MIS 301 – 001 – Intro to Business Information Systems – Spring 2013

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Office Hours: MW 12:30 – 1:30 PM
Tu 10:30 – 11:30 AM
(almost) any time my door is open
and by appointment

Course Description – This course looks at the dynamic nature of the modern business environment and the impact of traditional and rapidly emerging information technologies (IT). The course will facilitate the learning of concepts, frameworks, and approaches that are essentially technology independent and will last long after a specific technology is obsolete.

We focus on topics such as business processes and systems analysis and design, database design and construction, strategic issues and IT, as well as general problem solving with IT. These topics are supported through the exploration of the evolution of hardware, software, and their impact on IT capabilities and organizational strategy. Information systems will be examined in terms of organizational competition, responsiveness, and decision making. Privacy and security issues are ongoing challenges and raise new ethical concerns. Related concepts include Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Supply Chain Management (SCM). The Internet and e-Business provide relatively new, and rapidly evolving, opportunities for IT. Using both the material from the textbook and current events from the business press, we will look at how IT is enabling organizations to gain regional, national, and international reach. Cases from the world of technology and business will be used throughout this course to explore and reinforce IT concepts. (Note that a number of mini-cases are included with the textbook; others will be derived from current events and the business press.)

Further, businesses increasingly demand that their employees have proficiency with spreadsheet and database software. More specifically, business-related decision making increasingly utilizes spreadsheets and requires the ability to query databases to generate routine business reports and ask non-routine questions. The hands-on portion of this course will deal with Excel 2007 and Access 2007. You will learn to use different decision-making capabilities and tools available in Excel. And, you will learn basics on how to design, build, and query an Access database, including the creation of custom reports using data retrieved from databases.

Textbook: Introduction to Business Information Systems for MIS 301. (This is a customized textbook based on Baltzan, P. (2012). Business Driven Technology, 5th Edition. McGraw-Hill.) The customized version of the text has been developed to provide greater focus for the course content. Further, 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, i.e., savings up to 75%, depending on which version of the customized textbook you use. Two versions of this customized text are available:

- A printed version, with ISBN of: 9781121556638, with gray-scale printing and three-hole punched is available through the GMU bookstore.
- An e-book version, with ISBN of: 9781121611832, is available from the publisher at: https://create.mcgraw-hill.com/shop/#. (You can search for the book with the ISBN, the book’s title,
This version is in full color and can be used electronically or in printed form.

Note that earlier editions of the textbook may not accurately match up with the customized version and are probably out of date for many concepts, so use them at your own risk!

**Online Resources** – Blackboard CE9.1 (see Course Materials section below)

**Other Resources** – Other reading materials may be assigned. Generally, these will be posted on Blackboard (either in their entirety, via a link to a website, or with a citation that allows you to acquire the full reading through the library) or handed out in class. Refer to the schedule below for a list of reading materials that are already scheduled/assigned.

PowerPoint slides will typically be posted for each chapter or Business Plug-In (BPI) prior to that class. These provide a good high-level view of the material from the chapter, but they DO NOT necessarily include all details/definitions that you will need to master for the exams/quizzes. **It is strongly recommended that you take notes in class.**

**Software** – (PC versions of) Microsoft Excel 2007 and Microsoft Access 2007 will both be used in this class. If you don’t already own or have access to this software, they are available in the computer labs across campus. (Note that there can be compatibility issues with the PC and the Mac versions of the software. It is your responsibility to make sure your assignments meet the required PC standards and work with the PC software.) Further, Microsoft Access 2007 is available for download free of charge to registered School of Management (SOM) 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 SOM 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.) If you do not have a personal computer, MS Excel and Access are also available in the George Mason student computer labs (http://doit.gmu.edu/index.html). You will also likely need to use Microsoft Word and PowerPoint. George Mason and the School of Management currently use Microsoft Office 2007; if you are new to MS Office 2007, you can access online tutorials through the website http://transition.gmu.edu (click Tutorials on the left-hand menu). Additional IT related training is available free to George Mason University students; see http://ITraining.gmu.edu for more information.

