

IS301 - Management Information Systems

Spring 2024

Section	Location	Date & Time
IS301.1001	AB110	Tuesday & Thursday 12:00 PM – 1:15 PM

Professor :	Adam Reed, M.S. (reed@unr.edu)
Grad Assistant:	Paris Safaei (parastoo@nevada.unr.edu) – Email Paris regarding any issues with assignments, grading, project submission issues, etc. before emailing me.
Office:	Ansari Business Building - Room 413
Office Hours:	Via Zoom By Appointment Only Monday & Wednesday 2:30pm – 4:00pm Tuesday & Thursday 2:00pm – 3:00pm
Prerequisites:	None

Course Materials

Laudon, Kenneth & Laudon, Jane. *Management Information Systems: Managing the Digital Firm*, (17th Edition).
ISBN 13: 978-0-13-697127-6

Canvas will be used to distribute course materials and for the submission of assignments.

Course Description

This course introduces students to the role of information systems in business and demonstrates how an organization can use its information systems to compete successfully in a global economic environment. Most organizations today use some form of information systems to support their operations and improve decision-making. The intent of this class is to enhance your knowledge of information systems so that you are aware of the opportunities available to make a business more effective, efficient, and profitable.

This course will also help you to understand and evaluate the reciprocal relationship between science and technology and the impact of information technology on society and the environment. As such, this course will satisfy Silver Core CO9: Science, Technology & Society. Brief Description of CO9: Students will be able to connect science and technology to real-world problems by explaining how science relates to problems of societal concern; be able to distinguish between sound and unsound interpretations of scientific information; employ cogent reasoning methods in their own examinations of problems and issues; and understand the applications of science and technology in societal context.

Course Objectives

The course objectives are listed below and each learning module will have assignments and activities to help you reach those objectives.

- Identify and describe key concepts related to the organizational use of information systems including computer hardware and software, data management, information privacy, computer networks, enterprise systems, sustainability, systems development, information security, green computing, big data, etc.
- Analyze how information systems support and enable business processes and help organizations compete in the global marketplace.
- Use information systems to analyze the business potential of technical solutions and explain the implications of new and innovative technologies and their impact on modern business and society.
- Recognize and articulate ways in which society is transformed by information technology, and evaluate the social implications of information systems, including ethical and privacy issues.
- Apply software systems to address business opportunities and collaborate on work projects.
- Analyze the challenges associated with the management of the information systems function in organizations.

Learning Events

Learning Event	Pts	%
About You Assignment	30	3%
Business Process Assignment	130	13%
Business Analytics Assignment	120	12%
Class Project	270	27%
Exam 1	150	15%
Exam 2	150	15%
Final Exam	150	15%
Total	1000	100%

Grading Scale

Point Range		Grade
930	1000	A
900	929	A-
870	899	B+
830	869	B
800	829	B-
770	799	C+
730	769	C
700	729	C-
670	699	D+
630	669	D
600	629	D-
0	599	F

