BUA 235:

Information Systems for Business

Section 0003: M/W/F 10:00-10:50am DPC 107
Section 0002: M/W/F 11:00-11:50am DPC 107
Section 0001: M/W/F 12:00-12:50pm DPC 107
Spring 2018

Course objectives and description:
Introduces students to principles of management information systems. Topics include the business value of information, overviews of current and emerging technologies and systems, information security, applications, systems development and the new digital business models.

My plan for the semester is to begin with the basics of computer technologies, how they are used in organizations, and how they combine with people and processes to form whole systems. This leads into a discussion of some contemporary systems issues such as privacy and information security. After the midterm, we turn to bigger business issues which are downstream of technology, such as business analytics and decision making, technology-driven strategic initiatives, and new and emerging business models.

Technology needed:
Either a Mac or PC should be sufficient for this course, and homework can be done in the lab if you don't have a good laptop. You should install Microsoft Excel (which is available at no charge to UMaine students) and Tableau Desktop (free for students from tableau.com) by week 9.

Grading:
I will be taking attendance ten times, and because I think it is very important, attendance will be worth 10% of the final grade. Ten online quizzes make up another 10%, and these are mainly important as a way of practicing for the exams. Two exams, two individual assignments, and a group project make up the remainder of the grade. A few points of extra credit may be offered during the semester.

COMPONENT	WHEN?	POINTS
Attendance	10 times	10
Quizzes	10 times	10
Website project	Week 4	10
Data analytic report	Week 15	10
Group project	5 milestones	25
Midterm Exam	Week 8	15
Final Exam	Finals week	20
		100

Instructor:
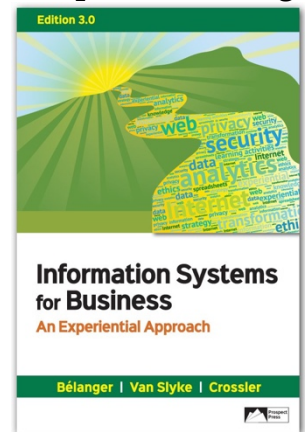**Joseph W. Clark, Ph.D.**

joe.clark@maine.edu
ph: 207-581-1986
office: DPC 315
office hours:
M/W 2pm-5pm

Required Reading:

Edition 3.0

Information Systems for Business
An Experiential Approach

Bélanger | Van Slyke | Crossler

Information Systems for Business: an Experiential Approach (edition 3.0)
By France Belanger, Craig Van Slyke, & Robert Crossler

Prospect Press
978-1-943153-47-3

Order e-book or print-on-demand copy from the publisher's website at prospectpressvt.com (see Blackboard for link).

Download appendices from publisher.

Exam policies:
The midterm and final exams will be conducted on paper (with Scantron bubble sheets) at the specified times. No open books or notes will be allowed. The midterm will cover the material from weeks 1-7 and the final exam will cover the whole semester's material. No exams will be accepted late. Exceptions for medical reasons or other university-approved excuses will be handled case-by-case. Going on vacation early is not one of those approved excuses!

A note about the website and data analytics assignments:
There are two significant individual assignments which together make up 20% of your grade. They take time and you will need to experience some trial-and-error learning during the process. That's entirely normal. Plan ahead and budget some time to do them, and please do *not* put them off until the day they are due. I am happy to offer help during my office hours, but with over 180 students, I may not be able to help everyone if you all wait until the day before an assignment is due!

Group projects policy:
We will form groups for the course projects by Week 4. Attendance is particularly important at that time! You will take part in selecting your own group, but I will have the final say on who is assigned to groups and I may assign people who are absent or cannot find a group on their own. Your group members will have a chance to grade you, so it is extremely important that you communicate with your group members, set reasonable expectations, and contribute your fair share.

Late projects policy:
With so many students, grading is a major effort. I cannot accept any late assignments once I start grading. (Typically, that will be the day after the due date, so you can certainly finish a few hours after midnight without worrying.) You are encouraged to do the work early!

