



BUS 150: MANAGEMENT INFORMATION SYSTEMS
HAGAN SCHOOL OF BUSINESS ♦ IONA COLLEGE ♦ NEW ROCHELLE ♦ NEW YORK



INSTRUCTOR: Wayne Thomas Spies

OFFICE HOURS: Monday and Wednesday, 9:00 A.M.-noon (Eastern US), and at other times by appointment.

TELEPHONE: I am available at (203) 930-8786. Do **not** call me at any other number, under any circumstances.

WEB SITE: The Web site for this course is <http://waynespies.com>. Click BUS 150

E-MAIL: spies@aya.yale.edu

DESCRIPTION: Developing and using Management Information Systems (MIS) effectively requires an understanding of the business organization, management, and information technology. The overall objective of this course is to expose the student to the full range of management issues raised by information technology. After an overview of the conceptual foundations underlying all information systems, the course deals with MIS applications within the individual functional areas of business and covers specific types of information systems including decision support systems, executive information systems, expert systems, and office automation. MIS applications development is discussed, encompassing information resource planning, systems analysis, design, and implementation. The course covers the management, control, and security of MIS resources, and societal and international issues. Students will gain an understanding of business concepts and develop skills in solving management problems using software.

OBJECTIVES: Upon completing this course, students will be able to:

1. Describe examples of how MIS is used to achieve competitive advantage;
2. Discuss the strategic importance of recent advances in computer technology and the Internet. Students will be able to discuss how the World Wide Web, the Internet, e-commerce, and associated technologies are dramatically changing organizations;
3. Discuss various issues, risks, and resource decisions facing organizations as they attempt to harness the ever-expanding power of Information Systems; and,
4. Use computers to design and build their own applications (e.g., Web site, database, complex spreadsheets) in a way that extends their computer literacy while illustrating principles of MIS.

PREREQUISITE: None.

FORMAT: This course is delivered in a blended learning format, combining some of the best elements of on-line and in-person instruction. A variety of teaching techniques will be used, such as traditional lectures, on-line synchronous lectures, class discussions, hands-on exercises, discussion boards, and online sessions.

TERM: Spring 2012

TIME: We will meet from 6:30 P.M. to 9:30 P.M.

LOCATION: Hagan Hall (we will meet from time-to-time in the computer lab)

TEXT: *Management Information Systems, (10th Edition or higher)* by Kenneth Laudon and Jane P. Laudon

SPECIAL NEEDS: Do you have special needs? A disability or medical condition? Language or cultural issues? The extent to which these factors require accommodation may not be obvious. If you have special needs, discuss the matter with me at your earliest convenience, and I will be happy to work with you to avoid and/or address any problems.

SYLLABUS CHANGES: The syllabus and course schedule are subject to change at my discretion throughout the term. Any changes or additional assignments will be announced in class and posted at my Web site. Neither the syllabus nor the course outline shall be construed as a contract, implied or expressed, between the student and the professor and/or this school.

ACADEMIC INTEGRITY: Ethical choices are essential to one's professional and personal life. I expect that you will conform to the highest standards of academic honesty and ethical behavior in accordance with the mission of this program. Cheating—attempting to deceive me or this program on matters of authorship or academic performance—on the smallest matter, is a grave issue and will result in severe sanctions.

In particular, plagiarism—failure to attribute the intellectual contribution of others in accordance with an established style guide—is not acceptable.

I understand that you may face enormous pressures and temptations, but I reiterate: cheating of any kind, for any reason, will not be tolerated. There is no exception. There is no wink-and-a-nod of tacit approval. You are *personally* and *solely responsible* for your actions.

PARTICIPATION: The book presents only a portion of the course material. The importance of participation cannot be overstated. If you can't attend, let me know, via e-mail.

HOMEWORK: Homework will be announced in class and/or posted at the course Web site. All deliverables are to be submitted via e-mail unless otherwise stated.

LATE POLICY: Assignments must be submitted on time in order to receive full credit. I may be unable to give late papers much — if any — feedback.

Late contributions to a Discussion Board receive no points. Such contributions are analogous to walking into an empty room after you missed a meeting, saying something, and then expecting to be rewarded.

