ISM6021-030
Management Information Systems
(CRN: 20576, Section: 030, 2 Credit Hours)

School of Information Systems and Management

COURSE SYLLABUS
Last Updated: 1/18/2023

Semester: Spring 2023
Class Meeting Days: Friday, Saturday
Class Meeting Time: 1:30 – 5:30 pm
Class Meeting Location: BSN 230
Instructor: Prof. Quintin McGrath
Office Hours: By Appointment Only
Phone Number: 847-420-4998
Email: qmcgrath@usf.edu

IMPORTANT DATES:

March 4	Class begins
April 29	Class ends

UNIVERSITY COURSE DESCRIPTION:
ISM 6021: An introduction to the fundamentals of information systems including an examination of information technology terminology and concepts, alternative methodologies for developing information systems, and the application and impact of information technology in contemporary organizations.
Prerequisite(s): Graduate Standing

REQUIRED TEXTBOOK:
1. *Managing and Using Information Systems* by Pearlson, Saunders, Galletta, 7th Ed, Wiley (ISBN 978-1-119-56056-2)
2. *The Exponential Era* by Espindola &Wright, Wiley / IEEE Press (ISBN 978-1-119-81404-7)

OTHER:
- Additional videos, papers, and case studies will be provided

COURSE OVERVIEW:
In our fast-paced world of exponential changes, shaped by megatrends like sustainability, digitization, and virtualization, business students must recognize the role of Management Information Systems (MIS) and understand how to take the best advantage of emerging technologies for business and societal benefit. This course consists of three parts that provide an overview of MIS for business leaders. It includes (1) learning about the theories and frameworks for managing and using MIS in business, (2) crafting strategies to make the most of the emerging technologies in your organizations, and (3) exploring case studies of those that have grappled with these topics. The intent of the course is that you learn how to leverage technology to achieve the greatest benefit for your organization and its stakeholders.

COURSE OBJECTIVES:
1. Provide a real-world understanding of the strategic role of MIS in business
2. Apply research-inspired MIS frameworks to achieve business advantage
3. Provide practical exposure to the beneficial application of emerging technologies
4. Analyze how organizations gain sustainable competitive advantage through technology

STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:
1. Understand the benefit of information systems for business
2. Demonstrate a foundation in business-related information technology (IT)
3. Comprehend, explain, and apply the major theories, concepts, and principles of MIS
4. Understand the need to integrate technology into the strategy, governance, and operations of a business
5. Understand the essence of several emerging technologies and how to apply them for business advantage
6. Understand how to lead a business to take advantage of MIS

COURSE TOPICS: This course will include some of the following content areas, with an emphasis on those areas of most import to the instructor and the class:
- *Core MIS topics*: Management Information Systems overview, Strategic use of Information Systems, Digital Transformation, Technology Architecture, Infrastructure, Cybersecurity, Governance, Sourcing, MIS Delivery, Business Intelligence, Ethical Technology, and Strategic Planning for the Exponential Era.

- *Emerging technology topics:* Artificial Intelligence; Machine Learning; GPT-3; Robotics and Autonomous Vehicles; Digital Twins; Edge AI and Internet of Things; Blockchain (Cryptocurrency, DAOs, NFTs); Virtual, Augmented, and Extended Reality; Enterprise Metaverse; and Quantum Computing.

COURSE ACTIVITIES: There are four main activities for the class:
1. *Weekly discussions on the core MIS topics*. (Active discussion and participation are expected.)

2. Preparing for, discussing, and reflecting on *four case studies* each related to a core MIS topic or an emerging technology. (A single-page preparation and a two-page reflection submission are required.)

3. Four *emerging technology presentations and discussions*, with (on a rotational basis) one group providing a 10-min overview presentation of the technology, another taking a protagonist role (using a 10-min presentation), and the third an antagonist role for the use of the technology in business (also making use of a 10-min presentation). The fourth group will pose questions and guide the discussion.

4. *A group project* consisting of a 20-page double-spaced research-based paper and a 20-min presentation that can be one of: (a) the definition of a practical technology strategy for a non-profit organization, (b) the identification of a megatrend that is threatening an organization represented in the group and a strategy for the application of an emerging technology or technologies to turn the threat into an opportunity, or (c) the development of a case study relating to the strategic use of MIS with the aim of submitting it, along with a presentation and teaching aids, to the Muma Case Review.
No more than two groups can do each of (a), (b), or (c).

CLASS PARTICIPATION:
All students are expected to prepare for and participate in class discussions. In a course of this type, you *must* actively participate in the learning process. The participation component of the course grade is awarded for your constructive contributions to class discussion throughout the course. Excellent participation requires thorough preparation, critical thinking, a cooperative attitude, and the willingness to share your ideas.

As you prepare for class, approach the work from a critical perspective. Look for interesting, intriguing, counter-intuitive, confusing, or contradictory aspects of the readings. Consider the most important insights, the new ideas you uncovered, what triggered you to think differently, what caused you to become aware of a new phenomenon, or what you did not understand. These types of questions form the foundation for good class participation.

