Wayne State University

School of Business

COURSE: ISM 3630 – Business Information Systems

INSTRUCTOR: Toni M. Somers, PhD, Professor of Information Systems
Office: Prentis Bldg. Suite 300, 313.577-8598

COURSE DATES: August 28 to December 2013

ONLINE RESOURCE: Blackboard is used to store course presentations and resource material and for submission of assignments and assessments
.

CLASSROOM SESSIONS: Online

OFFICE HOURS: 10:00 to 1:00 Tuesdays; other times available by appointment and can include phone calls, Google talk, Facebook and Skype.

Syllabus Changes: I reserve the right to make adjustment in this syllabus whenever I judge that the adjusted syllabus will better serve the overall learning needs of the class.

TEXTBOOK:
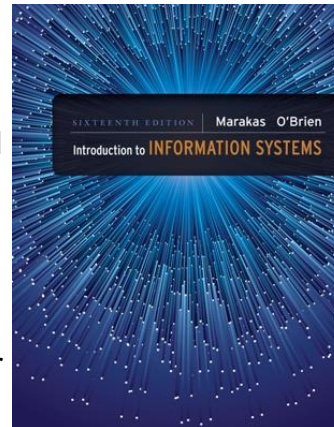
TEXTBOOK--softcover

Introduction To Information Systems

O'Brien, James A. and Marakas G. M., 16th Edition - Irwin/McGraw Hill. Details of the 16th edition:
ISBN: 978-0-07-337688-2
MHID: 0-07-337688-4

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COURSE DESCRIPTION:

This course focuses on a management oriented study of computer information systems in business. It provides an overview of the manner in which information systems and information technology supports business processes, managerial decision making and organizational strategy.

This course will provide students with a framework for understanding the key components and integration of business systems including information system strategy, networks, security, databases and data management, wireless and mobile computing, social networks, ethics and privacy.

PREREQUISITES:

- None

COURSE MATERIALS:

► OTHER COURSE MATERIALS:

Microsoft Office (Word, PowerPoint, Excel) and a Web Browser

COURSE METHODS & OBJECTIVES:

►COURSE METHODS:

- Classroom Lectures
- Individual Assignments and Assessments
- Weekly Quizzes
- Case Studies
- Discussion Board

►COURSE OBJECTIVES:

- Examine challenges and issues in selecting, implementing and maintaining information systems in business environments.
  - Given scenarios, students will research, analyze and discuss challenges and issues in the use of various information technologies in a business environment through case studies and group discussion.
- Demonstrate effective business communication skills.
  - Given scenarios, students will demonstrate appropriate business communication skills through practice written assignments and presentations
- Demonstrate an understanding of the various components and technologies incorporated into information systems utilized by various types of business entities.
  - Given scenarios, students demonstrate an understanding of the information systems components and technologies through case studies and group discussion.

GUIDELINES:

▶ ASSIGNMENTS:

The purpose of assignments is to reinforce the learning process.

▶ Individual Video Assignments:

Students will be responsible for viewing 15 short videos (2 – 10 minutes) and writing
a brief summary for each video (approximately 1/2 page to 1 page) as to how that company /
organization uses technology as well as technology's impact on reducing their costs, providing
better customer service and competing more effectively (if applicable). You will upload your
responses to the video(s) in one Word Document in BlackBoard under that week's specific video
assignment.

You will get 5 points for each video response for a total of 75 points.

These videos are listed under **"Course Documents"**-- then under that week's assignment in
BlackBoard.

You will need to have Quicktime software installed on your computer
in order to view the videos. It is a free download. If you need to download Quicktime,
you can go to   www.apple.com/quicktime/download/   and follow the instructions.

Weekly Videos and running time for each shown below. See Blackboard site to access these
weekly.

Zappos-Looks at Zappos' focus on providing high-quality customer service.	13:15
Looking forward: the future of the World Wide Web	2:24
Tim O'Reilly on Lessons from Facebook and Privacy - Tim O'Reilly discusses the privacy balancing act Facebook is highlighting for both online companies as well as users.	5:04
Cloud Computing Could Transform the Internet - Spencer Michels reports on how some businesses are embracing a different way to store data.	9:36
Video "Mash-up" Gets Govt. Official Fired - *White House apologizes after USDA employee is fired.*	7:29
Twitter Takeover - *Twitter: harmless fad or internet revolution?*	9:31
Entrepreneurship? There's an App for That - While the recession has scattered most industries, it has sparked innovation across a range of others.	7:27
Collaboration- Artist Stan Carroll discusses how he uses technology to run his small business.	9:28
rocketboom.com – Andrew Baron discusses his video blog.	11:08
MTV_U - Steven Friedman discusses the latest venture from MTV aimed exclusively at universities and college students.	9:00
Cirque du Soleil + Disney - Explains how Cirque du Soleil and Disney use technology.	9:30

