

**California Polytechnic State University - San Luis Obispo**  
**Orfalea College of Business**

**BUS 391 - Introduction to Information Systems**  
**Winter 2014**

<b>Professor:</b> Dr. Patricia A. McQuaid <b>Office:</b> Business Building (03) Room 437 <b>Office Phone:</b> 756-5381 (you can leave a message 24 hours per day, but email is preferred) <b>Class Times:</b> Section 1 Tuesday, Thursday 9-11 Section 2 Tuesday, Thursday 12-2 <b>Office Hours:</b> Tuesday, Thursday 8:30-9, 2-3:30 - and by appointment  <b>Email address:</b> CalPolyMcQuaidBUS391@gmail.com (Note: use this account for any email correspondence.) ➔ Write either <b>Section 1</b> or <b>Section 2</b> in the message header.	
<b>Exam Dates</b>	
<b>Midterm Exam (text and Access lab exam)</b>	Thursday, February 13
<b>Final exam (text and Excel lab exam)</b>	Section 1 (9-11 class) Thursday, March 20 10-1 Section 2 (12-2 class) Thursday, March 20 1-4  ➔ Note these exam dates; you must take the exam with your section.
<b>Course Materials – Required.</b> Business Driven Technology by Paige Baltzan, McGraw-Hill Irwin 2013 I SBN: 9780077815417 There is a Cal Poly version, containing a subset of the chapters (to reduce the cost to you).	
<b>Link to discount copies of Office 2010</b>	<a href="#">Student discounted version 2010</a> Word, Excel, PowerPoint, OneNote 2010 \$119.99
<b>Free Software from Microsoft:</b>	Microsoft Academic Alliance Program Registration You can obtain Microsoft Access database software at no cost. I suggest you obtain the software early in the term, so you have it when you need it. You can check out a copy, install it, and return it.

**Course Description**

The major role of information technology in business is to provide solutions to business problems, and to provide opportunities for firms by enabling increased productivity, quality improvement, business process reengineering, customer relationship management, and supply chain management. In this course, we will view information systems and technology from a managerial perspective. We will address the following questions:

- ◆ What is the role of information in organizations today?
- ◆ How can organizations convert data into information, and information into organizational knowledge?
- ◆ How can Information Technology (IT) provide strategic advantage for organizations in a global competitive environment?
- ◆ How does the underlying technology support work (at a high level)?
- ◆ How can IT support managers, teams, and individuals in the decision making process?
- ◆ What are the implications of the changing role of information systems in organizations?

These questions will be addressed through lectures, in-class exercises, current topic discussions, homework assignments, and case analysis. The hands-on component of the course involves the development of business applications using Microsoft Access and Excel, and the creation of web pages.

**Course Objectives.**

The specific objectives of BUS 391 are to focus students' attention on the following:

- ◆ Understanding the role of information systems and technology in organizations
- ◆ Applying knowledge to identify opportunities and solve business problems
- ◆ Understanding the strategic opportunities afforded organizations through the effective use of technology
- ◆ Understanding the specific components of an IT infrastructure including hardware, software, and networks
- ◆ Understanding the role of IT in supporting managerial decision making, information and knowledge management
- ◆ Demonstrating effective participation in teams

## Grading

### Exams, Homework, and Projects

Midterm Exam (Concepts/Access Exam)	30%
Final Exam (Concepts/Excel Exam)	30%
Attendance and Participation	5%
Homework	10%
Access Mini-project	10%
Excel Mini-project	10%
Web Mini-project	5%

### Final Grade

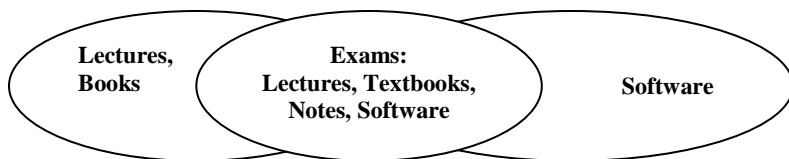
A 94-100	C 73-76
A- 90-93	C- 70-72
B+ 87-89	D+ 67-69
B 83-86	D 63-66
B- 80-82	D- 60-62
C+ 77-79	F Below 60

**Note:** Do your own work. As a student at CalPoly, you have an obligation to abide by the university's honor code and the student computing policy. Any violation of this code will immediately be sent to the judicial board. Any plagiarism or cheating will result in an automatic failure (i.e., you will receive an "F" grade for the course).

**Exams:** The exams will test your grasp of important concepts introduced prior to each exam as well as your ability to apply these concepts to business situations. Exams will cover text and lecture material as well as concepts related to the software. The exams will be closed-book and closed-notes. There are 2 exams, the Midterm and the Final. The exam format will be multiple-choice, true-false, essay/short answer, and the hands-on component for Access (Midterm), and for Excel (Final).

