Course Syllabus (Original: effective 19 January)
MSOM 302: Managing Information in a Global Environment

Spring Semester, 2012
Section 001 – Class meets Monday, 7:20-10:00 PM, Enterprise Hall, Room 178
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E-mail: gcrabtre@gmu.edu

List of abbreviations used in the syllabus
BB: Blackboard
RC: Rainer & Cegielski text
XLTXT: Customized text for EXCEL 2007
TG: Tech Guide in the Rainer and Cegielski text
HW: Homework
SOM: School of Management

Class web page:
The URL for this section of MSOM 302 is available on Blackboard.
(http://mymasonportal.gmu.edu)

Course Objectives:
The objective of this course is to
- Develop a fundamental understanding of business information systems to include:
  - Organizational impacts
  - Systems development
  - Hardware
  - Software
  - Database
  - Telecommunications
  - Software lifecycle
  - Systems quality
  - Other pertinent areas.

Course Materials:

**Note:** Rented Texts, Used Texts, online texts all OK. Details will be given in first class session. The text is a required reading but it is not a substitute or replacement for classroom instruction.

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**Learning goals**

The School of Management has developed the following undergraduate program learning goals to be addressed in its curriculum. MSOM 302, as a course in the Minor in business Program, uses these learning goals as a framework. Thus, MSOM 302 seeks to address a major portion of these goals, focusing on item 2 as its primary objective, but not its sole objective.

1. Our students will be competent in their discipline.
2. **Our students will be aware of the uses of technology in business.**
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

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**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>
</tr>
</thead>
<tbody>
<tr>
<td>1. Provide clear and complete course rules.</td>
<td>1. Come on time and be prepared for each class.</td>
</tr>
<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 much as you learn from me.</td>
</tr>
<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 requirements and grading:**
Students must be officially registered in this section to receive a grade. It is the sole responsibility of the student to verify their own registration status. (I will not verify your registration.) Specifically, you will not receive a grade if your name does not appear on the official class list. (Don’t wait until the end of the semester to be surprised.) Registration problems should be directed to either the SOM Office of Student Services or the Registrar’s Office.

Grading for the course will be based on total points earned by the end of the course. Points will be derived from two Mid-Term Exams, Final Exam, class participation and homework. Whole letters will be assigned as the final course grades.

Final course letter grade assignments:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90% and above</td>
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<tr>
<td>B</td>
<td>80% - 89.9%</td>
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<tr>
<td>C</td>
<td>70% - 79.9%</td>
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<tr>
<td>D</td>
<td>60% - 70%</td>
</tr>
<tr>
<td>F</td>
<td>below 60%</td>
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</tbody>
</table>

Two Exams = 40%
Final Exam = 20%
Homework/Class Participation/Blackboard = 40%

Total = 100%

Learning Tools of the Course:
Primary learning tools of the course include the following:

- **Lectures** - My teaching philosophy is dominated by the adage that ‘learning is an active process’. Lectures are ‘interactive’ in the sense that a constant questioning process takes place with responses expected. To be successful in learning the concepts, you must be actively engaged in the material.

- **Exams** - Two (2) mandatory, exams and a Final Exam will be given, as announced. The exams will be comprehensive of the topics they cover. Exams are based upon the class lectures, textbook material, and discussion of the material covered during the classes. All examinations are to be by individual effort as they will be graded. NO collaboration of any kind is permitted. See the honor code paragraph below. Any collaboration will be treated as an Honor Code violation.

- **Homework** - To be successful in this course, homework will be an integral part of learning the course material. It is in the best interest of the student to complete each and every homework assignment. Homework is for the student’s benefit; it is a diagnostic tool by which the student may assess their understanding and performance. Failure to do so will adversely affect performance, and will negatively impact exam and course grades. Avoid falling behind. Homework assignments will be posted on the website. Homework problems, both their assignment and solution, are the sole responsibility of the individual student.
  - Homework will only be accepted through Blackboard submission. Scanned, hand written work will not be accepted.
  - All graphs must be done in Excel or similar spreadsheet program. No hand drawn graphs will be accepted.
Late Homework is not accepted. If a student needs more time, simply request an extension for that assignment. The request must be made prior to the start of the class period in which the assignment is due. I usually limit a student to 1 extension per term.

Blackboard discussion items are reviewed for content as well as quantity.

Acceptable Formats for Homework via Blackboard:
The hands-on exercises in this course are based on Microsoft Excel 2007 and Access 2007; the only acceptable formats for assignments are:

- Essay - .doc, .docx, .pdf
- Excel - .xls, .xlsx

Honor Code:
Students are responsible for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. These will not be tolerated. For more information on the University's Honor Code, please visit: http://www.gmu.edu/catalog/apolicies/#honor_system_and_code.