Course Schedule

Week	Date	Topics and Deliverables
1	Jan 23	Course Intro: Syllabus, Schedule, Policies Meet Your Classmates
	Jan 25	About You Assignment Class Project Walkthrough
2	Jan 30	<No Class – Sign Up for Class Project Hosting, Work on About You Assignment>
	Feb 1	Chapter 1: Information Systems in Global Business Today
	Feb 1	For Class Project (-50 points if not completed on time) Sign Up for Web Hosting by TODAY @ 11:59PM
3	Feb 6	Chapter 2: Global E-Business and Collaboration
	Feb 8	Business Process Lab
	Feb 8	About You Assignment DUE IN CANVAS by TODAY @ 11:59pm
4	Feb 13	Chapter 3: Information Systems, Organizations, and Strategy
	Feb 15	Class Project Lab #1 – WordPress Installation & Setup (A)
5	Feb 20	Chapter 4: Ethical and Social Issues in Information Systems
	Feb 22	Class Project Lab #2 – Install & Configure Themes, Add Content to Pages/Posts, Create a Custom Menu, Remove/Replace Blog Widgets (B, C, D, E)
	Feb 24	Class Project Deliverable #1 DUE – Post Business Idea & Link in Discussion Forum
6	Feb 27	Exam 1 (Chapters 1, 2, 3, 4)
	Feb 29	Class Project Lab #3 – Google Analytics and Analytify Setup (F, G)
7	Mar 5	Chapter 6: Foundations of Business Intelligence
	Mar 7	<No Class – Work on Business Process Assignment>
8	Mar 12	Chapter 7: Telecommunications, the Internet, and Wireless Tech
	Mar 14	Business Analytics Lab
	Mar 14	Business Process Assignment DUE IN CANVAS by TODAY @ 11:59pm
	Mar 16	Class Project Deliverable #2 DUE – Commit to visiting 5 websites in Discussion Forum
9	Mar 19	Chapter 8: Securing Information Systems
	Mar 21	Class Project Lab #4 – WooCommerce Installation & Setup (H)
10	Mar 26	SPRING BREAK
	Mar 28	
11	Apr 2	Chapter 9: Achieving Operational Excellence and Customer Intimacy
	Apr 4	Exam 2 (Chapters 6, 7, 8, 9)
	Apr 4	Class Project Deliverable #3 DUE – Complete Website Deliverables A, B, C, D, E, F, and G

12	Apr 9	Chapter 10: E-Commerce: Digital Markets, Digital Goods
	Apr 11	Class Project Lab #5 – Plugin Walkthrough (I)
	Apr 11	Business Analytics Assignment DUE IN CANVAS by TODAY @ 11:59pm
13	Apr 16	Chapter 11: Managing Knowledge
	Apr 18	Class Project Lab #6 – File Upload & Link (J, K)
	Apr 18	Class Project Deliverable #4 DUE – Visit 5 websites 5 times and log each visit by TODAY. You CANNOT log a visit to the same website more than once per day.
14	Apr 23	Chapter 13: Building Information Systems
	Apr 25	Class Project Lab #7 – Google Analytics Report Walkthrough
15	Apr 30	Class Project Lab #8 - Open Zoom Help Session
	Apr 30	Remaining Class Project Deliverables H, I, J, and K & Final Report DUE @ 11:59PM
	May 2	Chapter 14: Managing Projects
16	May 7	<No Class – Prepare for Exam>
May 9 – 15		FINAL EXAM (Chapters 10, 11, 13, 14)

* This schedule may change. If so, I will update the syllabus in Canvas as quickly as possible and send a message to the class in the event that it does.

Dates highlighted in light grey are lab dates where we won't meet in person and you will watch an online video on your own time.

Dates highlighted in dark grey are assignment due dates.

Dates highlighted in blue are class project deliverable due dates.

Course Policies

Attendance

I do not require attendance in this class, however, I strongly recommend that you attend and participate in order to be successful. I will highlight exam content and project requirements during class meetings and may also offer extra credit opportunities to the students that are physically present in my classroom on days that I choose to do so. **Missing something that was discussed during class time doesn't excuse you from meeting those requirements.** Please DO NOT contact me to let me know that you won't be in attendance. Instead, I encourage you to utilize the connections made with classmates on the first day of class to catch up on what you missed. In the event that in-person attendance levels fall below 50%, I may elect to implement an attendance policy requiring attendance at that time. Make the choice to attend even though it isn't required that you do so!

Communication

I want to make it clear from day one that you should not expect an immediate or quick response from me via email or via Canvas message. In addition, **if you email me multiple times within a week regarding the same issue and prior to me responding, I will deduct 10 points from your grade for each instance.** If I haven't responded to your email, I'm not ignoring you. I simply haven't had a chance to respond yet and will as soon as possible. I have provided my GA's email at the beginning of this document, however, it will often be difficult for her to respond to messages in a timely manner as well. As such, you may be wondering how to communicate with me in the event that you have questions about assignments, the class, or regarding personal issues. Here are my recommendations:

- **Come to class!** You are always welcome to come speak with me after any in-person class session. This obviously won't be possible if you're not in class which is another reason that I highly recommend attending.
- I offer office hours as often as possible via Zoom on the days/times listed above. I encourage you to make an appointment with me if you'd like to meet.