**Course 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. 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.

**SOM (School of Management) Undergraduate Program Learning Goals:**

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.**
GMU Honor System and Code:

- George Mason University shares in the tradition of an honor system. The Honor Code is an integral part of university life. Upon application to the university, you signed a statement agreeing to conform to and uphold the Honor code. You are responsible for understanding the provisions of the code; therefore, you are responsible for understanding the provisions of the Honor Code. Plagiarism, cheating, lying, and stealing of academic work and related materials constitute Honor Code violations. Examples of on-line plagiarism and related matters may be found at: [http://mason.gmu.edu/~montecin/plagiarism.htm](http://mason.gmu.edu/~montecin/plagiarism.htm).
- Please refer to the George Mason website pages on the GMU Honor System for further information. [http://www.gmu.edu/org/honorcouncil/guidelines.htm#chap2](http://www.gmu.edu/org/honorcouncil/guidelines.htm#chap2).

Administrivia:

- GMU’s Honor Code is in effect. (See above.)
- Please arrive for class on time. It is unprofessional to be late. Further, late arrivals are disruptive to the whole class. Traffic and parking can be a mess on the Mason campus, so please plan accordingly.
- If you are a student with a disability and you need an academic accommodation, please see me and contact the Disability Resource Center (DRC) at 993-2474. All accommodations must be arranged through the DRC and should be made during the first two weeks of the semester.
- Cell phones, PDAs, etc. should be turned off, muted, or turned to vibrate during class. Please do not send or receive (i.e., read) texts, tweets, e-mail, etc. or other communications during class. Unless otherwise noted, you will not be allowed to use your laptops, cell phones, PDAs, etc. during lecture. Use of the devices during class may lead to their confiscation.
- Notice will be given before each exam; review material may also be provided. Exams must be taken at their designated times and location for your section. Barring unusual circumstances, no exceptions will be made for absence from exams. In case of absence, adequate proof needs to be provided to justify the absence. The decision regarding a make-up exam/quiz will be at the sole discretion of the instructor. Missed exams/quizzes will be assigned a score of 0 (zero). Late arrivals for quizzes may forfeit the opportunity to take the quiz, therefore, please plan accordingly. Late arrivals for exams will typically have until the scheduled end of the exam session to complete the exam, i.e., no extra time.
- Homework assignments are due on the date and time specified on the schedule. Late assignments will be accepted for up to a week; however there will be a 20% penalty for late assignments for each day late. All assignments are due via Blackboard unless otherwise noted. Please make sure assignments are appropriately formatted in the proper software prior to the due date and time. (If the file cannot be opened in the correct software, it cannot be graded and will be penalized and counted as a missed assignment.) And, make sure you are familiar with the submission process in Blackboard. Refer to the assignments for specific details.
- You should keep all of your graded material that is returned to you until after the semester is completed and you have checked your final grade. (Also, keep electronic files of all assignments until the end of the semester, just in case.) If there is a discrepancy between my records and the scores you believe should be recorded for your graded material, my scores will be altered only if you can produce the graded material that I have returned to you as evidence.
- There is no provision for extra credit.
- All exams and quizzes are closed book and closed notes. They will be based on information contained in the textbook (including assignments and cases), class notes, or in-class discussions.
- You may ask for a regrading of a quiz or exam. Any such request must be made by the end of the NEXT class after the material has been handed back. Reevaluation may result in an increase in your score, a decrease in your score, or no change in your score. After this period, the grade for the quiz or exam is final and may not be changed.
- Per SOM and University policy, please use your GMU e-mail account for communications – I will.
• When sending an e-mail, include the course and section number as part of the subject header. It is also a good idea to include a specific reference to the item generating the e-mail, such as HW 1, Quiz 3, etc. Including all of this information will help me to respond more quickly. (Note that this approach closely aligns with standard business practice in most real-world organizations).
• Please do not use the mail facilities in Blackboard unless directed to do so; I won’t typically look there for communications unless I know something is there that needs attention.

Inclement Weather – in the event of inclement weather, check the GMU Homepage or call 703-993-1000. Class will be held if the university is open. Therefore, plan accordingly. However, use your best judgment on whether or not you should travel. Make-up class sessions may be rescheduled by the university. (You can sign up for the Mason Alert system to provide emergency information for various situations at http://alert.gmu.edu. A poster with information on what to do in case of an emergency is in each classroom; additional information can be found at http://www.gmu.edu/service/cert.)

Traffic – You know that traffic can be heavy in the area, especially around campus and during class-change times. In most cases, traffic is not an excuse for being late for class, exams, or quizzes. Please plan accordingly.

