Bus 311- 01, 02, 06: Essentials of Information Systems  
Syllabus, Spring 2012

Time:
- **Sec 01:** MW, 11:30 – 12:30; **Sec 02:** MW 10:20 – 11:20
- **Sec 06:** MW, 1:50 – 2:50

Place:
- All Wednesdays: **Sec 01 & 02:** Sage 3215, **Sec 06:** Sage 3235
- **Mondays:** wks 1 - 7: Sage Computer lab (Sage 1208)
- **Mondays:** wks 8-14: **Sec 01 & 02:** Sage 3215, **Sec 06:** Sage 3235

**#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.F: 1:00 - 3:00 PM; or by appointment.  

Course Description:
This course provides students with an understanding of the revolution in information technology (IT) and its strategic use in organizations. Students get significant hands-on experience in developing simple business applications with the database management system, Microsoft Access. Topics include strategic use of IT, IT infrastructure including hardware/software & networking, organizing data, computer security, privacy and ethics, and systems development.

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. Gain an appreciation of the radical changes in technology and its impact on the firm.
2. Understand how IT is used in organizations to achieve strategic goals.
3. Understand the business model & technology-enabled strategy employed by Zara & Netflix.
4. Understand what cheap and fast computing mean for the manager.
5. Understand Web 2.0 and its impact on business.
6. Understand computer security, privacy, and ethical issues.
7. Understand the current developments in software and how software systems are built.
8. Understand databases & business intelligence systems.
9. Learn how to develop database applications using Microsoft Access.
Policies:
1. Students are expected to attend all classes and participate in all class discussions.

2. 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.

3. Use of cell phones is strictly prohibited during a class session. Disciplinary action will be taken if anyone is seen violating this policy.

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.

For Access cases, if you miss the deadline (9 AM on the due date) to upload the electronic copy to the DropBox, late submissions must be made by handing in paper printouts.

Odd things happen in cyberspace – networks going down, computers out-of-order, printers down, etc. When you plan your work on assignments, you must allow for such problems in the lab. These temporary problems are not valid excuses for handing assignments late.

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>
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<tr>
<td>Access cases</td>
<td>45</td>
</tr>
<tr>
<td>Collaborative Research paper &amp; Ethics Case</td>
<td>55</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20</td>
</tr>
<tr>
<td>Class Exercises, Participation &amp; professionalism</td>
<td>25</td>
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<tr>
<td>Total</td>
<td>300</td>
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</table>

Access assignments consist of doing the end-of-chapter cases on GEM Ultimate Vacations (referred to as GEM) from each tutorial, except Tutorials 6, and additional questions, if any, as specified in D2L. GEM is case #4 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.
Please note that all UW Oshkosh students are eligible for one-to-one conferencing at the Writing Center. Their free, confidential tutoring is designed to help students work through assignments and gain additional writing skills. ([http://www.uwosh.edu/wcenter](http://www.uwosh.edu/wcenter), 729 Elmwood Blvd., Ste. 102 • wcenter@uwosh.edu • 920-424-1152).

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

**Quizzes** 1 – 6 are very short quizzes (about 4 points each). The lowest quiz score will be dropped. **Class exercises** are done in class depending on the availability of time. So, they are not scheduled in the syllabus.

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.

**Course Outline** (Dates when the class meets in the Computer lab are shown in bold):

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics Covered/Access Tutorial</th>
<th>Reading Assignments (Gallaugher) &amp; Assignments to be handed in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Course Technology and the Modern Enterprise Lab: Intro to Access &amp; Pre Test</td>
<td>Chapter 1 (All chapters are from Gallaugher)</td>
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<tr>
<td>Jan 30,</td>
<td></td>
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<tr>
<td>Feb 1</td>
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<tr>
<td>Week 2</td>
<td>Strategy and Technology Lab: Tutorial 1 (All tutorials are from Access book) – Intro to M.S. Access.</td>
<td>Chapter 2</td>
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<td>Feb 6, 8</td>
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<td>Week 3</td>
<td>Zara: Business Model &amp; tech-enabled strategy Lab: Tutorial 2 - Creating and Maintaining Databases</td>
<td>Chapter 3</td>
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<tr>
<td>Feb 13, 15</td>
<td></td>
<td>Hand-in: GEM case (#4) from Tutorial 1 on page AC46 in Access book (see D2L for specific requirements), due 2/13, 9AM</td>
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<tr>
<td>Week 4</td>
<td>Netflix: e-commerce strategies Lab: Tutorial 3 - Querying a Database</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Feb 20, 22</td>
<td></td>
<td>Hand-in: GEM case (#4) from Tutorial 2, page AC106 (see D2L), due 2/20, 9 AM Quiz 1, 2/15</td>
</tr>
<tr>
<td>Week 5</td>
<td>Moore’s Law: Fast, Cheap Computing and What It Means for the Manager Lab: Tutorial 4 - Forms and Reports</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Feb 27, 29</td>
<td></td>
<td>Hand-in: GEM case (#4) from Tutorial 3 (see D2L), due 2/27, 9 AM Quiz 2, 2/29</td>
</tr>
<tr>
<td>Week 6</td>
<td>Hardware: What a manager needs to know Lab: Tutorial 5: Enhancing Table Design &amp; Advanced Queries.</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Mar 5, 7</td>
<td></td>
<td>Hand-in: GEM case (#4) from Tutorial 4 (see D2L), due 3/5, 9 AM</td>
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</tbody>
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Exam I, Mar 14, in the classroom

Mar 12, 14 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): Import a CSV file. Pivot Tables/Charts, Linking to a Worksheet.

Hand-in: GEM case(#4) from Tutorial 5 (see D2L) due 3/12, 9 AM

Spring Break

Week 8
Mar 26, 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)

Chapter 7
Chapter 8
Hand-in Case4 Tut.7(see D2L), due 3/26 9am

Week 9
Apr 2, 4 Understanding Software
Lab: Access Exam, 4/2

Chapter 9
Case Tutorial 8 (optional), due 4/2 9 am
Quiz 4/4

Week 10
Apr 9, 11 Understanding Software Development
Software in Flux

Chapter 9
Chapter 10
Quiz 4, 4/11

Week 11
Apr 16, 18 Research Paper
SaaS & Cloud Computing

Chapter 10

Week 12
Apr 23, 25 Ethics
Database &Business Intelligence

Quiz 5, 4/23
Chapter 11

Week 13
Apr 30, May 2 Database &Business Intelligence
Internet and Telecomm

Chapter 11
Chapter 12
Quiz 6, Dec 7
Ethics Case, due 5/2, beginning of class

Week 14
May 7, 9 Post Test, May 7
MIS Concepts Exam II, May 9

Research Paper due May 7, 4 PM.

Grading Scale
92.0% - 100% A
89.0% - 91.9% A-
86.0% - 88.9% B+
82.0% - 85.9% B
79.0% - 81.9% B-
76.0% - 78.9% C+
72.0% - 75.9% C
69.0% - 71.9% C-
66.0% - 68.9% D+
60.0% - 68.9% D
<60 F