ACKNOWLEDGEMENTS:

GRADE CATEGORIES AND WEIGHTS

Activity	Type	Total weight
Class participation and discussion	Individual	25%
Emerging technology reviews	Group	20%
Case Study preparation and reflection	Individual	20%
Group project report	Group	15%
Group presentation	Group	15%
Pre-course and feed-forward surveys	Individual	5%

GRADING SCALES

Total%	Grade	Total%	Grade	Total%	Grade	Total%	Grade
>=97	A+(max 10% of class)	>=87	B+	>=77	C+	>=67	D+
>=94	A	>=84	B	>=74	C	>=64	D
>=90	A-	>=80	B-	>=70	C-	<60	F

Note: At the graduate level, a grade of C- is essentially a failing grade because you will be required to repeat the course if you earn a grade of C- or below.

GRADING POLICIES

Late Assignment Submission Policy: All assigned work is expected to be turned in on time, by 11:59 p.m. of the due date. Late assignments will not be accepted unless prior permission has been granted by your instructor.

Incomplete Policy: An "I" grade may be awarded to a student only when a small portion of the student's work is incomplete and only when the student is otherwise earning a passing grade. The time limit for removing the "I" is one academic semester. "I" grades not removed by the end of the time limit will be changed to "IF" or "IU," whichever is appropriate.

Essay Commentary Policy: Commentaries on papers and assignments will be delivered in written format via canvas.

COURSE POLICIES: Technology and Media

Canvas: This course will use USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses offered in Canvas, please view the following videos or consult the Canvas help guides. You may also contact USF's IT department at (813) 974-1222 or help@usf.edu. The course will include recorded lectures, reading assignments, tests (midterm and Final), quizzes, discussions, and homework (posted on CANVAS).

COURSE POLICIES: Student Expectations

Attendance Policy: There is a live lecture attendance requirement.

Course Hero / Chegg Policy: The USF Policy on Academic Integrity specifies that students may not use websites that enable cheating, such as by uploading or downloading material for this purpose. This does apply specifically to Chegg.com and CourseHero.com – any use of these websites (including uploading

proprietary materials) constitutes a violation of the academic integrity policy.

End of Semester Student Evaluations: All USF classes use an online system for students to provide the university with feedback regarding the course. These surveys will be made available at the end of the semester, and the University will notify you by email when the response window opens. Your participation is expected and valued.

Turnitin.com: In this course, turnitin.com may be utilized. Turnitin is an automated system that instructors may use to quickly and easily compare each student's assignment with billions of websites and an enormous database of student papers that grows with each submission. Accordingly, you will be expected to submit all assignments in electronic format. After the assignment is processed, as the instructor, I receive a report from turnitin.com that states if and how another author's work was used in the assignment. For a more detailed look at this process, visit http://www.turnitin.com.

Class Recording
For any classes recorded and streamed online, the student's voice and video will be included in the class recording.

COVID-19 Protocols
Please refer to the following website for the latest COVID-19 guidance: https://www.usf.edu/coronavirus/

STANDARD UNIVERSITY POLICIES
Policies about disability access, religious observances, academic grievances, academic integrity and misconduct, academic continuity, food insecurity, and sexual harassment are governed by a central set of policies that apply to all classes at USF. These may be accessed at: https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx

USF SYSTEM POLICIES
Policies are available at regulationspolicies.usf.edu

A. **Academic Dishonesty**: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please review the USF System Regulation USF3.027 Academic Integrity of Students and the USF System Regulation USF6.0021 Student Code of Conduct.

B. **Academic Disruption**: The University does not tolerate behavior that disrupts the learning process. Please review USF System Regulation USF3.025 Disruption of Academic Policy.

C. **Contingency Plans**: In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, online conferencing/collaboration tools, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor Canvas for each of their classes for course-specific communication, as well as the USFSM website, their student email account, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency.

D. **Disabilities Accommodation**: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: https://www.usf.edu/diversity/equal-opportunity/disability-services-contacts.aspx

E. **Evacuation Instructions**: Please note the emergency exit maps posted in classrooms. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated.

F. **Religious Observances**: USFSM recognizes the right of students to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes.

G. **Protection of Students Against Discrimination and Harassment:**
   - **Sexual Misconduct/Sexual Harassment Reporting:** USFSM is committed to providing an environment free from sex discrimination, including sexual harassment and sexual violence (USF System Policy 0-004).
   - **Other Types of Discrimination and Harassment:** USFSM also is committed to providing an environment free from discrimination and harassment based on race, color, marital status, sex, religion, national origin, disability, age, genetic information, sexual orientation, gender identity and expression, or veteran status (USF System Policy 0-007).

   The Counseling and Wellness Center is a **confidential** resource where you can talk about incidents of discrimination and harassment, including sexual harassment, gender-based crimes, sexual assault, stalking, and domestic/relationship violence. This confidential resource can help you without having to report your situation to either the Office of Student Rights and Responsibilities (OSRR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO), unless you request that they make a report.

