

# ELMIRA COLLEGE

Winter 2018

Undergraduate Studies

## MIS 3010 (Section 01) INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

INSTRUCTOR: Matthew W. Burr, Assistant Professor

<http://burrconsultingllc.com/>

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|------------------------------------|-----------------------------------------------------------------------------------------|
| <b>CLASS LOCATION:</b>             | GTL Finance Room                                                                        |
| <b>OFFICE PHONE:</b>               |                                                                                         |
| <b>E-MAIL ADDRESS:</b>             | <a href="mailto:Mburr@elmira.edu">Mburr@elmira.edu</a>                                  |
| <b>COURSE WEB PAGE:</b>            | <a href="http://Canvas.elmira.edu.frames.aspx">http://Canvas.elmira.edu.frames.aspx</a> |
| <b>CLASS LOCATION &amp; HOURS:</b> | Gillette #12 and Office Hours: Canvas for Information                                   |
| <b>CLASS CODE:</b>                 | MIS 3010 Three Credit Hours                                                             |

## **A. COURSE DESCRIPTION**

This course provides an introduction to computer-based information systems used by management. The course is designed to provide students with a working knowledge of the basic production software used by most businesses.

**Prerequisites: Accounting 2010 or Management 2240 or Marketing 2250 and junior standing**

## **B. METHOD OF INSTRUCTION**

1. Readings from textbook and supplemental materials as assigned
2. Assignments as outlined in the syllabus
3. In-class lab work
4. Bi-weekly Presentations and Term project
5. Bi-weekly “What’s New in MIS” Discussions
6. Harvard Case Studies

## **C. COURSE OBJECTIVES**

1. Use spreadsheets as a business modeling and problem-solving tool.
2. Attain advanced intermediate level knowledge and skills in Microsoft office use
3. Understand functions, components, and development process for MIS
4. Understand the fundamentals of business intelligence and how to construct dashboard models for decision making

### **Required Text and Readings:**

Management Information Systems – by Laudon and Laudon, Prentice Hall 15<sup>th</sup> Edition  
ISBN: 0-13-463971-5

The Adventures of an IT Leader – Austin, Nolan and O’Donnell, Harvard Business Review

<https://hbr.org/product/the-adventures-of-an-it-leader-updated-edition-with-a-new-preface-by-the-authors/10018-HBK-ENG>

*Readings and Case Studies in MIS – Note that this material will be handed out in class or made available through the Canvas Learning Management System. <http://canvas.elmira.edu/>*

#### D. ACADEMIC AND CLASSROOM POLICIES

1. Honesty, Integrity, and Respect for Others are fundamental student expectations in this course.
2. Students are expected to complete the assigned reading before the material is discussed in class.
3. Students are expected to actively and constructively participate in class discussions, case studies, projects and case reviews.
4. Presentation will be due as specified, minimum 20 minutes. Late assignments will not be accepted. Business plan papers should be 7-10 pages in length. Remember citations and academic integrity.
5. Individual writing assignments must be typed and will be due as specified. Late assignments will not be accepted. Reaction papers should be 1-2 pages in length double spaced. Reaction papers will not be accepted late.
6. Students will be required to come to class prepared with an MIS relevant article of their choosing to discuss. We will spend 20-30 minutes in certain classes discussing the articles. Students should review the article, why they chose this and why it is important. Come to class prepared to discuss the article in detail. 10% of your grade is based on in class participation and discussion. Your attendance and participation is welcome and expected to enhance the academic learning environment for all of us.
7. **Attending class is vital to successful performance in this course. Excused absences will be handled on a case by case basis. If you miss class on a day that articles are shared, make up assignments will not be accepted. Excessive absences will result in me asking you to withdraw from the course.**  
**Enrolling in this class is an indication that you are committed to making it an important priority in your life.**
8. ***Technology:*** *Cell phone, laptop, iPad, etc. use during class discussions, group activities, guest speakers, movies, exams is not acceptable and will not be tolerated. Examples include; texting, social media (Facebook, Twitter, Instagram), phone calls, surfing the internet, etc. Students found using Technology during class will be asked once to put it away and the second time will be asked to leave. Using a laptop to take notes or review the text book is acceptable use of technology, or using a laptop during a group project to research. If you have specific questions about acceptable technology use, please see me. Your participation grade can and will be impacted if technology use becomes excessive and disrupts the learning environment. This is a technology class, we will be using the computer for activities.*
9. Exams must be taken at their scheduled time and in the designated area. Final exam dates will not be moved for any student.
10. Students with documented academic, medical, emotional, and/or physical disabilities, who require accommodation, must provide current documentation attesting to the specific nature of their disability to the Coordinator of Disability Services, Kim Leszyk. Kim can be reached at: [kleszyk@elmira.edu](mailto:kleszyk@elmira.edu), or in the Gannett-Tripp Library, room 108. Students are responsible for submitting the appropriate forms in a timely manner and for reviewing available accommodations with the Disability and Retention Specialist. If you have questions concerning this, please contact the course faculty, or the Disability and Retention Specialist, directly.