**If you miss class on the day of either the Midterm Exam or Final Exam without a "verifiable" acceptable reason (e.g., death in the family; severe illness that requires a physician's attention and a physician's note), you will receive a grade of zero. Note the exam dates – if these don't work for you then please drop the class.**

It is YOUR responsibility to notify me at 756-5381 (office phone with 24 hour voice mail), or via email, AT LEAST TWO (2) HOURS PRIOR to the scheduled exam if you have conditions beyond your control that would be a University excused absence. I have a right to require documented evidence of the reason for missing the exam. If the above guidelines are followed, arrangements for a make-up exam will be made. You may not make-up more than one scheduled exam and still complete the course. Lack of notification implies an invalid reason for missing an exam and will result in a grade of zero on the missed examination. Makeup exams are more difficult than exams given on the scheduled exam date. Note: going on a family vacation, attending a wedding, or attending an interview, are not valid reasons to miss an exam. Schedule any interviews around these exam dates, listed here on the syllabus.



**Reading Assignments:** Reading assignments will involve articles, online tutorials, and additional book chapters related to the concepts introduced during class lectures. Each student is required to read the articles and actively participate in the class discussions.

**Homework:** Homework will involve lab activities using Microsoft Access, Excel, and Web development, plus additional topics. Assignments are to be completed individually, not in groups. Assignments are due at the beginning of class (when class starts, not later), unless specifically stated otherwise. **There will NOT be any extra credit assignments, nor late homework accepted.** The goal of homework assignments is to help you understand and integrate the course material and the features and functions of the software packages, and other course materials. The intent is to encourage you to complete the exercises necessary to understand how to develop applications. Typically, those students who do not complete their homework do not do well in this class, earn lower grades, and do not learn as much.

**In-class exercises:** During some class meetings, students will work in small groups on assignments related to the materials discussed on that day. If there is an in-class team or individual assignment, you will get a zero for it if you are not there, and there are no make-up assignments.

**Course Project:** Teams of 2 students will be formed to create a fictional business to operate. During the course you will create a database (using Microsoft Access), a decision support system (using Excel), and a web site (using a web development application of your choice) for your business. A separate handout will be given with details. There will be due dates throughout the term, as we cover the material needed for that particular part of the project.

**Class attendance:** Students are expected to arrive on time and attend every class except for emergency. Please be punctual. If you need to leave class early, please let me know before the class begins. If a class is missed, it is the student's responsibility to obtain class notes, handouts, etc. Students are also expected to work on in-class exercises. Any use of emails, instant messengers, internet, or materials not related to class work will result in a penalty reflected in your class participation grade. It is also disrespectful to me, and your peers in the class.

**Information Systems Association (ISA).** The student club is named the Information Systems Association (ISA), with its Web Site: [www.isa.calpoly.edu](http://www.isa.calpoly.edu) I encourage you to attend the ISA meetings, if you are at all interested in information systems (I.S.) as a career. There is great demand for IS majors, with more jobs available than there are students. It is one of the highest paying concentrations in the college. Normally the student clubs meet once a week during the University Hour (Tuesdays, Thursdays 11-12), but our typically club meets both days.

### **Questions Regarding Grading of Exams, Quizzes, or Homework Assignments.**

If a mistake or question about the grading occurs, please see me about it immediately. You will have one week from the time the quiz, assignment, or exam is returned to clear up any questions. Grades will not be changed after that 1 week period. No exceptions! (So, do not wait until near the end of the quarter to say you did not get credit for an assignment.) It is your responsibility to check PolyLearn at least weekly, to make sure your grades are posted accurately.

**PolyLearn.** You will submit assignments either on paper or electronically on PolyLearn. Typically, the software assignments will be submitted electronically. It is YOUR responsibility to do this properly

We will follow a strict file naming convention for assignments submitted through PolyLearn. Here is the general format, and two examples:

Format: YourLastName\_Software\_AssignmentNumber.FileExtension

Example: mcquaid\_excel2.xlsx

**Course Handouts.** Among other teaching techniques, I will use PowerPoint software in the class. I will put these course notes on PolyLearn at least one day ahead of class for you to print out IN ADVANCE and bring to class. I will not be handing out the notes on paper, except for the first day of class. There will be other handouts for you to bring to class – they will be placed on PolyLearn.

### **Recommendations for Success**

1. Review the course syllabus and understand course assignments and due dates. If you have any questions, please ask.
2. Attend all class meetings, come to class on time, participate in class discussions, ask questions, and *practice*.
3. Come to class prepared! That means, read the chapter **before** class discussion. Ask for help if you are having problems preparing your solutions.
4. Study the text and class notes outside of class.
5. Complete all assignments on time.
6. Do well on your exams!
7. Participate in class discussions. I understand that some people are nervous about speaking in public. Students are generally fearful of speaking in class. Now is the appropriate time to begin overcoming that fear.
8. If you feel you need help to improve your course grade, approach me as **early as possible**. I will try to help you locate your weaknesses in your performance and discuss ways to help improve your performance. The end of the quarter (after most exams and homework assignments are completed) is too late for help. There is no extra credit.
9. The university provides numerous services and programs, to help you succeed in college. Take advantage of them. For example, there are seminars on the best way to take notes, how to study effectively for exams, and helping you to deal with exam anxiety. Check with the college's Advising Center to guide you in the right direction.

