Bus 311- 01, 02, 06: Essentials of Information Systems
Syllabus, Fall 2013

Time: Sec 01: MW, 12:40 – 1:40; Sec 02: MW 10:20 – 11:20; Sec 06: MW, 9:10 – 10:10
Place: All Wednesdays: Sec 01: Sage 4215; Sec 02 & 06: Sage 3218
Mondays: wks 1 - 7: Sec 01: Sage 2235 (IS lab);
Sec 02 & 06: Sage 1208 (Computer lab)
Mondays: wks 8-14: Sec 01: Sage 4215; Sec 02 & 06: Sage 3218

Instructor: Dr. George C. Philip
Office: Sage 2448
Office Phone: 424-3152 or 424-1441 (Program Assistant)
Email: philip@uwosh.edu; (Email must include Course & Sec # as Subject.)
Office hours: T,R: 1:00 - 3:00 PM; M,W: 1:45 – 3:00 PM; or by appointment.

(Ver. 1.3 & 1.4 also should be okay):
http://students.flatworldknowledge.com/course?cid=1356799&bid=1356795

Course Description:
The study of information systems (IS) is the study of the role and impact of information technology (IT) in the organization. This course provides students with an understanding of the revolution in information technology and its strategic and operational impact on organization as well as the management of IT in the organization. Topics include strategic and operational impact of IT, development and acquisition of business systems, IT infrastructure including hardware/software & networking, organizing data, IT management issues and ethics. Students get significant hands-on experience in developing simple business applications with the database management system, Microsoft Access.

COBA goals:
The COBA assessment goals applicable to this course are:
1. COBA graduates will demonstrate knowledge in the functional business areas.
2. COBA graduates will be able to apply basic ethical principles to business situations.
3. COBA graduates will demonstrate competency in Communication skills, including business writing.
4. COBA graduates will demonstrate competency in analysis and creative problem solving by using information and solving problems.
5. COBA graduates will demonstrate competency in Information technology skills including the use of computers to organize and analyze information.

Objectives of the Course:
This course provides you with a basic understanding of Information Technology (IT) and how IT impacts organizations. Specific objectives are:
1. Explain information systems and their use for operational effectiveness and to support organizational strategy
2. Describe how the rapid changes in technology impacts the business
3. Describe the Value Chain model of business
4. Describe the use and impact of Social media
5. Compare different ways to create IT solutions
6. Describe how IT enables different business models, including e-commerce
7. Describe the IT infrastructure and the internet as well as the implications for business
8. Apply ethical reasoning in business decision making and in the capture and use of data
9. Able to understand, access and query databases

Policies:
1. All assignments must be done exclusively by you, or by your group, if you work in a group. Copying any part of another group/person’s work, letting others see your work, or working together with a student who is not in your group is considered academic dishonesty and will result in appropriate disciplinary action including failing grade.
2. Use of cell phones is strictly prohibited during a class session. Cell phones must be turned off during class. You must not text message, IM, e-mail, Facebook, read news, check sports scores, or otherwise engage in non-class activities during class. Disciplinary action will be taken if anyone is seen violating this policy.
3. Late assignments will have a penalty of 1 point/day. No late assignment will be accepted after 4 working days from the due date. Special consideration will be given to unforeseen circumstances. Odd things happen in cyberspace – networks going down, computers out-of-order, printers down, etc. These temporary problems are not valid excuses for handing assignments late.

Other Expectations:
1. Students are expected to attend all classes, show up on time, not leave during class time without prior permission, participate in class discussions, and not do anything that disrupts the class (e.g. side conversations).
2. Information related to the class will be sent by campus email or Twitter (hash tag #Bus311Philip). So, you must check your campus email daily, and also create a Twitter account.

Grading Scheme:
Grades will be determined based on the following point distribution. There could be minor changes in the points awarded for each item.

<table>
<thead>
<tr>
<th>Evaluation Tool</th>
<th>Max Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS Concepts Exam I</td>
<td>60</td>
</tr>
<tr>
<td>MIS Concepts Exam II + Post Test</td>
<td>60</td>
</tr>
<tr>
<td>Access Hands-on Exam</td>
<td>35</td>
</tr>
<tr>
<td>Access cases</td>
<td>45</td>
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<tr>
<td>Collaborative Research paper &amp; Ethics Case (40+15)</td>
<td>55</td>
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<tr>
<td>Quizzes*</td>
<td>20</td>
</tr>
<tr>
<td>Participation, professionalism, class exercises, Twitter</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
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* Six short quizzes (4 points each). The lowest quiz score will be dropped.

Access assignments consist of doing the end-of-chapter assignments (called cases) on Rossi Recycling Group (referred to as RRG) from each tutorial, except Tutorials 6, and additional questions, if any, as specified in D2L. RRG is case #3 in each tutorial. Specific instructions on doing the cases from each tutorial are given in D2L. You may work in groups of maximum two. You are not required to hand-in the Access tutorials that you do during class time in the lab from the Access textbook. However, it is important that you do the tutorials to understand the materials.

Assignments are not acceptable as email attachments.
Collaborative research paper is a group project that uses collaborative tools, and it involves identifying and applying an information technology to provide strategic advantage to a specific business organization.

