Exercise 2 due Wednesday November 13, drop dead Sunday November 17

Class Session 12: Wednesday November 13
Theme: IT and Society

Case Analysis: San Francisco 2015: #tech #inequality
Class Session 13  Wednesday November 20
Theme: Global IT Trends

Case Analysis: ZipDial: Reaching the Next 3 Billion Customers
https://hbsp.harvard.edu/import/668277

Readings for November 20:

Class Session 14: Wednesday November 27
Thanksgiving Holiday

Class Session 15: Wednesday December 4
Summary and Review

In-Class part of exam

Final Exam: Wednesday December 11
Final Exam Take Home Part—Due Wednesday December 11 midnight (12:00 am).
Drop Dead Thursday December 12 midnight (12:00 am)

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School of Business Recommendations for Honor Code Violations
Approved May 2016

UG-Non Freshman Students (including transfer students)

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</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>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
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<tr>
<td><strong>Cheating</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>An F in the class; and Academic Integrity Seminar completion</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>2. Cheating on a major</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
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<tr>
<td>Violation</td>
<td>Consequences</td>
<td>Additional Consequences</td>
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<td>Assignment or exam, submitting course work from another course as original work</td>
<td>Academic Integrity Seminar completion, and at least one semester suspension</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>
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<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
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<td>Egregious Violation (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</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.