Connectivity and Computer Skills:
- Every GMU student is provided with an e-mail account. I will e-mail course announcements to the class list. It is the student’s responsibility to activate and routinely check their GMU e-mail account.
- Most of the course material is available on-line from my course website and is accessible for download over the Internet. It is the student’s responsibility to have reliable and adequate Internet connectivity and access. This includes the use of GMU computers available on campus. Further, the student must be familiar with Internet browsers and navigation.
- For technical help with your personal computing systems, call the GMU support center at 703-993-8870 or send e-mail to support@gmu.edu. However, it is the student’s responsibility to work with their ISP or personal consultant to determine and resolve connectivity and other problems.
- The student must be familiar with the basics of the recent versions of MS Office products, especially MS Word, PowerPoint, and Excel.
- The course website is an electronic medium to facilitate the transfer and dissemination of the course content. It is not a replacement or substitute for attending class.

Attendance Policy:
Attendance in this class is highly recommended in order to be successful in learning the course content. The student is solely responsible for all assignments and material presented in class even if missed due to absence. Attendance will be taken.

Laptops and Tape Recorders:
Laptops are allowed in class. If you have special circumstances for recording devices, please see the instructor to discuss.
Make up Exams:
Notice will be given before each exam; if you cannot take the exam at the designated time, you must make arrangements with the instructor before the exam is given. Exams may be made up only under extreme emergencies AND at the sole discretion of the instructor. A penalty for lateness may be assigned. Missed exams will be assigned a score of zero.

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.

Common Undergraduate English Usage and Grammar Errors:
I have observed the errors listed below in the work place; please don't make these yourself (for a more complete list, please see Dr. Paul Brians' page at: 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 the following:

- 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 denotes 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%
Topics and Schedule:
Some sections in text chapters will be skipped, as announced. Some material not contained in the text may be presented in class, as noted. The exam dates and the specific material coverage for each exam will be announced in class. For other important dates, consult the Fall 2011 Schedule of Classes for the Academic Calendar. The tentative list of topics is given below. **The list is subject to change during the semester.** Changes will be posted/announced via Blackboard.

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Topic for Class</th>
<th>Reading Assignments</th>
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<tbody>
<tr>
<td>Week 1: Jan 23</td>
<td>Is the world flat?</td>
<td>● Ch 1 of RC</td>
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<tr>
<td>Week 2: Jan 30</td>
<td>Info systems</td>
<td>● Ch 2 of RC</td>
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<td>● TG 1 and 2 of RC</td>
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<td></td>
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<td>● Lesson 1 of XLTXT (pg 1 - 33)</td>
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<td>Week 3: Feb 6</td>
<td>Ethics, Privacy and SECURITY</td>
<td>● Ch 3 of RC</td>
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<td>● TG 3 of RC</td>
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<td>● Lesson 2 and 5 of XLTXT (pg 34 - 111)</td>
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<tr>
<td>Week 4: Feb 13</td>
<td>Organizational info systems</td>
<td>● Ch 8 of RC</td>
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<td>● Lesson 6 of XLTXT (pg 112 - 185)</td>
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<td>Week 5: Feb 20</td>
<td>No Class</td>
<td>● No Class</td>
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<td>Week 6: Feb 27</td>
<td>Customer Relationship Management</td>
<td>● Ch 9 of RC</td>
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<td>● Lesson 7 of XLTXT (pg 186 - 253)</td>
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<td>Week 7: Mar 5</td>
<td>Data and knowledge management</td>
<td>● Ch 4 of RC</td>
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<td>● Lesson 8 and 9 of XLTXT (pg 186 - 253)</td>
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<td>● First Exam due</td>
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<td>Week 8: Mar 12</td>
<td>No Class</td>
<td>● Spring Break</td>
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<td>Week 9: Mar 19</td>
<td>Supply chains</td>
<td>● Ch 10 of RC</td>
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<td>● Lesson 11 and 12 of XLTXT (pg 254 - 309)</td>
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<td>Week 10: Mar 26</td>
<td>Managerial support</td>
<td>● Ch 11 of RC</td>
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<td>● Lesson 13 and 14 of XLTXT (pg 310 - 369)</td>
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<td>Week 11: Apr 2</td>
<td>Acquisition</td>
<td>● Ch 12 of RC</td>
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<td>● Lesson 15 and 16 of XLTXT (pg 372 - 431)</td>
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<td>Week 12: Apr 9</td>
<td>Network Apps</td>
<td>● Ch 5 of RC</td>
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<td>● Lesson 17 of XLTXT (pg 432 - 456)</td>
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<td>Week 13: Apr16</td>
<td>E-business and E-commerce</td>
<td>● Ch 6 of RC</td>
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<td>● TG 5 of RC</td>
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<td>● Lesson 19 of XLTXT (pg 458 - 485)</td>
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<td>Week 14: Apr 23</td>
<td>The wireless world</td>
<td>● Ch 7 of RC</td>
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<tr>
<td>Week</td>
<td>Activity</td>
<td>Notes</td>
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<td>Week 15: Apr 30</td>
<td>Guest Speaker</td>
<td>TG 4 of RC</td>
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<td>Week 15: Apr 30</td>
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<td>Lesson 20 of XLTXT (pg 486 -518)</td>
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<td>Week 16: May 7</td>
<td>No Class</td>
<td>Guest Speaker</td>
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<td>Final Exam</td>
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