Reading Materials – Please read all assigned materials (e.g., chapters, cases, articles, etc.) in advance of the class (or week) for which they are assigned. Chapters, cases, and other reading materials will be discussed during in-class sessions instead of relying on a lecture format. Questions related to the readings are provided in the book or will be provided via Blackboard. Be prepared to answer and discuss these questions in class. Failure to participate will impact your grade. Note that being present does not count as participation – you must be present to participate, but it is not sufficient.

Attendance – It is important that you attend all classes, read the assigned material in advance of the class, prepare for and participate in discussions, and take notes. Do NOT rely solely on the PowerPoint slides for the content; they are not sufficient.

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (3)</td>
<td>60%</td>
</tr>
<tr>
<td>Quizzes (4 or more)</td>
<td>15%</td>
</tr>
<tr>
<td>Homework (6 or more)</td>
<td>25%</td>
</tr>
<tr>
<td>+ Participation</td>
<td></td>
</tr>
</tbody>
</table>

Grades will be assigned based on the following scale:

- A+ 98% or higher
- A 92% or higher, but less than 98%
- A- 90% or higher, but less than 92%
- B+ 88% or higher, but less than 90%
- B 82% or higher, but less than 88%
- B- 80% or higher, but less than 82%
- C+ 78% or higher, but less than 80%
- C 72% or higher, but less than 78%
- C- 70% or higher, but less than 72%
- D 60% or higher, but less than 70%
- F less than 60%

How to Succeed in this Course

• Come to class …!
• Come to class having read the assigned material and be prepared to discuss the material
• Take notes; don’t rely on just the PowerPoint slides or solely on listening, then recalling what was said
• After each class:
  – Review the materials in your notes that were covered
  – Consider what questions were asked and answered
  – What items, if any, were highlighted, during the discussion?
  – What are you still confused about? What questions do you have that were not answered?
  – How does today’s material connect with what has previously been covered?
- How might this material connect to recent or current events?
- How might this material be relevant to my current job or future career?

- What are the key terms/concepts from the chapter/plug-in/mini-case? Do I know what these terms/concepts mean?

- To prepare for a quiz, review the materials that have been covered. Make sure to have read the assigned materials, i.e., chapters/plug-ins/mini-cases, etc. Reread them. Look for real-world examples of how the technology/concept is being used. To give yourself the best chance to succeed, don’t wait until the last minute to start your preparations.

- To prepare for an exam, do the same as for a quiz, only on a larger scale for more material.

- Note that some of this material will require basic understanding of terminology and concepts; it will require basic memorization of definitions, descriptions, examples, even lists. Other material will be much more applied in nature and placed in a business-world context.

- Do the homework assignments and get them turned in on time. While the assignments may not be easy, if you fulfill the specified requirements you will received full credit for the assignment. To be successful:
  - Make sure you understand the requirements for the assignment.
  - Make sure you fulfill all requirements by the deadlines (Note that there may be interim deadlines or subtasks that need to be completed for some assignments.)
  - Make sure you take care of all required details … I may repeat this again!
  - Double-check what you have done against the assignment; what might have been missed?
  - Turn the assignment in by the due date and time, typically via Blackboard.
  - Keep a copy of your assignment(s) until the end of the semester, just as a backup in case there is a problem with your submission.
  - Remember that late assignments will be accepted, with a penalty; better late than never!
  - Unless otherwise noted, you are to complete the assignments on your own. Copying the work of others may result in an Honor Code violation (for ALL involved) and result in a score of zero on the assignment and possibly additional disciplinary action.

- An often-helpful approach to studying for the class is to prepare the material as if you were going to have to teach it or present it to an audience. (This typically requires a much more detailed level of preparation … and goes a long way toward helping you prepare for exams or quizzes.)

- Spend time with the material!
# MIS 301 – 001 – Introduction to Business Information Systems – Spring 2013 - Revised

Note: This schedule is a guide and is subject to revision.

Note: The chapter labels for the customized book are listed for the reading items below. Immediately following (in parentheses) is the label from the general textbook; this original value is also the labeling used on the pages in the book.