Once the Group Project is due, subsequent individual work is irrelevant and will receive no consideration.

If you miss a quiz, you will receive a zero.

If you miss an exam, you have one week to take a make-up exam, at a time and place that I will specify.

I reserve the right to grant exceptions on a case-by-case basis, if you let me know the circumstances at the earliest opportunity and if, in my opinion, an exception is warranted.

PERSONAL CONDUCT: Students must conduct themselves in a manner conducive to the learning environment. Behavior that, in my judgment, is rude, disruptive, or otherwise inappropriate will not be tolerated.

ONLINE COMPONENT: In order to participate in the on-line portions of this course, your system must be capable of displaying .PDF files, and of playing sound and video in *both* QuickTime® and Adobe® Flash formats:

- The QuickTime plug-in is free and can be downloaded from <http://Apple.com>.
 - The Adobe® Flash plug-in is free and can be downloaded from <http://Adobe.com>.
 - The Adobe® Reader plug-in is free and can be downloaded from <http://Adobe.com>.
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<i>ASSESSMENT:</i> Participation	Participation is based on the quality—not the quantity—of your contribution to the class, including your personal conduct.	15.0
Group project	Your individual grade is based on your contribution to your group’s success.	15.0
Term paper	There are two criteria: writing and analysis; a detailed rubric is posted on the Web site.	25.0
Individual assignments	<ul style="list-style-type: none"> • Do not submit drafts; once an assignment is submitted, it cannot be resubmitted. • Each assignment is graded on a simple five-point scale: <ul style="list-style-type: none"> 1 - Submitted 1 - On-time 1 - Complete 1 - Correct 1 - Exceeded expectation 	15.0
Quizzes	The multiple-choice quizzes are primarily based on my lecture material.	15.0
Exam		15.0
		100.0
90-100 = A	80-89 = B	70-79 = C
		60-69 = D
		<60 = F

BUS 150: MANAGEMENT INFORMATION SYSTEMS — TENTATIVE SCHEDULE

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DATE	MODE	TOPIC
Session 1: January 23	In class	<ul style="list-style-type: none"> • Review the syllabus • Introduce the course • On the business degree • The Productivity Paradox • Review the common user interface
Session 2: January 30	In class	<ul style="list-style-type: none"> • Ethics • Microsoft® Word Styles • Assessing information quality • Group formation
Session 3: February 6	On-line	<ul style="list-style-type: none"> • On Résumés • On Distance Learning • On MIS • The term paper
Session 4: February 13	In class	<ul style="list-style-type: none"> • Databasics: Microsoft® Access • Intellectual property • Enterprise systems
Session 5: February 20 - Presidents Day	On-line	<ul style="list-style-type: none"> • TBA
Session 6: February 27	In class	<ul style="list-style-type: none"> • Evils of data entry... • OLE • HTML
Session 7: March 5	On-line	<ul style="list-style-type: none"> • Evaluating Web sites • Unified communications
Session 8: March 19	In class	<ul style="list-style-type: none"> • Security • Privacy
Session 9: March 26	On-line	<ul style="list-style-type: none"> • The Meltdown Scenario • Hardware/software • A Critical View of Systems
Session 10: April 2	In class	<ul style="list-style-type: none"> • Ergonomics • A managerial overview (and review) • Using Microsoft® Excel • The emerging business paradigm
Session 11: April 9 - “Easter Monday”	On-line	<ul style="list-style-type: none"> • Knowledge management • Group work
Session 12: April 16	In class	<ul style="list-style-type: none"> • Role of the WWW and the cloud • Emerging platforms • Social media
Session 13: April 23	On-line	<ul style="list-style-type: none"> • TBA
Session 14: April 30	In class	<ul style="list-style-type: none"> • Your group will have 15 minutes to present your findings • MIS case studies • Microsoft® Excel, as needed • Review for final exam
Session 15: May 7	In class	<ul style="list-style-type: none"> • Course wrap-up • The Final Exam is comprehensive, and it will be held in our regular classroom, at the normal time. Please be prompt.