   Please be aware that in compliance with Title IX and under the USF System Policy, educators **must** report incidents of discrimination and harassment, including sexual harassment, gender-based crimes, sexual assault, stalking, and domestic/relationship violence. If a student discloses any of these situations in class, in papers, or to a faculty member personally, they are required to report it to OSSR or DIEO for investigation. Students who are victims or who have knowledge of such discrimination or harassment are encouraged to report it to either OSSR or DIEO.

H. **Web Portal Information:** Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Canvas course information via that address. The web portal is accessed at http://my.usf.edu.

GENERAL INSTRUCTION FOR STUDENTS
- **Academic Support Services:**
  The Information Commons provides students with individual and group study spaces, computers, printers, and various media equipment for temporary use. The Information Commons is staffed by librarians, learning support faculty, tutors, and technology and e-learning specialists. Students challenged by the rigors of academic writing, mathematics, or other course content are urged to contact their professors early in the semester to chart out a plan for academic success, and/or regularly use the tutoring services provided by Learning Support Services (http://www.usfsm.edu/academics/academic-resources/information-commons/tutoring.aspx) which are provided at no cost to students.

- **Career Success Center:**
  Students can explore careers through activities such as job shadowing, mentoring, and internships. Whether students will be pursuing graduate school or seeking employment, Career Services can help them develop a plan to reach their next destination. Students can prepare professional documents, practice for the interview and attend employer or graduate school information sessions. Access these resources or schedule an appointment with career advisors at www.usfsm.edu/career-services.

LEARNING SUPPORT and CAMPUS OFFICES

Tampa Campus	**Tutoring Hub:** The Tutoring Hub offers free tutoring in several subjects to USF undergraduates. Appointments are recommended, but not required. For more information, email asctampa@usf.edu
	Writing Studio: The Writing Studio is a free resource for USF undergraduate and graduate students. At the Writing Studio, a trained writing consultant will work individually with you, at any point in the writing process from brainstorming to editing. Appointments are recommended, but not required. For more information or to make an appointment, email writingstudio@usf.edu
	Counseling Center: The Counseling Center promotes the wellbeing of the campus community by providing culturally sensitive counseling, consultation, prevention, and training that enhances student academic and personal success. Contact information is available online.
	Center for Victim Advocacy: The Center for Victim Advocacy empowers survivors of crime, violence, or abuse by promoting the restoration of decision making, by advocating for their rights, and by offering support and resources. Contact information is available online.

COURSE FAQ

How to communicate with me?

You can either (i) send me an email directly or through Canvas, or (ii) call/text me, or (iii) set up an appointment to see me in my office. When emailing directly or through Canvas, please write the appropriate subject and include your name at the bottom of the email.

How NOT to communicate with me?

1. Please do not email me from a non-USF email account.
2. Please do not submit deliverables to me through email, they should be submitted through Canvas.

How will I communicate with you?

I will send announcements through Canvas. The announcements should arrive in your inbox. If you send me an email through Canvas, I will respond through Canvas. If you send me an email, I will respond to your USF email address. I will attempt to reply to your emails within 24 hours during weekdays, but I cannot guarantee a response within 24 hours on weekends. Occasionally emails go to my Junk Mail folder, so if you have not received my response within 24 hours, please either resend your email or text me. I will provide feedback on your assignments through Canvas.

How to Succeed in this Class?

- **Check Canvas and emails daily for announcements:** I will periodically send emails and announcements. I encourage you to check them daily.
- **Read the syllabus:** I want to ensure that you understand the course structure and expectations and have your questions answered in the first week. Please read this syllabus by the end of the first week and contact me if you have any questions.
- **Complete the class pre-work:** You will get the most from this class if you complete the pre-work. More unsatisfactory grades are due to procrastination than any other cause, so please give yourself ample time to complete the work for this class.
- **My goal is your success.** Working together will achieve this goal for both of us.

COURSE SCHEDULE:

Broad Course Schedule (subject to change)

Date	Core MIS	Emerging Technology	Case Studies	Group Work
Module 1 Sat, Mar 4	• Management Information Systems overview • Strategic Planning for the Exponential Era (SPX)			Group Project discussions and group work – Identify and plan the project.
Modules 2-5 Sat, Mar 18 Fri, Apr 7 Sat, Apr 8 Sat, Apr 22	Selection of topics from: • Digital Transformation • Technology Architecture and Infrastructure • Cybersecurity • Governance and Sourcing • MIS Delivery • Business Intelligence • Ethical Technology	Selection of topics from: • Artificial Intelligence and Machine Learning • GPT-3 • Robotics and Autonomous Vehicles • Digital Twins • Edge AI and Internet of Things • Blockchain (Cryptocurrency, DAOs, NFTs) • Virtual, Augmented, and Extended Reality • Enterprise Metaverse • Quantum Computing	Four case studies	Group Project discussions and group work
Module 6 Sat, Apr 29	Group Presentations		Wrap-up and Course Review	