Course Syllabus for MIS 301—Spring 2015
Introduction to Business Information Systems

COURSE
Number M 301
Time T/TH 7:30 am -8:45 am
Place: Mason Hall D001
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:
ISBN: 9780390169747
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.

You can search for the book with the ISBN, the book’s title, or the university name. 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Note that earlier versions may not match up accurately with the customized version and are probably out of date, so use them at your own risk!
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.

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

- 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.
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 2 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.

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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<tbody>
<tr>
<td>A</td>
<td>93 - 100</td>
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<tr>
<td>A-</td>
<td>90 - 92</td>
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<tr>
<td>B+</td>
<td>88 - 89</td>
</tr>
<tr>
<td>B</td>
<td>83 - 87</td>
</tr>
<tr>
<td>B-</td>
<td>80 - 82</td>
</tr>
<tr>
<td>C+</td>
<td>78 - 79</td>
</tr>
<tr>
<td>C</td>
<td>70 - 77</td>
</tr>
<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.

COURSE EVALUATION

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Making the Business Case</td>
<td>5%</td>
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<tr>
<td>Technology Topic</td>
<td>5%</td>
</tr>
<tr>
<td>Assignments – Excel and Access</td>
<td>10%</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>10%</td>
</tr>
<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 Tuesday January 20
Introduction to Business Technology and Information Systems

Readings for Jan. 20
Three Skills Every 21st Century Manager Needs, HBR, January-February 2012.

Class Session 2 Thursday January 22
Framework for Waves of Technology
Technology Adoption Life Cycle

Readings for Jan. 22
Text: Chapter 1

Class Session 3 Tuesday January 27
Technology Infrastructure and Mobile, Cloud and Related Technologies

Readings for Jan. 27:
Text: Chapter 3

Basic Skills Using Excel
Text: Chapter 12

Class Session 4 Thursday January 29
The Internet of Things, 3D Printing and Related Technologies

Technology Topic Assignment

Readings for Jan. 29:
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

Problem Solving Using Excel
Text: Chapter 13

Class Session 5 Tuesday February 3
Social Business and Technology Trends

Readings for Feb. 3:
Text: Chapter 7
Excel Assignment 1 and 2 due

Class Session 6 Thursday February 5
Decision Making using Excel
Chapter 14

Technology Topic Assignment

Class Session 7 Tuesday February 10
IT and Competitive Advantage
The Role of the CIO

Readings for Feb. 10
Text: Chapter 2
The Impact of Social Media on C-Level Roles – posted on blackboard

Class Session 8 Thursday February 12
Business Process and the Value of IT
Making the Business Case / Total Cost of Ownership

Readings for Feb. 12:
Text: Chapter 4
How to Lie With Charts – HBR article – Dec. 2014

Excel assignment 3 due

Class Session 9 Tuesday February 17
Decision Making in the Organization
Making the Business Case assignment due by Monday Feb. 16. Some will be selected to present in class. You need slides of your numbers.

Presentation of student b-case examples and class discussion

Class Session 10 Thursday February 19
Decision Making in the Organization – Part 2

Presentation of student b-case examples and class discussion

Class Session 11 Tuesday February 24
Enterprise Systems: ERP, CRM, ECM, SCM
Business Intelligence

Readings for Feb. 24:
Text: Chapter 17
Class Session 12    Thursday February 26

Readings for Feb. 26:
Text: Chapter 11

Class Session 13    Tuesday March 3
Exam 1

Class Session 14:   Thursday March 5
Excel Project and Exam

Class Session 15:   Tuesday March 17
Case Analysis: Google Glass
Case Analysis: 3D Systems

Class Session 16    Thursday March 19
Case Analysis: Optimization and Expansion at OpenTable
Case Analysis: Disrupting Wall Street: High Frequency Trading

Class Session 17    Tuesday March 24
Introduction to Data and Information Management
Storing and Accessing Organizational Information

Readings for March 24:
Text: Chapters 15, 16, 18

Basic Skills Using Access
Text: Chapter 19

Class Session 18    Thursday March 26
Trends in “Big Data” and Business Analytics

Readings for March 26:
Analytics 3.0 – HBR article – Dec. 1013
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


Access Assignment 1 Due
Course Syllabus for MIS 301

Class Session 19   Tuesday March 31
Problem Solving Using Access
Text:  Chapter 20

Case Analysis: Netflix: Designing the Netflix Prize (A)

Class Session 20   Thursday April 2
IT Project Management and Methodologies
Systems Development Life Cycle

Readings for April 2:
Text:  Chapters 5, 6 and 10

Case Analysis: LifeRay: A Portal and Content Management Platform

Access Assignment 2 Due

Class Session 21   Tuesday April 7
Decision Making Using Access
Text:  Chapter 21

Case Analysis: YonYou 2013

Class Session 22   Thursday April 9
Information Security, Ethics and Privacy

Readings for April 9:
Text:  Chapter 9
With Big Data Comes Big Responsibility – HBR article – November 2014

Access Assignment 3 Due

Class Session 23   Tuesday April 14
Global IT Trends

Readings for April 14:
Text:  Chapter 8

Class Session 24   Thursday April 16
Case Analysis: Google, Inc. 2014
Case Analysis: Information Systems Strategy at Neelkanth Drugs

Class Session 25   Tuesday April 21
Case Analysis: SAP 2014: Reaching the Cloud
Case Analysis: Social Strategy at Cisco Systems

Class Session 26   Thursday April 23
Case Analysis: The Rise and Fall of Nokia
Case Analysis: Adidas Group: IT Multi-Sourcing at Adidas

Class Session 27      Tuesday April 28
Technology and Society Discussion

Class Session 28      Thursday April 30
Summary
Access Project and Exam

Final Exam

Note: It may be necessary to shift the excel assignments and due dates in the event of bad weather.
## School of Business Recommendations for Honor Code Violations

*Adopted by the faculty May 2012*

### 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>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>
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