Hurricane Katrina Recovery - Examines the role IT played in the disaster recovery effort.	10:24
Spawn.com – Todd McFarlane's comic books, toys, and films enjoy customer loyalty many companies can only dream of. Show how the company uses its web site to build a following for their products and get existing customers to buy more.	7:22
Digital Domain – The special effects shop responsible for the stunning effects of the movie *Titanic* reveals how IT helps them. What do they use?	7:55
Online job search industry – For an industry so young, it seems improbable but players like Monster and Hot Jobs are already being forced to reinvent their business model by new competitors and technologies. How are they doing it?	6:38

▶ **Written Chapter Case Assignments (4):**

You are assigned 4 case studies to complete on your own. Please answer all the "Case Study Questions" <u>only</u> at the end of each Case.

Please answer these questions in a minium of one page and at most 2 single spaced pages.

Chapter 3 Real World Case #2:
"IT in Health Care: Voice Recognition Tools Make Rounds at Hospitals"

Chapter 5 Real World Case #1:
 "Beyond Street Smarts: Data Driven Crime Fighting"

Chapter 9 Real World Case #1:
 "Sony, 1-800-Flowers, Starbucks & Others: Social Networks, Mobile Phones and the Future of Shopping"

Chapter 13 Real World Case #2:
 "Wyoming Medical Center, Los Angeles County and Raymond James: End Point Security Gets Complicated"

All Case Assignments are due as scheduled. See **WEEKLY TOPIC AND ASSIGNMENT SCHEDULE.**

▶**QUIZZES:**

There will be **14 individual quiz assessments** corresponding to each chapter in the textbook. Quizzes consist of questions answered with True/False and multiple choice responses to help reinforce the learning process. **All chapter quizzes must be completed before each test opens** (See **WEEKLY TOPIC AND ASSIGNMENT SCHEDULE**)

▶ **TWO TESTS & FINAL EXAM:**

There are two tests and one final exam. Each test and final covers specific chapters in your text. Test 1 covers chapters 1 to 4 and consists of 40 questions, Test 2 covers chapter 5 through 9 and consist of 50 questions and the Final exam cover the last chapters 10 through 14 and has 60 questions. Each question is worth 1 point and they are equally distributed over the chapters tested. The Tests and Final Exam are open online for a limited time. Please schedule accordingly as there will be no makeup exams provided unless documented with a very good reason.

 The dates scheduled for tests and final exam can be found under this section of the syllabus: (See **WEEKLY TOPIC AND ASSIGNMENT SCHEDULE).**

▶DISCUSSION BOARD ASSIGNMENTS:

Students will be required to participate and interact with one another during the semester by means of Blackboard discussion questions.

▶MAKE-UP POLICY:

There will be no make up quizzes, exams, assignments without prior approval.

COURSE POINTS & GRADING SCALE:

►COURSE POINTS:

Your performance in this course will be assessed as follows:

Assessment	Points
Weekly quiz for each chapter (14 @ 20 questions worth 20 pts. each)	280
Test 1 over Chapters 1 to 4	40
Test 2 over Chapters 5 to 9	50
Final exam over Chapters 10 to 14	60
Case Analysis (4 @ 25 pts.)	100
Video Assignments (15 @ 5 pts	75
Discussion Board Participation (14 @ 3 pts. each)	45
Total	**650**

►GRADING SCALE:

585 and above = A

572 - 584 = A-

553 - 571 = B+

520 - 552 = B

507 - 519 = B-

488 - 506 = C+

455 - 487 = C

442 - 454 = C-

422 - 441 = D+

390 - 421 = D

below 390 = F

WEEKLY TOPIC AND ASSIGNMENT SCHEDULE:

	Date	Topic
1	8/28 to 9/5	CHAPTER 1: Foundations of Information Systems in Business **Complete Discussion Board Question (due: 9/5 midnight)** **Weekly Video Assignment (due: 9/5 midnight)**
2	9/4 to 9/11	CHAPTER 2: Competing with Information Technology **Complete Discussion Board Question (due: 9/11 midnight)** **Weekly Video Assignment (due: 9/11 midnight)**
3	9/11 to 9/18	CHAPTER 3: Computer Hardware **Complete Discussion Board Question (due: 9/18 midnight)** **Weekly Video Assignment (due: 9/18 midnight)**
4	9/18 to 9/25	CHAPTER 4: Computer Software **Complete Discussion Board Question (due: 9/25 midnight)** **Weekly Video Assignment (due: 9/25 midnight)** **Due 9/25 (by noon): Chapter 3 Real World Case #2**
		Chapter 1 to 4 quizzes must be completed by 8 am on 9/26
	TEST 1	**TEST 1: Opens 8 a.m. on 9/26 and closes by noon on 9/28** **Topics: Chapters 1 to 4**
5	9/25 to 10/2	CHAPTER 5: Data Resource Management **Complete Discussion Board Question (due: 10/2 midnight)** **Weekly Video Assignment (due: 10/2 midnight)**
6	10/2 to 10/9	CHAPTER 6: Telecommunications & Networks **Complete Discussion Board Question (due: 10/9 midnight)** **Weekly Video Assignment (due: 10/9 midnight)** **Due 10/9 (by noon): Chapter 5 Real World Case #1**

7	10/9 to 10/16	CHAPTER 7: Electronic Business Systems **Complete Discussion Board Question (due: 10/16 midnight)** **Weekly Video Assignment (due: 10/16 midnight)**
8	10/16 to 10/23	CHAPTER 8: Business Across The Enterprise **Complete Discussion Board Question (due: 10/23 midnight)** **Weekly Video Assignment (due: 10/23 midnight)**
9	10/23 to 10/30	CHAPTER 9: Electronic Commerce Systems **Complete Discussion Board Question (due: 10/30 midnight)** **Weekly Video Assignment (due: 10/30 midnight)**
		Chapter 5 to 9 quizzes must be completed by 8 a.m. on 10/31
	TEST 2	**TEST 2: Opens 8 a.m. on 10/31 and closes by noon on 11/2** **Topics: Chapters 5 to 9**
10	10/30 to 11/6	CHAPTER 10: Supporting Decision Making **Complete Discussion Board Question (due: 11/6 midnight)** **Weekly Video Assignment (due: 11/6 midnight)** **Due 11/6 (by noon): Chapter 9 Real World Case #1**
11	11/6 to 11/13	CHAPTER 11: Business / IT Strategies For Development **Complete Discussion Board Question (due: 11/13 midnight)** **Weekly Video Assignment (due: 11/13 midnight)**
12	11/13 to 11/20	CHAPTER 12: Implementing Business / IT Solutions **Complete Discussion Board Question (due: 11/20 midnight)** **Weekly Video Assignment (due: 11/20 midnight)**
13	11/20 to 11/27	CHAPTER 13: Security & Ethical Challenges **Complete Discussion Board Question (due: 11/27 midnight)** **Weekly Video Assignment (due: 11/27 midnight)**
14	11/27 to 12/4	CHAPTER 14: Enterprise & Global Management of Information Technology **Complete Discussion Board Question (due: 12/4 midnight)** **Weekly Video Assignment (due: 12/4 midnight)**
	12/9	Classes End **Weekly Video Assignment (due: 12/9 midnight)** **Due 12/9 (by noon): Chapter 13 Real World Case #2**
		Chapter 10 to 14 quizzes must be completed by 8 a.m. on 12/12
	FINAL EXAM	**FINAL EXAM: Opens 8 a.m. on 12/12 and closes by noon on 12/14** **Topics: Chapters 10 to 14**

STATEMENT REGARDING PROFESSIONAL CONDUCT

Wayne State University students are expected to conduct themselves in a manner that is conducive to continued growth toward a business and/or professional career. Each student is expected to access classes regularly and to be fully prepared. All students are expected to act professionally and with a high degree of ethical conduct while applying themselves fully to the job of learning. All communications are expected to be conducted in a professional manner, whether written or oral.

It is the student's obligation to know and observe all University policies and procedures and to keep current by reading the materials posted on the Wayne State University Web Site and in its printed policies and bulletins.

STATEMENT REGARDING ACADEMIC MISCONDUCT

Plagiarism, unauthorized collusion on examinations, theft, sale, purchase or other unauthorized procurement of examinations or essay material, use of unauthorized aids while taking an examination, having someone else take an exam in your place or submitting for credit any paper not written by student, taking an exam for another student, copying of "do not copy" designated library materials, copying copyrighted software and destruction of equipment by introducing a computer virus and other similar actions are considered to be academic misconduct and unacceptable for students enrolled at Wayne State University.

STATEMENT REGARDING DIVERSITY

This course embraces the diversity of our students by providing an environment which is supportive, safe and welcoming. We will listen respectfully to a diversity of ideas, beliefs and cultures presented by the members of the class.

Wishing you an enjoyable course and keep in touch!