Bus 311-01, 02, 05: Essentials of Information Systems
Syllabus, Spring 2013

Time: Sec 01: MW, 12:40 – 1:40; Sec 02: MW 10:20 – 11:20; Sec 05: MW, 9:10 – 10:10
Place: All Wednesdays: Sec 01: Sage 3218; Sec 02: Sage 3235; Sec 05: Sage 3234
Mondays: wks 1 - 7: Sec 01: Sage 2235 (IS lab); Sec 02 & 05: Clow Computer lab
Mondays: wks 8-14: Sec 01: Sage 3218; Sec 02: Sage 3235; Sec 05: Sage 3234

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 also should be okay)

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. Students are expected to attend all classes and participate in all class discussions.

2. All assignments must be done exclusively by 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>
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</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>
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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>
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<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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Access assignments consist of doing the end-of-chapter assignments (called 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.

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.

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>
<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>Week 1 Topics Covered/Access Tutorial</td>
<td>Chapter 1 (All “Chapters” are from Gallaugher)</td>
</tr>
<tr>
<td>Jan 28,30</td>
<td>Introduction to Course</td>
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<td></td>
<td>Technology and the Modern Enterprise</td>
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<td></td>
<td><strong>Lab:</strong> Intro to Access &amp; Pre Test</td>
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<tr>
<td>Week 2</td>
<td>Week 2 Topics Covered/Access Tutorial</td>
<td>Chapter 2</td>
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<tr>
<td>Feb 4,6</td>
<td>Strategy and Technology</td>
<td></td>
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<td></td>
<td><strong>Lab:</strong> Tutorial 1 (All “Tutorials” are from Access book) –</td>
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<td></td>
<td>Intro to M.S. Access.</td>
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<tr>
<td>Week 3</td>
<td>Week 3 Topics Covered/Access Tutorial</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Feb 11,13</td>
<td>Zara: Business Model &amp; tech-enabled strategy.</td>
<td><strong>Hand-in:</strong> GEM case (#4) from Tutorial 1 on page AC46 in</td>
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<tr>
<td></td>
<td><strong>Lab:</strong> Tutorial 2 - Creating and Maintaining Databases</td>
<td>Access book (see D2L for specific requirements), due 2/11, 9AM</td>
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<td></td>
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<td><strong>Quiz 1, 2/13</strong></td>
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<tr>
<td>Week 4</td>
<td>Week 4 Topics Covered/Access Tutorial</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Feb 18,20</td>
<td>Information Systems in organizations</td>
<td><strong>Hand-in:</strong> GEM case (#4) from Tutorial 2, page AC106 (see D2L,</td>
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<td></td>
<td>Netflix: e-commerce strategies</td>
<td>due 2/18, 9 AM</td>
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<td><strong>Lab:</strong> Tutorial 3 - Querying a Database</td>
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<tr>
<td>Week 5</td>
<td>Week 5 Topics Covered/Access Tutorial</td>
<td>Chapter 5</td>
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<tr>
<td>Feb 25,27</td>
<td>Moore’s Law: Fast, Cheap Computing and What It Means for the</td>
<td><strong>Hand-in:</strong> GEM case (#4) from Tutorial 3 (see D2L, due 2/25, 9 AM</td>
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<td></td>
<td>Manager</td>
<td><strong>Quiz 2, 2/27</strong></td>
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### Week 6
Mar 4, 6

**Lab:** Tutorial 5: Enhancing Table Design & Advanced Queries.

### Week 7
Mar 11, 13

**Exam I, Mar 13, 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.

**SPRING BREAK**

### Week 8
Mar 25, 27

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)

**SPRING BREAK**

### Week 9
Apr 1, 3

Understanding Software

**Lab:** Access Exam, Apr 1 (Computer lab)

### Week 10
Apr 8, 10

Understanding Software Development

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

### Week 11
Apr 15, 17

Research Paper

**Hand-in:** GEM case (#4) from Tutorial 5 (see D2L) due 3/11, 9 AM

**Hand-in:** GEM case (#4) Tutorial 4 (see D2L) due 3/25 9 am

### Week 12
Apr 22, 24

Ethics

**Hand-in:** Case4 Tut.7 (see D2L), due 3/25 9 am

**Chapter 9**

Case Tutorial 8 (optional), due 4/1, 9 am

**Quiz 3, 4/4**

### Week 13
Apr 29, May 1

Database & Business Intelligence

**Quiz 4, 4/10**

**Chapter 10**

**Chapter 11**

**Chapter 12**

**Quiz 5, 4/24**

**Chapter 11**

**Quiz 6, 5/1**

**Ethics Case, due 4/29, beginning of class**

**Research Paper due May 6, 4 PM.**

### Week 14
May 6, 8

**MIS Concepts Exam II, May 8**

### 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