Course Syllabus for MIS 301/303 005 and 008  F 1:30-4:10  Spring 2016
Introduction to Business Information Systems

COURSE
Number                   MIS 301 – 003
Time                     Friday 1:30-4:15
Place:                   Innovation Hall 204
Course Site              Blackboard Learn

PROFESSOR:
Dr. Candace Deans
Office: Enterprise Hall 147
Cell: 804-400-2400
Home Telephone: 804-364-1038
Email: pdeans@gmu.edu
Office Hours: By Appointment

TEXTBOOK:
This is a customized textbook based on Baltzan, P. (2015). Business Driven Technology, 6th Edition, McGraw-Hill. The customized version of the text has been developed to provide greater focus for the course content. By eliminating material that is not needed for the course and moving away from a hardcover book, you are able to save a significant amount of money on the cost of the book. Two versions of the customized text are available:

- A printed version, with ISBN: 9781308148670 is available through the GMU bookstore. It is gray-scale printing and three hole punched.
- An e-book version is available from the publisher ISBN: 9781121611832
  [www.mcgrawhillcreate.com/shop](http://www.mcgrawhillcreate.com/shop)
  You can search for the book with the book’s title or ISBN. This version is in full color and can be used electronically or in printed form.

Note that earlier versions may not match up accurately with the customized version and are probably out of date, so use them at your own risk!
Mason Libraries are putting required textbooks costing more than $50 on reserve for our students, available in the Gateway (Johnson Center) Library for 2 hour checkouts. Students can check to see if their required books are included by going to the Library Catalog.

SOFTWARE:
Microsoft Excel 2010 and Microsoft Access 2010 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). Microsoft Access 2010 is available for download free of charge to registered School of Business students through the Microsoft Developer Network (MSDN) agreement.

Immediately prior to or during the first week of the semester, you should receive an email from the School of Business IT support group providing you with instructions for downloading the Microsoft Access software. Microsoft Excel is available for purchase in the Johnson Center computer store.

Students who have Macs will need to use the computer labs for Access 2010 assignments or find an alternative solution. Microsoft Access 2010 is not supported for Macs in this class.

ARTICLES:
Harvard Business Review (HBR) articles and others can be found in the GMU library databases under Business Source Complete.

CASES:
Harvard Business School cases can be purchased at the HBR web site. There is a file on blackboard under syllabus that has the links to all the cases – click the link to purchase the case.
The cases are provided at a discount at this link.
Each team should purchase their assigned case. It is not necessary to purchase all the cases.

GARTNER RESEARCH:
Gartner research articles can be found in the GMU library databases.

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
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- An understanding of information technologies, supporting systems, electronic and mobile/wireless technologies, and social media 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. 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). 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.

GRADING POLICY:
The following grading scale will be used in the determination of your final grade.
A  93 - 100
A-  90 - 92
B+  88 - 89
B   83 - 87
B-  80 - 82
C+  78 - 79
C   70 - 77
D   60 - 69
F   Below 60
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This course requires a minimum grade of C to satisfy SOM 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

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making the Business Case</td>
<td>5%</td>
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<tr>
<td>Technology / Business Topic</td>
<td>5%</td>
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<tr>
<td>Assignments – Excel and Access</td>
<td>5%</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>10%</td>
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<tr>
<td>Exam 1</td>
<td>15%</td>
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<tr>
<td>Excel Project and Exam</td>
<td>15%</td>
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<tr>
<td>Access Project and Exam</td>
<td>15%</td>
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<tr>
<td>Exam 2</td>
<td>15%</td>
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<tr>
<td>Class Participation</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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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. Part of each exam is closed book. 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.

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. 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.

MIS 301 Course Topic Outline
Note: More detail will be available on the blackboard

Class Session 1 Friday January 22
Introduction to Business Technology and Information Systems

Readings for January 22
Problem Solving Using Excel
Chapters 12 and 13

Excel Assignment 1 and 2 due Thursday January 28 – drop dead Friday January 29 midnight

Class Session 2 Friday January 29
Framework for Waves of Technology

Readings for January 29:
Decision Making using Excel
Chapter 14

Goal Seek
Solver
Scenario Manager
Excel Assignment 3 due February 4 – drop dead Friday February 5 midnight.