The suggestions above require that you work on assignments in advance of their due dates in order to leave time to get help. If you choose not to do that, you are choosing to decline the opportunity to get assistance from me.

Late Work

It is your responsibility to keep up with assignments, class project deliverables, exams, and their associated due dates shown on the schedule. I will not allow makeup exams unless they were scheduled in advance, however, I will accept late work and will apply a 20% deduction for each day an assignment is late. So, for example, if you turn in an assignment 2 days late and earn 80/100 or an 80%, that assignment score will be dropped to a 40% after a 20% deduction for each of the two days. This will allow you to earn partial credit for late work but can still have a drastic impact on your final grade if you make a habit of turning work in late.

Exams

Exams 1 and 2 will be completed in class on the date shown in the schedule. The Final Exam will be completed **online** in Canvas during the date range indicated in the schedule. Further details will be provided as a Canvas announcement prior to that exam. All exams are closed-book, covering course materials from lectures, however, I will allow one SINGLE SIDED 8.5" x 11" page of notes for all 3 exams. Note pages must be hand-written and must be turned in immediately after completing your exam. Exams will consist of multiple choice and true/false questions intended to assess your comprehension of the topics. I will post additional details as Canvas announcements prior to each exam with further instructions on how to study, what to study, and what to expect for them.

Make-Up Exams

You **MUST** inform me ahead of time if you'll be unable to take an exam on the scheduled date. If you can't document a valid reason for missing an exam, you will not be able to take a makeup exam, and your grade for that exam will be a zero.

Canceled Classes

If classes are canceled by myself or the University, be prepared to cover both the missed and current reading assignments at the next scheduled class meeting.

Disability Services

Any student with a disability needing academic adjustments or accommodations is requested to speak with the [Disability Resource Center](#) (Pennington Student Achievement Center) as soon as possible to arrange for appropriate accommodations.

Office Hours

My office hours are listed above. **PLEASE DO NOT ABUSE MY TIME.** I will not assist you with projects or parts of an assignment that you have not already attempted to complete on your own and I will not walk you through your homework. I expect that you will use the resources at your disposal (books, classmates, websites, etc.) to figure out how to complete your work first before asking for help.

Academic Dishonesty

I take Academic dishonesty VERY seriously and will not stand for it in my classroom, whatsoever. Academic dishonesty is against University as well as the system community standards. Academic dishonesty is defined as: cheating, plagiarism or otherwise obtaining grades under false pretenses. Plagiarism is defined as submitting the language, ideas, thoughts or work of another as one's own; or assisting in the act of plagiarism by allowing one's work to be used in this fashion. Cheating is defined as (1) obtaining or providing unauthorized information during an examination through verbal, visual or unauthorized use of books, notes, devices, text and other materials; (2) obtaining or providing information concerning all or part of an examination prior to that examination; (3) taking an examination for another student, or arranging for another person to take an exam in one's place; (4) altering or changing test answers after submittal for grading, grades after grades have been awarded, or other academic records once these are official.

Disciplinary procedures for incidents of academic dishonesty may involve both academic action and administrative action for behavior against the campus regulations for student conduct. The procedures involve the determination by the faculty member pursuing concerns over alleged cheating or plagiarism as to whether administrative action is warranted, in addition to making a determination as to any academic consequence. Academic action may include: (1) cancelling the student's enrollment in the class without a grade; (2) filing a final grade of "F"; (3) awarding a failing mark on the test or assignment in question; (4) requiring the student to retake the test or resubmit the assignment.

University regulations will be enforced regarding dishonorable or unethical conduct which includes, but is not limited to, cheating and plagiarism. For more information, see the [UNR General Catalog](#).

Content Accessibility

This course may leverage 3rd party web/multimedia content, if you experience any issues accessing this content, please notify your instructor.

Course Evaluation

Course evaluations will be conducted during the last few weeks of the semester. Your constructive assessment of this course plays an indispensable role in shaping education at UNR.