**E. Method of Evaluation:**

1. Final Project: Oral Presentation and Teammate Evaluation as (15%) of the final grade.
2. Final Project Paper (15%) of the final grade.
3. Bi-Weekly Group Case Presentation (10%) of the final grade. *Your group will be asked to co-lead 1 discussion session as part of the course readings and case study for the week. You as a member of the team should be prepared to help lead the discussion. The remaining students should come prepared to discuss and expect to be called upon by the group presenting or professor. Be creative, case questions, videos and what if scenarios are encouraged.*
4. Exams will be (30%) of your final grade. There will a total of three exams given throughout the semester. These will not be cumulative but rather progress exams after specific material has been covered.
5. Writing Assignments/Reaction Papers as (10%) of the final grade (10).
6. In class Case Analysis, Participation, and Discussion as (10%) of the final grade. (Participation) (What's new in MIS Discussions) *Be prepared to discuss weekly new topics or case studies.*
7. Microsoft Excel Certification (10%) of the final grade. Proof of completion:

**Total: 100 points.**

## GRADING SCALE:

|           |                          |
|-----------|--------------------------|
| <b>A</b>  | <b>= (94.5) 95-100</b>   |
| <b>A-</b> | <b>= (89.5) 90-94.4</b>  |
| <b>B+</b> | <b>= (85.5) 86-89.4</b>  |
| <b>B</b>  | <b>= (82.5) 83- 85.4</b> |
| <b>B-</b> | <b>= (79.5) 80-82.4</b>  |
| <b>C+</b> | <b>= (75.5) 76-79.4</b>  |
| <b>C</b>  | <b>= (72.5) 73-75.4</b>  |
| <b>C-</b> | <b>= (69.5) 70-72.4</b>  |
| <b>D+</b> | <b>= (64.5) 65-69.4</b>  |
| <b>D-</b> | <b>= (59.5) 60-64.4</b>  |
| <b>F</b>  | <b>=below 60</b>         |

*Rounding of grades will be .5 and above or below. Example, a student with a 94.4 will receive an A-, a 94.5 will be rounded to a 95.*

*Academic Policies – Please refer to your copy of the Elmira College Bulletin and Student Handbook*

[https://www.elmira.edu/academics/academic\\_resources/Registrar/Policies\\_and\\_Information/Grading\\_information.html](https://www.elmira.edu/academics/academic_resources/Registrar/Policies_and_Information/Grading_information.html)

### Grading System

The following grades are included in computation of the grade point average (GPA).

- A, A- (90%-100%) indicates a mastery of the knowledge and skills of the course. The student receiving this grade has demonstrated the ability to recognize, analyze, and solve new problems independently.
- B+, B, B- (80%-89%) indicates achievement of a high order, involving high proficiency in the attainment and application of knowledge and skills.
- C+, C, C- (70%-79%) represents an adequate performance, indicating familiarity with the content of the course and active participation in the work of the class.
- D+, D, D- (60%-69%) indicates work which is in one or more respects below the acceptable standard for graduation, but which is sufficient in quantity and quality to be given credit toward the degree if offset by a sufficient amount of superior work in other courses.
- F (Below 60%) indicates failure. No credit is awarded. It is calculated into the GPA.
- WF Withdrawal Failing: indicates withdrawal while failing the course, or withdrawal from the course after the second week of a long term or after the fourth day of a six-week term. No credit is awarded and an F is calculated into the GPA.