<table>
<thead>
<tr>
<th>Week of</th>
<th>Primary Reading Materials</th>
<th>Cases for Discussion (from the textbook)</th>
<th>Supplemental Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/23</td>
<td>Ch 1 – Business Driven Technology; Brief History of IS / IT</td>
<td>The World is Flat (pp.10-11 in customized book)</td>
<td>Ch 12 (was TPI 2) – Basic Skills using Excel (supplemental)</td>
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<td></td>
<td></td>
<td></td>
<td>Ch 13 (was TPI 3) – Problem Solving using Excel (suppl.)</td>
</tr>
<tr>
<td>1/28</td>
<td>Ch 11 (was Ch 9) – Enabling the Organization – Decision Making Ch 4 (was BPI 2) – Business Process</td>
<td>DARPA Grand Challenge (pp. 139-140) Streamlining Processes at Adidas (pp. 49-50) Making Business Decisions (pp. 52-53)</td>
<td>Ch 14 (was TPI 4) – Decision Making using Excel (suppl.)</td>
</tr>
<tr>
<td>2/4</td>
<td>Ch 6 (was BPI 14) – Systems Development Disaster at Denver International (p.77) Ch 5 (was Ch 17) – Building Software to Support an Agile Org Ch 7 (was Ch 18) – Managing Organizational Projects</td>
<td>Reducing Ambiguity (pp. 78-79); Making Business Decisions (pp. 79-80) Business Subject Matter Experts … (pp. 84-85)</td>
<td>Quiz 1</td>
</tr>
<tr>
<td>2/11</td>
<td>Continued … …</td>
<td>Continued from above</td>
<td>Quiz 2</td>
</tr>
<tr>
<td>2/18</td>
<td>Wrap up above materials (if needed)</td>
<td>Exam 1 (Wednesday)</td>
<td></td>
</tr>
<tr>
<td>2/25</td>
<td>Ch 15 (was Ch 7) – Storing Organizational Information – Databases Ch 16 (was Ch 8) – Accessing Org Information – Data Warehouses</td>
<td>Keeper of the Keys (pp. 212-213) Mining the Data Warehouse (pp. 221-222) Harrah’s – Gambling Big on Technology (See Blackboard) Unit Closing – Case One, etc. (pp. 224-235)</td>
<td>Ch 18 (was TPI 5) – Designing Database Apps (suppl.) Ch 19 (was TPI 6) – Basic Skills using Access (suppl.)</td>
</tr>
<tr>
<td>3/4</td>
<td>Continued from above</td>
<td>Continued from above</td>
<td>Ch 20 (was TPI 7) – Problem Solving Using Access (suppl.) Ch 21 (was TPI 8) – Decision Making Using Access (suppl.)</td>
</tr>
<tr>
<td>3/11</td>
<td>SPRING BREAK</td>
<td>SPRING BREAK</td>
<td>SPRING BREAK</td>
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<tr>
<td>3/18</td>
<td>Ch 17 (was BPI 18) – Business Intelligence</td>
<td>Plug-In Summary – Intelligent Business, etc. (pp. 248-253)</td>
<td>Quiz 3</td>
</tr>
<tr>
<td>3/25</td>
<td>Ch 10 (was BPI 6) – Information Security</td>
<td>Closing Case … Thinking Like the Enemy, etc. (pp. 121-124)</td>
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<tr>
<td>4/1</td>
<td>Continued …</td>
<td>Exam 2 (Wednesday)</td>
<td></td>
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<tr>
<td>4/8</td>
<td>Ch 2 – Identifying Competitive Advantage</td>
<td>Business Week Interview w/ Michael Porter (pp. 21-22)</td>
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<tr>
<td>4/22</td>
<td>Ch 8 (was Ch 14) – E-Business Ch 9 (was BPI 11) – E-Business E-Business (Supplemental Chapter … to be provided)</td>
<td>eBiz (pp. 92-94) Closing Case Two, etc. (pp. 108-110)</td>
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<tr>
<td>4/29</td>
<td>E-Business (continued …)</td>
<td>Continued from above …</td>
<td>Quiz 4</td>
</tr>
<tr>
<td>5/6</td>
<td>Strategy &amp; E-Business (continued …)</td>
<td>Wrap up above materials (as needed)</td>
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<tr>
<td>5/8</td>
<td>Final Exam (Exam 3) Section 001 (regularly meets MW 1:30 – 2:45 PM)</td>
<td>Final Exam Wednesday, May 8 @ 1:30 – 4:15 PM at regular classroom location</td>
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Note that there will be a variety of Homework assignments in Excel, Access, and other formats. The due dates for each will be announced and posted in Blackboard as the assignments are made.