Privacy in course projects:
One of the assignments in this course requires you to develop a personal web site and post it on the Internet. You should be aware that anything that is on the Internet will be permanently public. If you don't wish to share your personal information, pictures, or other data, you may complete the assignment using fake information, or for example making it a profile of a fictional character. You may do likewise in any other assignment or in-class activity where privacy may be an issue.

University of Maine administrative policy statements

<u>**Academic honesty:**</u>
Academic honesty is very important. It is dishonest to cheat on exams, to copy term papers, to submit papers written by another person, to fake experimental results, or to copy or reword parts of books or articles into your own papers without appropriately citing the source. Students committing or aiding in any of these violations may be given failing grades for an assignment or for an entire course, at the discretion of the instructor. In addition to any academic action taken by an instructor, these violations are also subject to action under the University of Maine Student Conduct Code. The maximum possible sanction under the student conduct code is dismissal from the University.

<u>**Observation of religious holidays and events**</u>
The University of Maine recognizes that when students are observing significant religious holidays, some may be unable to attend classes or labs, study, take tests, or work on other assignments. If they provide adequate notice (at least one week and longer if at all possible), these students are allowed to make up course requirements as long as this effort does not create an unreasonable burden upon the instructor, department or University. At the discretion of the instructor, such coursework could be due before or after the examination or assignment. No adverse or prejudicial effects shall result to a student's grade for the examination, study, or course requirement on the day of religious observance. The student shall not be marked absent from the class due to observing a significant religious holiday. In the case of an internship or clinical, students should refer to the applicable policy in place by the employer or site.

Students with disabilities:
If you have a disability for which you may be requesting an accommodation, please contact Disabilities Services, 121 East Annex, 581-2319, as early as possible in the term.

Course schedule disclaimer (disruption clause):
In the event of an extended disruption of normal classroom activities, the format for this course may be modified to enable its completion within its programmed time frame. In that event, you will be provided an addendum to the syllabus that will supersede this version.

Sexual violence policy:

Sexual discrimination reporting: The University of Maine is committed to making campus a safe place for students. Because of this commitment, if you tell any of your teachers about sexual discrimination involving members of the campus, **your teacher is required to report** this information to the campus Office of Sexual Assault & Violence Prevention or the Office of Equal Opportunity.

Behaviors that can be "sexual discrimination" include sexual assault, sexual harassment, stalking, relationship abuse (dating violence and domestic violence), sexual misconduct, and gender discrimination. Therefore, all of these behaviors must be reported.

Why do teachers have to report sexual discrimination?
The university can better support students in trouble if we know about what is happening. Reporting also helps us to identify patterns that might arise– for example, if more than one victim reports having been assaulted or harassed by the same individual.

What will happen to a student if a teacher reports?
An employee from the Office of Sexual Assault & Violence Prevention or the Office of Equal Opportunity will reach out to you and offer support, resources, and information. You will be invited to meet with the employee to discuss the situation and the various options available to you.

If you have requested confidentiality, the University will weigh your request that no action be taken against the institution's obligation to provide a safe, nondiscriminatory environment for all students. If the University determines that it can maintain confidentiality, you must understand that the institution's ability to meaningfully investigate the incident and pursue disciplinary action, if warranted, may be limited. There are times when the University may not be able to honor a request for confidentiality because doing so would pose a risk to its ability to provide a safe, nondiscriminatory environment for everyone. If the University determines that it cannot maintain confidentiality, the University will advise you, prior to starting an investigation and, to the extent possible, will share information only with those responsible for handling the institution's response.

The University is committed to the well-being of all students and will take steps to protect all involved from retaliation or harm.

If you want to talk in confidence to someone about an experience of sexual discrimination, please contact these resources:
> For *confidential resources on campus*: **Counseling Center: 207-581-1392** or **Cutler Health Center: at 207-581-4000**.
> For *confidential resources off campus*: **Rape Response Services:** 1-800-310-0000 or **Spruce Run**: 1-800-863-9909.