## F. COURSE TOPICS/UNITS AND DATES

| <b>Date – week of</b> | <b>Text Chapter</b> | <b>Topics</b>                                                                                                 | <b>Readings &amp; Other Assignments</b>                                                                                                                                                                   |
|-----------------------|---------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1/8/18                | 1                   | Introduction to Information Systems in Global Business Today                                                  | Reading:<br>Chapter 1 & Chapters 1-3 Adventures of an IT Leader<br><b>Reaction Paper (1) “Air Canada: Flying High with Information Technology”</b>                                                        |
| 1/15/18               | 2                   | Global E-Business and Collaboration                                                                           | Reading:<br>Chapter 2 & Chapters 4-5 Adventures of an IT Leader<br>Group #1 Co-Leading Discussion<br><b>Reaction Paper (2) “Apple Inc. in 2015”</b>                                                       |
| 1/22/18               | 3                   | Information Systems, Organizations and Strategy                                                               | Reading:<br>Chapter 3 & Chapters 6-7 Adventures of an IT Leader<br><b>Reaction Paper (3) “Big Data: The Management Revolution”</b>                                                                        |
| 1/29/18               | 4                   | Ethical and Social Issues in Information Systems                                                              | Reading:<br>Chapter 4 & Chapters 8-9 Adventures of an IT Leader<br>Group #2 Co-Leading Discussion<br><b>Reaction Paper (4) “Legal and Profitable? Spotify: The Challenges of an Online Music Service”</b> |
| 2/5/18                | 5                   | IT Infrastructure and Emerging Technologies<br><b>Exam 1 – Chapters 1 / 2/ 3 / 4 / and IT Leader Chapters</b> | Read Chapter 4<br><b>Reaction Paper (5) “The Digitization of Just About Everything”</b>                                                                                                                   |
| 2/12/18               | 7                   | Telecommunications, the Internet and Wireless Technology                                                      | Reading:<br>Chapter 7 and Chapters 10-12 Adventures of an IT Leader<br>Group #3 Co-Leading Discussion<br><b>Reaction Paper (6) “Lumiere: Supporting a Virtual Workspace on the Cloud”</b>                 |
| 2/19/18               |                     | <b>Mid Term Break</b>                                                                                         |                                                                                                                                                                                                           |
| 2/26/18               | 8                   | Securing Information Systems                                                                                  | Reading: Chapter 8 and Chapters 13 Adventures of an IT Lead<br>Group #4 Co-Leading Discussion<br><b>Reaction Paper (7) “Mobileye: The Future of Driverless Cars”</b>                                      |

|         |            |                                                                                                                |                                                                                                                                                                                                                                                                                      |
|---------|------------|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3/5/18  | 10         | E-Commerce: Digital Markets, Digital Goods<br><br><b>Exam II Chapters 5 / 7 / 8 / 9 and IT Leader Chapters</b> | Reading:<br>Chapter 10 and Chapter 13 Adventures of an IT Leader<br><b>Reaction Paper (8) “Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media”</b>                                                                                              |
| 3/12/18 | 11         | Managing Knowledge                                                                                             | Reading: Chapter 11 and Chapters 14-15 Adventures of an IT Leader<br>Group #6 Co-Leading Discussion<br><b>Reaction Paper (9) “IBM Watson Oncology Diagnosis and Treatment” <a href="https://www.youtube.com/watch?v=hbqDknMc_Bo">https://www.youtube.com/watch?v=hbqDknMc_Bo</a></b> |
| 3/19/18 | 12         | Enhancing Decision Making                                                                                      | Reading:<br>Chapter 12 and Chapters 16-17 Adventures of an IT Leader<br>Group #7 Co-Leading Discussion<br><b>Reaction Paper (10) Effective Decision Making Self-Reflection</b>                                                                                                       |
| 3/26/18 | 14<br>15   | Managing Projects & Managing Global Systems                                                                    | Chapter 14 and Chapters 18-19 Adventures of an IT Leader                                                                                                                                                                                                                             |
| 4/2/18  | N/A        | Group Projects/ Business Plans Due                                                                             | <b>Two groups present each day</b>                                                                                                                                                                                                                                                   |
| 4/9/18  | Final Exam | <b>Exam III Chapters 10 / 11 / 12 / 14 /15 and IT Leader Chapters</b>                                          |                                                                                                                                                                                                                                                                                      |
|         |            |                                                                                                                |                                                                                                                                                                                                                                                                                      |

## **MGT 3010 Management Information Systems Term II 2018**

### **Group Project Assignment (Business Plan/Website Design)**

#### **Introduction:**

You will be assigned or may choose to work in groups of 3-4. The goal of this project is to develop a business plan and workable website (free: see links below). As a team it is time to be creative. Do you have passion around a certain product or service? As business majors where do you see a blue ocean market? This project is not just focused on MIS. However, the main development should be focused on the website and marketing (social media, etc.) This project will test the skills you've learned throughout your time at Elmira College.