Ethics Case consists of analyzing a case that involves ethical issues. Additional information on the above assignments is given on D2L.

Class exercises include exercises done in class, and the tweet you are required to send to the instructor, as specified in D2L.

Exams, quizzes, and class exercises missed due to an unexcused absence cannot be made up. An excused absence may be granted for reasons related to university-approved event, bereavement, jury duty, or other personal exigencies, if the instructor is informed prior to the absence.

Participation points are awarded based on the quantity, quality and consistency of participation in class discussions. Professionalism includes coming to class on time, being attentive in class, refrain from disruptive activities, etc.

All students are eligible for free tutoring at the Center for Academic Resource Center (CAR) at the Student Success Center (SSC) 102; http://www.uwosh.edu/car/; 750 Elmwood Ave, 920-424-2290, email: car@uwosh.edu

The UW Oshkosh is committed to providing reasonable accommodation for students with disabilities. Please contact Dean of Students Office, 125 Dempsey Hall, (920) 424-3100.

<table>
<thead>
<tr>
<th>Course Outline</th>
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<tbody>
<tr>
<td><strong>Week</strong></td>
<td><strong>Topics Covered/Access Tutorial</strong></td>
<td><strong>Reading Assignments (Gallaugher) &amp; Assignments to be handed in.</strong></td>
</tr>
</tbody>
</table>
| **Week 1** | Introduction to Course  
Technology and the Modern Enterprise  
**Lab:** Intro to Access, Twitter & Pre Test | Chapter 1 (All “Chapters” are from Gallaugher) |
| **Sep 4,9** | Strategy and Technology  
**Lab:** Tutorial 1 (All “Tutorials” are from Access book) – Intro to M.S. Access. | Chapter 2  
**Twitter Exercise due 9/16, 9 AM.** |
| **Week 3** | Zara: Business Model & tech-enabled strategy.  
**Lab:** Tutorial 2 - Creating and Maintaining Databases | Chapter 3  
**Hand-in: RRG case (#3) from Tutorial 1 on page AC45 in Access book (see D2L for specific requirements), due 9/23, 9 AM**  
**Quiz 1, 9/18** |
| **Sep 18,23** | Information Systems in organizations  
Netflix: e-commerce strategies  
**Lab:** Tutorial 3 - Querying a Database | Chapter 3  
Chapter 4  
**Hand-in: RRG case (#3) from Tutorial 2, page AC104 (see D2L), due 9/30, 9 AM** |
| **Week 5** | Moore’s Law: Fast, Cheap Computing and What It Means for the Manager  
**Lab:** Tutorial 4 - Forms and Reports | Chapter 5  
**Hand-in: RRG case (#3) from Tutorial 3 (see D2L), due 10/7, 9 AM**  
**Quiz 2, 10/2** |
Week 6
Oct 9,14  
**Lab:** Tutorial 5: Enhancing Table Design & Advanced Queries.

Week 7
Oct 16, 21  
**Exam I, Oct 16, in the classroom**  
Tutorial 7: Customize generated reports – We will do “Alternate Tutorial 7” (see D2L) instead of the tutorial from the book, in class.  
**Lab:** Tut 8 (Selected Topics Only): Pivot Tables/Charts, Linking to a Worksheet.

Week 8
Oct 23, 28  
Web 2.0 & Social Media  
Facebook: Building a business from social graph  
(No lab this week; from now on, all classes meet in the classroom)

Week 9
Oct 30, Nov 4  
**Lab:** Access Exam, Nov 4 (Computer lab)

Week 10
Nov 6, 11  
Cloud Computing

Week 11
Nov 13, 18  
Research Paper

Week 12
Nov 20, 25  
Understanding Software Development

Week 13
Dec 2, 4  
Database & Business Intelligence

**THANKS GIVING BREAK**

Week 14
Dec 9, 11  
Post Test, Dec 9

**MIS Concepts Exam II, Dec 11**

Chapter 5
**Hand-in:** RRG case(#3) Tutorial 4 (see D2L), due 10/14, 9 AM

Chapter 7
**Hand-in:** RRG case(#3) from Tutorial 5 (see D2L) due 10/21, 9 AM

Chapter 8
**Hand-in:** Case4 Tut.7(see D2L), due 10/28 9am

Chapter 9
Case Tutorial 8 (optional), due 11/4, 9 am

**Quiz 3, 10/30**

Chapter 10
Quiz 4, 11/11

Chapter 11
Quiz 5, 11/20

Chapter 12
Quiz 6, 12/4

Ethics Case, due 12/4, beginning of class

Research Paper due Dec 9, 4 PM.

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Letter</th>
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<tbody>
<tr>
<td>A</td>
<td>92.0% - 100%</td>
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<tr>
<td>A-</td>
<td>89.0% - 91.9%</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>86.0% - 88.9%</td>
<td></td>
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<tr>
<td>B</td>
<td>82.0% - 85.9%</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>79.0% - 81.9%</td>
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<tr>
<td>C+</td>
<td>76.0% - 78.9%</td>
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<tr>
<td>C</td>
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<tr>
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