Other resources: The resources listed below can offer support but may have to report the incident to others who can help:

> For *support services on campus*: **Office of Sexual Assault & Violence Prevention: 207-581-1406**, **Office of Community Standards: 207-581-1409**, **University of Maine Police: 207-581-4040 or 911**. Or see the OSAVP website for a complete list of services at http://www.umaine.edu/osavp/

BUA 235 Schedule (subject to revision)

			Topic	Reading	Assignment
Week 1			Labor Day		
	W	9/5	Lecture – Emerging technologies in 2018		
	F	9/7	Lecture – Computer Hardware	Appx. A	
Week 2	M	9/10	Lecture – Computer Software	Appx. B	
	W	9/12	Lecture – the value of information	Ch. 1	LA1.3
	F	9/14	How to: write HTML code		Quiz 1
Week 3	M	9/17	Workshop: paper prototyping		
	W	9/19	Lecture – information & business systems	Ch. 2	LA2.2
	F	9/21	How to: obtain web hosting for your site		Quiz 2
Week 4	M	9/24	Workshop: innovation engineering		**Personal Website**
	W	9/26	Lecture – information systems development	Ch. 10	LA10.A5 (modified)
	F	9/28	Workshop: team formation		Yellow card
Week 5	M	10/1	Stand-up: introduce your project		**Project Overview Stmt**
	W	10/3	Lecture – business processes	Ch. 11	LA11.A4
	F	10/5	How to: use Gliffy for process diagrams		Quiz 3
Week 6	M	10/8	Columbus Day – class dismissed		
	W	10/10	Lecture – securing information	Ch. 8	LA8.7
	F	10/12	Stand-up: compare as-is and to-be diagram		**Process Diagrams**
					Quiz 4
Week 7	M	10/15	Lecture – information privacy	Ch. 9	LA9.A3 or LA9.A7
	W	10/17	Faculty Retreat – class dismissed		
	F	10/19	Workshop: risk analysis for your process		Quiz 5
Week 8	M	10/22	**MIDTERM EXAM**		
	W	10/24	Stand-up: revised process map		**Revised Process Diagram**
	F	10/26	Lecture – evaluating information quality	Ch. 3	LA 3.2
Week 9	M	10/29	Workshop: prototyping		
	W	10/31	Lecture – analytics for decision support	Ch.6	LA 6.2
	F	11/2	How to: decision-support methods in Excel		Quiz 6
Week 10	M	11/5	Workshop:		
	W	11/7	Lecture – databases	Ch. 5	LA5.A3
	F	11/9	How to: query a database with SQL		Quiz 7
Week 11	M	11/12	Veterans –– thank you for your service!		
	W	11/14	Stand-up: **prototype demonstrations**		**Working Prototype**
	F	11/16	Stand-up: **prototype demonstrations**		
Week 12	M	11/19	How to: design models for 3D printer		
	W	11/21	Happy		
	F	11/23	Thanksgiving		
Week 13	M	11/26	Lecture – strategic information systems	Ch. 4	LA4.A5
	W	11/28	Lecture – enterprise systems	Ch. 12	LA12.4 or LA12.A2
	F	11/30	How to: data visualization with Tableau		**Project Report**
					Quiz 8
Week 14	M	12/3	How to: explore library data resources		
	W	12/5	Lecture – e-business	Ch. 13	LA13.1 (modified)
	F	12/7	How to: programming with Arduino		Quiz 9
Week 15	M	12/10	Lecture – knowledge management	Ch. 14	
	W	12/12	Lecture – artificial intelligence		
	F	12/14	Exam review		**Data Analytic Report**
					Hackerspace extra credit
					Quiz 10
Finals Week	Tu	12/18	**FINAL EXAM: 7:45-9:45pm in DPC 100**		