<https://www.websitebuilder.com/>

<https://www.wix.com/>

<https://www.sba.gov/tools/business-plan/1>

<https://www.entrepreneur.com/article/247574>

#### **The Report and Presentation:**

Each group will make a class presentation on the business they created, plan they developed and website, minimum of a 20-minute presentation. We will do a pulse check prior to mid-term break as well, each group will present on the status of the group project. A written business plan is expected 7-10 pages. The content of the presentation / business plan should include. (See Canvas for example)

- ✓ Executive Summary
- ✓ The Company, Concept, Product/Service
- ✓ Industry Analysis
- ✓ Market Research
- ✓ Marketing Plan
- ✓ Management Team
- ✓ Schedule
- ✓ Financial Plan
- ✓ Appendix
- ✓ References

### Evaluation:

This assignment is worth 30% of the final course grade. The project will be assessed on both the content and quality of the written report and presentation. Please note that the final group paper should not be detailed learnings from the organization, course material and assessment of decision making. The default grade will be equal weighting for each group member. However, if the group prefers it can confidentially decide how to share the group's grade among the group members. **Non-participation will result in a lower grade.**

### EVALUATION CRITERIA AND SCORING OF THE WRITTEN PAPER (100 points)

Name of each member of the group: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

| Introduction (30 Pts). |                                                                                                                                                                           | Points |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1                      | Explains the general theme of the presentation (10 pts).                                                                                                                  |        |
| 2                      | Defines the core concepts related to the topic (10 pts).                                                                                                                  |        |
| 3                      | Presents the importance and relevance of the issue (10 pts).                                                                                                              |        |
| Development (40 Pts)   |                                                                                                                                                                           |        |
| 4                      | The student exposes their evaluation of the issue (10Pts).                                                                                                                |        |
| 5                      | The student highlights the elements that are considered significant from the <i>manager's</i> point of view on the topic (10 pts).                                        |        |
| 6                      | The student highlights the elements that are considered significant from the <i>employee's</i> point of view on the topic (10 pts).                                       |        |
| 7                      | The student presents the <i>Different Techniques</i> that could be used to address some situations in organizational settings (10 pts).                                   |        |
| Conclusion (20Pts)     |                                                                                                                                                                           |        |
| 8                      | Presents the relevant points regarding each of the <i>Different Techniques</i> selected and notes limitations of this techniques (10 pts).                                |        |
| 9                      | Raises new questions and challenges to be addressed on the topic (10 pts).                                                                                                |        |
| Reference (10pts)      |                                                                                                                                                                           | Points |
| 10                     | All the references (books, articles) used in the presentation are included and presented in the reference page. A minimum of four (4) references shall be used. (10 pts). |        |
| Professor's notes:     |                                                                                                                                                                           |        |

**EVALUATION CRITERIA AND SCORING OF THE ORAL PRESENTATION  
(100 points)**

Name of each member of the group: \_\_\_\_\_

Topic assigned: \_\_\_\_\_

This rubric should be included with each Oral Presentation for correction purposes.

| <b>Introduction (30 Pts).</b> |                                                                                                                                                                           | <b>Points</b> |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1                             | Explains the general theme of the presentation (10 pts).                                                                                                                  |               |
| 2                             | Defines the core concepts (10 pts).                                                                                                                                       |               |
| 3                             | Presents the importance and relevance of the issue (10 pts).                                                                                                              |               |
| <b>Development (40 Pts)</b>   |                                                                                                                                                                           |               |
| 4                             | The student highlights the elements that are considered significant from the <i>manager's</i> point of view on the topic (10 pts).                                        |               |
| 5                             | The student highlights the elements that are considered significant from the <i>employee's</i> point of view on the topic (10 pts).                                       |               |
| 6                             | The student exposes the issue (10 pts).                                                                                                                                   |               |
| 7                             | The students make recommendations to correct the issue (10 pts).                                                                                                          |               |
| <b>Conclusion (20Pts)</b>     |                                                                                                                                                                           |               |
| 8                             | Presents the relevant points regarding each of the <i>Different Techniques</i> selected and notes limitations of this techniques (10 pts).                                |               |
| 9                             | Raises new questions and challenges to be addressed on the topic (10 pts).                                                                                                |               |
| <b>Reference (10pts)</b>      |                                                                                                                                                                           | <b>Points</b> |
| 10                            | All the references (books, articles) used in the presentation are included and presented in the reference page. A minimum of four (4) references shall be used. (10 pts). |               |
| <b>Professor's notes:</b>     |                                                                                                                                                                           |               |