Instructor - Joseph Mortati | jmortati@gmu.edu | 703-328-5886 | Office: Enterprise Workstation 155 |
Office Hours: 6:00-7:00 PM Wednesdays, 3:30-4:15 PM Thursdays, or by appointment

Course Description and Learning Goals - This course is based on three pillars: turning data into information, solving problems, and making decisions. It introduces hardware, software, and networking fundamentals and emphasizes the roles of Information Technology (IT) in improving business processes and competitive advantage. It covers decision support using spreadsheets as well as basic relational concepts and hands-on experience building business databases. By the end of the course, students should be able to:

- 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. This includes awareness of and skill development in the area of business intelligence.
- Use knowledge of computer networks as part of the IT solutions for improving business processes. This includes knowledge of and skill development in networks and security.
- Be proficient using Excel 2007 to solve problems and make better decisions and have a working knowledge of Access 2007, to include understanding databases, creating tables, queries, and reports.

Textbook and Online Access - You will need both the textbook - Baltzan, P. & Phillips, A. S. (2010), Business Driven Technology, 4th Edition. McGraw-Hill - and the online access card because content such as the Excel and Access exercises are only available at [http://www.mhhe.com/bdt4e](http://www.mhhe.com/bdt4e). If you already have the textbook, you may purchase the premium content card by itself for $15 from the website above. Support issues with McGraw Hill site should first be directed to [http://mpss.mhhe.com/](http://mpss.mhhe.com/) but if this does not resolve your issue in a timely manner, please email me right away.

Learning Goals - Of the ten SOM Learning Goals, this course will focus on the following:

- Our students will be aware of the uses of technology in business.
- Our students will be effective communicators.
- Our students will be knowledgeable about global business and trade.
- Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
- Our students will be critical thinkers.

Roles and Responsibilities - My teaching philosophy is founded on my experience that "People rise to the level that is expected of them." To that end, this course will be taught with the following guidelines for you and me. All students must understand instructors don't "give" grades, students earn them.

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Student</th>
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<tbody>
<tr>
<td>1. Provide clear and complete course rules.</td>
<td>1. Come on time and be prepared for each class.</td>
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<tr>
<td>2. Provide clear and relevant class instruction, consistent with course objectives.</td>
<td>2. Pay attention in class and be engaged - ask questions, don't accept everything at face value. Learn from your interaction with each other as well as from me.</td>
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<tr>
<td>3. Grade using fair criteria consistent with the syllabus, section policies, University guidelines, and the grading of other students.</td>
<td>3. Prepare and submit quality work in accordance with instructions, consistent with course objectives, and by due dates.</td>
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Course Deliverables and Grading Scale

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Points</th>
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<tbody>
<tr>
<td>3 Exams</td>
<td>45</td>
</tr>
<tr>
<td>5 Homework Assignments</td>
<td>45</td>
</tr>
<tr>
<td>Reading Quizzes (pop quizzes)</td>
<td>5</td>
</tr>
<tr>
<td>Class Participation</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

A+  >= 98%   B+  88% - 89%  C+  78% - 79%  D  60% - 69%
A   92% - 97%  B   82% - 87%  C   72% - 77%  F  <= 59%
A-  90% - 91%  B-  80% - 81%  C-  70% - 71%

**Exams** - Three, non-cumulative exams will be given and will be based upon class lectures, textbook material, and discussion of material covered during the classes. Barring truly extreme circumstances, exceptions will not be made for not taking an exam. In case of absence, adequate proof needs to be provided to justify the absence and all missed exams must be made up.

**Homework** - Homework is an integral part of learning the course material; avoid falling behind as it may be difficult to catch up. Late Homework is not accepted. If you need more time, you must request an extension for that assignment via email before the start of the class period in which the assignment is due. I will grant each student one, one class extension per term for any reason (i.e., you do not have to justify your request).

**Acceptable Formats for Homework via Blackboard** - The hands-on exercises in this course are based on Microsoft Excel 2007 and Access 2007 and the only acceptable formats for assignments are: Essay - .doc, .docx, .pdf; Excel - .xls, .xlsx; Access - .mdb, .accdb (note: files created using Access 2010 and containing a formula are not readable in Access 2007, which I will be using, so please make appropriate arrangements).

**Participation** - Coming to class is mandatory and attendance will be taken every class. The 5 points for participation will be earned for participation in class (asking questions and engaging in discussions).

**Extra Credit** - There may be extra credit questions on the exams or homework but there will be no extra credit assignments. Please do not ask for any.

**Course Communications** - All emails will be sent to the student's GMU email account; when sending me an e-mail, the subject line must begin with the course and section number (i.e., 'MIS301-008 [subject]')

**Attendance** - Attendance will be taken each class and to ensure students are doing the readings, Reading Quizzes will administered at the beginning of some classes. Students are solely responsible for all assignments and class materials, even if missed due to absence. Download pertinent course documents before class and well before exams and assignment due dates. You may want to bring these to class as your notes for annotation, but simply reading the PowerPoint slides is insufficient. Likewise, while laptops are encouraged in class, mobile phone/PDA use and recording devices are not permitted.

**University Policies** - The University Catalog, [http://catalog.gmu.edu](http://catalog.gmu.edu), is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at [http://universitypolicy.gmu.edu/](http://universitypolicy.gmu.edu/). All members of the university community are responsible for knowing and following established policies.

**Special Accommodations** - All, special academic accommodations must be arranged through the Disability Resource Center (DRC) at 703-993-2474. I will cooperate fully with DRC to accommodate your special needs but please speak with me personally after the first class period so I am aware.