Religious Holy Days

It is the policy of NSHE ([Title 4 Chapter 20 A, Section 3, paragraph 2](#)), to be sensitive to the religious obligations of its students. Any student missing classes, quizzes, examinations, or any other class or lab work because of observance of religious holy days should, whenever possible, be given an opportunity during that semester to make up the missed work. The make-up will apply to the religious holy day absence only. It shall be the responsibility of the student to notify the instructor in advance in writing, if the student intends to participate in a religious holy day which does not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the assignment at an alternate time would impose an undue hardship on the instructor or the institution which could not reasonably have been avoided.

Student Created Recordings

Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by Board of Regents policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may be given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.

Instructor Created Recordings

Class sessions may be audio-visually recorded for students in the class to review and for enrolled students who are unable to attend live to view. Students who participate with

their camera on or who use a profile image are consenting to have their video or image recorded. If you do not consent to have your profile or video image recorded, keep your camera off and do not use a profile image. Students who un-mute during class and participate orally are consenting to have their voices recorded. If you do not consent to have your voice recorded during class, keep your mute button activated and only communicate by using the "chat" feature, which allows you to type questions and comments live.

Equal Opportunity & Title IX

The University of Nevada, Reno is committed to providing a safe learning and work environment for all. If you believe you have experienced discrimination, sexual harassment, sexual assault, domestic/dating violence, or stalking, whether on or off campus, or need information related to immigration concerns, please contact the University's Equal Opportunity & Title IX office at 775-784-1547. Resources and interim measures are available to assist you. For more information, please visit:

<https://www.unr.edu/equal-opportunity-title-ix>.

COVID-19 Statements

Training Policies

Students must complete and follow all guidelines as stated in the Student COVID-19 Training modules, or any other trainings or directives provided by the University.

Face Coverings

Pursuant to Nevada law, NSHE employees, students and members of the public are no longer required to wear face coverings while inside NSHE buildings irrespective of vaccination status.

Social Distancing

In alignment with State of Nevada guidelines, social distancing is no longer required.

Disinfecting Your Learning Space

Disinfecting supplies are provided for you to disinfect your learning space. You may also use your own disinfecting supplies.

COVID-19, COVID-19 Like Symptoms, and Contact with Someone Testing Positive for COVID-19

Students testing positive for COVID 19 or exhibiting COVID 19 symptoms regardless of vaccination status will not be allowed to attend in-person instructional activities and must leave the venue immediately. Students should contact the Student Health Center or their health care provider to receive care and who can provide the latest direction on quarantine and self-isolation. Contact your instructor immediately to make instructional and learning arrangements.

Accommodations for COVID-19 Quarantined Students

For students who are required to quarantine or self-isolate due to 1) COVID 19 infection or 2) exposure while not vaccinated, instructors must provide opportunities to make-up missed course work, including assignments, quizzes or exams. In courses with mandatory attendance policies, instructors must not penalize students for missing classes while quarantined.

Failure to Comply with Policy (including as outlined in this Syllabus) or Directives of a University Employee

In accordance with section 6,502 of the University Administrative Manual, a student may receive academic and disciplinary sanctions for failure to comply with policy, including this syllabus, for failure to comply with the directions of a University Official, for disruptive behavior in the classroom, or any other prohibited action. "Disruptive behavior" is defined in part as behavior, including but not limited to failure to follow course, laboratory or safety rules, or endangering the health of others. A student may be dropped from class at any time for misconduct or disruptive behavior in the classroom upon recommendation of the instructor and with approval of the college dean. A student may also receive disciplinary sanctions through the Office of Student Conduct for misconduct or disruptive behavior, including endangering the health of others, in the classroom. The student shall not receive a refund for course fees or tuition.

Syllabus

Read and study this syllabus carefully. This is a contract between the professor and each student, which lays out the responsibilities of both parties. If there are questions, consult with me before the end of the first week of class. Contacting me at the end of the semester to let me know that you desperately need to pass this class after failing to put the time/work in to do so will not change your grade. Your continued registration after the initial drop date signifies that you have read and understand the syllabus and will abide by the course policies within it.

*****Please keep in mind that I have many students across the multiple courses that I teach, all with different circumstances.
YOUR LACK OF PLANNING WILL NOT BE MY EMERGENCY*****

PLEASE FEEL FREE TO COME AND INTRODUCE YOURSELF! WELCOME TO IS301!