### **Right to Change the Syllabus Policy**

I reserve the right to make any changes to this syllabus at anytime during the course. If a change is made, a new syllabus will be handed out.

### **Instructor and University Policies**

Students withdrawing from the course will fall under the University policy for withdrawal. A student may withdraw from the course by the second week of instruction, without a serious and compelling reason. However, after the second week of instruction, students may only drop the course for a serious and compelling reason acceptable to and verified by the Chair of the Department. Please refer to the General Catalog for other administrative policy.

**Honesty is one of the most fundamental principles in a higher education setting. Honesty is not only expected, it is absolutely necessary to preserve the integrity of the individual, the institution, and the degree conferred by the University. Cheating and plagiarism will not be tolerated. Cheating requires an "F" course grade and further attendance in the course will be prohibited. Please review the University policy related to cheating and plagiarism located at the following website.**

<http://www.academicprograms.calpoly.edu/academicpolicies/Cheating.htm>

### **Campus Administrative Manual, Section 684. 1 Definition of Cheating**

Cheating is defined as obtaining or attempting to obtain, or aiding another to obtain credit for work, or any improvement in evaluation of performance, by any dishonest or deceptive means. Cheating includes, but is not limited to: lying; copying from another's test or examination; discussion of answers or questions on an examination or test, unless such discussion is specifically authorized by the instructor; taking or receiving copies of an exam without the permission of the instructor; using or displaying notes, "cheat sheets," or other information devices inappropriate to the prescribed test conditions; allowing someone other than the officially enrolled student to represent same.

Signing another student's name to a class attendance sheet when a student has not attended the entire class is also a form of cheating. Both students involved in the incident will be equally sanctioned for cheating.

**Additional Comments.** You are responsible for all announcements and material presented in class, even if you are late or absent. If you attend class, you are expected to remain for the entire lecture. Class notes should be obtained from fellow students if they are not on PolyLearn. Of course, you are always welcome to submit homework to me **early** if you know in advance that you will be missing class.

The following is a standard definition of letter grades and their significance:

- A: Outstanding (student's performance is genuinely excellent)
- B: Good (student's performance is clearly commendable but not necessarily outstanding)
- C: Average (student's performance meets every course requirement and is acceptable or good, though not distinguished)
- D: Below Average (student's performance fails to meet course objectives and standards)
- F: Failure (student's performance is unacceptable)

This is the college of Business, and you should act professionally. If you were in a business meeting and were playing games on the computer, you certainly would not be promoted and may even get fired!

### **Accommodations for Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a learning disability requiring an accommodation, please see me and contact the Student Affairs' Disabled Resource Center in the Student Services Building. The phone number is 756-1395.

If you have special needs, show me the letter from the university at least two weeks before an exam, so we can make the necessary arrangements.

## COURSE OUTLINE

This class is designed to introduce students to the wide variety of topics in information systems. The class format consists of lectures, discussions, and interactive work with the software. There is broad coverage of many topics. The textbook contains more information than we will be able to cover, so we will cover the chapters that I deem are the most important. We will not necessarily cover the chapters in the order listed below.

Chapter 1 Business Driven Technology
Chapter 2 Identifying Competitive Advantages
Chapter 3 Strategic Initiatives for Implementing Competitive Advantages
Chapter 6 Valuing Organizational Information
Chapter 7 Storing Organizational Information—Databases
Chapter 8 Accessing Organization Information – Data Warehouse
Chapter 9 Enabling the Organization—Decision Making
Chapter 10 Extending the Organization—Supply Chain Management
Chapter 11 Building a Customer-centric Organization—Customer Relationship Management
Chapter 12 Integrating the Organization from End to End—Enterprise Resource Planning
Chapter 14 E-Business
Business Plug-in 1 Business Basics
Business Plug-in 2 Business Processes
Business Plug-in 3 Hardware, Software
Business Plug-in 4 Enterprise Architecture
Business Plug-in 5 Networks and Telecommunications (on-line)
Business Plug-in 6 Information Security
Business Plug-in 7 Ethics
Business Plug-in 8 Supply Chain Management
Business Plug-in 9 Customer Relationship Management
Business Plug-in 10 Enterprise Resource Management
Business Plug-in 11 E-Business
Business Plug-in 12 Global Trends
Business Plug-in 13 Strategic Outsourcing
Business Plug-in 14 Systems Development
Business Plug-in 15 Project Management
Business Plug-in 16 Operations Management
Business Plug-in 17 Organized Architecture Trends
Business Plug-in 18 Business Intelligence

### Technology Plug-ins (These are additional chapters located online with the course materials)

T1 Personal Productivity Using IT (on-line)
T2 Basic Skills Using Excel (on-line)
T3 Problem Solving Using Excel (on-line)
T4 Decision Making Using Excel (on-line)
T5 Designing Database Applications (on-line)
T6 Basic Skills and Tools Using Access (on-line)
T7 Problem Solving Using Access (on-line)
T8 Decision Making Using Access (on-line)
T9 Designing Web Pages (on-line)
T10 Creating Web Pages Using HTML (on-line)
T11 Creating Web Pages Using Dreamweaver (on-line)