**Honor Code** ([http://www.gmu.edu/catalog/apolicies/#honor_system_and_code](http://www.gmu.edu/catalog/apolicies/#honor_system_and_code)). - Students are responsible for understanding the code and their word is a declaration of good faith acceptable as truth in all academic matters. Cheating, attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations and will not be tolerated.
Common Undergraduate English Usage and Grammar Errors - I observed the following errors; please don't make these yourself (for a more complete list, please see www.wsu.edu/~brians/errors/errors.html).

Pronouns versus Possessive Pronouns

'It's' is not the possessive form of it - it is the contraction of 'it is'. The same holds true for:

- you → your (not you're, which is the contraction of you are)
- he → his
- her → hers
- they → their (not they're, which is the contraction of they are)
- who → whose (not who's, which is the contraction of who is)

Other common usage errors:

- then vs. than
- that vs. which
- lead vs. led
- lose vs. loose
- everyday vs. every day
- data is the plural of datum (i.e., "data are . . .", not "data is . . .")
- irregardless is not a word, don't use it
- e.g. and i.e. are not interchangeable, here's why:
  - e.g., (exempli gratia in Latin) means "for example" ("at Virginia Universities, e.g., George Mason")
  - i.e., (id est in Latin) means "that is" ("at this university, i.e., George Mason")

It is grammatically correct to have a ',' precede 'and' when there is a list of words to denote a separation of the items as distinct. For example, take two, nearly identical-sounding phrases:

"The budget is to be split between Dan, Chris and Avon."  "The budget is to be split between Dan, Chris, and Avon."

Meaning = Dan gets 50% of the budget and Chris and Avon get the other 50% (or 25% each).

Meaning = Each person gets 33% of the budget.
Some chapter sections will be skipped and some material not contained in the text will be presented in class, as noted. The following schedule is subject to change.

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics and Assigned Reading</th>
<th>Deliverable(s)</th>
<th>Principle(s)</th>
<th>Cases to Read/Research (pp)</th>
</tr>
</thead>
</table>
| 1  | Sep 01| Course Overview; Types of Knowledge; Business-Driven Technology (Ch 1); Brief History of IS* | Student Profile & Expectations | • Laws of Business*  
• Basic Financial Measures* | • The World is Flat (14-15) |
| 2  | Sep 08| Basic Skills Using Excel 2007 (TPI 2); Valuing Organizational Information (Ch 6); Business Processes (BPI 2); Enabling the Organization - Decision-Making (Ch 9) | HW 1 - Essay (2 points) | • Conway's Law*  
• What's your True Airspeed?* | • Cases: British East India Company*, Space Shuttles Challenger and Columbia* |
| 3  | Sep 15| Problem-Solving Using Excel 2007 (TPI 3); Systems Development (BPI 14); Managing Organizational Projects (Ch 18) |  | • First Principles of IS Dev* | • Cases: Disaster at DIA (p. 413), Airbus 320 Warsaw Crash* |
| 4  | Sep 22| IT Project Management (BPI 15) | HW 2 - Excel (12 points) | • Bottom-up vs Top-down*  
• Brook's Law*  
• Madigan's Rules of Testing* | • Cases: Smart Ship USS Yorktown*, Mars Surveyor 98*, Ariane 5 Flight 501* |
| 5  | Sep 29| Decision-Making with Excel 2007 (TPI 4); Information Security (BPI 6) | Exam 1 (15 points) |  | • Think Like the Enemy (310) |
| 6  | Oct 06| Databases (Ch 7); Designing Database Applications (TPI 5); Basic Skills Using Access 2007 (TPI 6) |  |  | • Keeper of the Keys (94-95) |
| 7  | Oct 13| Accessing Organizational Information - Datawarehouse (Ch 8); Business Intelligence (BPI 18) | HW 3 - Excel (10 points) | • Vassalotti's Rule*  
• Business Intelligence Demo* | • Mining the Datawarehouse (104-105) |
| 8  | Oct 20| Problem-Solving Using Access 2007 (TPI 7); Identifying Competitive Advantages (Ch 2); |  | • Porter's Five Forces | • Michael Porter (24-25) |
| 9  | Oct 27| Special Topic - Semantic Intelligence | Exam 2 (15 points) | • Semantic Intelligence* |  |
| 10 | Nov 03| Decision-Making with Access 2007 (TPI 8); Strategic Initiatives for Implementing Competitive Advantages (Ch 3) | HW 4 - Access (12 points) | • Deming and Measurement*  
• Triangles, Squares, Circles* | • Case: Sprint-Nextel "Merger"* |
| 11 | Nov 10| Measuring the Success of Strategic Initiatives (Ch 4); Organizational Structures that Support Strategy (Ch 5) |  |  | • The Ironman (181-182) |
| 12 | Nov 17| Integrating Wireless Technology (Ch 16); Networks and Telecommunications (BPI 5); eBusiness (Ch 14/BPI 11) |  |  |  |
| Nov 24| **No Class - Thanksgiving** |  |  |  |  |
| 13 | Dec 01| Special Topics - Risk and the "Big Picture" and Geospatial Information Systems (GIS) | HW 5 - Access (9 points) | • Using the "Macroscope"*  
• Using GIS* |  |
| 14 | Dec 08| Building a Customer-Centric Organization (CH 11/BPI 9); Integrating the Organization - ERP (Ch 12/BPI 10) |  | • Know your Customers | • eBiz (199-201) |
| 15 | Dec 15|  | Exam 3 (15 points) |  |  |