Class Session 3  Friday February 5  
Technology Infrastructure and Mobile, Cloud and Related Technologies  
Technology Adoption Life Cycle  

Readings for February 5  
*Three Skills Every 21st Century Manager Needs*, HBR, January-February 2012.  
*Digital Ubiquity: How Connections, Sensors, and Data are Revolutionizing Business* – HBR Article – Nov. 2014  
*How Smart Connected Products are Transforming Competition* – HBR article – Nov. 2014  
Text: Chapter 1, 3  

Technology Topic Assignment  

Class Session 4  Friday February 12  
Social Business and Technology Trends  
Making the Business Case / Total Cost of Ownership  
**Excel Exam**  
**Bring Excel Team Evaluations to class.**  

Readings for February 12:  
Text: Chapter 7  
How to Lie with Charts – HBR article – Dec. 2014  

*Case: McDonald’s Twitter Campaign*  
*Case: PLB Search: Growing with LinkedIn*  

Class Session 5:  Friday February 19  
Decision Making in the Organization  
Making the Business Case assignment due by Thursday February 18 midnight.  
Some will be selected to present in class. You need slides of your numbers.  

Presentation of student b-case examples  

Excel Project due Thursday February 25 – drop dead Friday February 26 midnight.

Class Session 6  Friday February 26  
Exam 1: Take Home Part – due Friday March 4 – drop dead Sunday March 6 midnight  
IT and Competitive Advantage  
The Role of the CIO
Readings for February 26:
Text: Chapter 2, 11
The Impact of Social Media on C-Level Roles – article posted on blackboard

Class Session 7  Friday March 4
Enterprise Systems: ERP, CRM, ECM, SCM
Business Intelligence, Decision Support Systems, Expert Systems
Text: Chapter 17
Text: Chapter 4

SPRING BREAK March 7-11

Class Session 8  Friday March 18
Business Process and the Value of IT
IT Outsourcing and Management Structures

Exam 1 – in class part

Introduction to Access
Entity Relationship Diagrams

Readings for March 18:
Basic Skills Using Access
Text: Chapter 19
Problem Solving Using Access
Text: Chapter 20
Decision Making Using Access
Text: Chapter 21

Text Chapter 4

Access Assignment 1 due Thursday March 24 - drop dead Friday March 25 midnight

Class Session 9:  Friday March 25
Information Security, Ethics and IT

Case Analysis: iPremiere
Case Analysis: Disrupting Wall Street: High Frequency Trading

Readings for March 25:
Text, Chapter 9

Access Assignment 2 due Thursday March 31 drop dead Friday April 1 midnight

Class Session 10:  Friday April 1
Introduction to Data and Information Management
Storing and Accessing Organizational Information
Trends in “Big Data” and Business Analytics

Readings for April 1:
Analytics 3.0 – HBR article – Dec. 2013
The CEO of Williams Sonoma on Blending Instinct with Analytics – HBR article – Sept. 2014
You May Not Need Big Data After All – HBR article – Dec. 2013

Text: Chapters 5, 6 and 10

Access Assignment 3 due Thursday April 7 drop dead Friday April 8 midnight

Query
Form
Report

Class Session 11: Friday April 8
IT Project Management and Methodologies
Systems Development Life Cycle
Digital Transformation

Readings for April 8:
Text: Chapters 15, 16, 18

Case Analysis: Amazon 2015 –
Case Analysis: Google Glass –

Class Session 12 Friday April 15
IT and Social Responsibility

Bring Access Team Evaluations to class with your name on it

Access Exam in class

Access Project due Thursday April 21 – drop dead Friday April 22 by midnight

Case Analysis: San Francisco 2015: #tech #inequality -

Class Session 13 Friday April 22
Global IT Trends

Case Analysis: ZipDial: Reaching the Next 3 Billion Customers –

Readings for April 22
Course Syllabus for MIS 301

Text:  Chapter 8

Class Session 14:  Friday April 29
Exam 2 in class part

Final Exam May 6 - Exam 2 take home part – drop dead due May 6 midnight.

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**School of Business Recommendations for Honor Code Violations**

*Adopted by the faculty May 2012*

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism—failure to cite/attribute sources</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance; dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Plagiarism—representing someone else’s work as the student's own</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance (at times of hearing and reenrollment if relevant); dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Cheating on an assignment, homework, class participation, or minor project</td>
<td>An F in the class; and Academic Integrity Seminar Attendance</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Cheating on a major project, test, or exam</td>
<td>An F in the class; Academic Integrity Seminar Attendance; and at least one semester suspension</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Egregious Violation [e.g., stealing an exam; submitting coursework from another class as original work; lying to an employer about academic performance]</td>
<td>Dismissal from the program; at least one year suspension; and attendance at Academic Integrity Seminar at the time of hearing and just prior to reenrollment</td>
<td>Expulsion</td>
</tr>
</tbody>
</table>