IS 300 Management Information Systems

Summer II 2012

Department of Information System

Instructor: Peng He
E-mail: penghe1@umbc.edu
Office: ITE 411
Phone: 410-455-3956

Class Time: Tu/Th 6:00pm - 9:10pm
Classroom: ITE 459
Office Hours: After class or by appointment

Course Materials

All necessary study materials will be uploaded to UMBC Blackboard.

Reference book: *Management Information Systems: Managing the Digital Firm, Twelfth Edition by Kenneth C. Laudon; Jane P. Laudon. ISBN: 978-0-13-214285-4*

Course Overview

This course provides an introduction to the fundamental management and technology concepts related to information technology (IT) and information systems (IS). In this course, students are expected to accomplish the following goals:

• Get familiar with fundamental concepts related to IT, including hardware, software, databases, and Internet technologies;

• Demonstrate how IT supports all functional areas of the organization and business processes, with a focus on the use of IT in electronic commerce, decision support systems, business intelligence, and knowledge management;

• Develop necessary skills to analyze managerial and organizational issues involved in the development, implementation, and use of IT in enterprise information systems, including enterprise resource planning (ERP), supply chain management (SCM), IT outsourcing, and IT security;

• Understand the major social and ethical aspects of information technology, such as consumer privacy, hacking, intellectual property, anti-trust, and social computing;

• Get opportunity to explore research skills in the IT industry and apply it to some current IS topics.

The Blackboard

The UMBC blackboard website http://blackboard.umbc.edu contains critical information for the course, including lecture notes, assignment and case study discussion. It is also important for you to visit the course website frequently for important announcements.

Course Documents Folder:
The instructor will use his own PowerPoint presentation slides during class lecture. Note that not all topics in the textbooks will be covered in class. Other class related documents and handouts will be posted on the blackboard as well.

Assignment Folder:
One homework assignment will be posted under the Assignment folder. Homework submission is through the blackboard submission link under this folder.

Course Grading

Evaluation of student performance will be based on the following items with corresponding points.

Items	Percentage
Exam #1	15%
Exam #2	15%
Exam #3	20%
Term Paper	15%
Term Paper Presentation	10%
Assignment	10%
Class Participation (Case Study)	15%

Term Paper:
Each student should select a real case to analyze in the topic of "Cloud Computing" as we discussed on the first class. You are expected to do some research on the case you selected and discuss the advantages and disadvantages of applying Cloud Computing on this particular domain, also you can give your own opinions and judgment on whether they should adopt "Cloud Computing" compared with current IT strategy, how "Cloud Computing" can help for a successful business.

The final deliverable should be in a 3 ~ 5 page paper, the words should be more than 1500, and your analysis part should be more than 50% in your paper. You can use any format (like APA) in your paper, but after you decide to use one format, you need to keep it consistent from the beginning to the end.

For your case selection: If you have previous IT experience or work in the IT related industry, you can use your own case to discuss any potential opportunities to apply "Cloud Computing" and will it affect your current business? You can also find lots of cases in your real life, for example, if you like music or movie, you may have heard "Apple iCloud"; if you like playing video games, you may know the service "Onlive.com"; what's more, you may already get used to the application of "Dropbox", while have you heard another similar one - "Amazon cloud drive"? Actually, "Cloud Computing" is coming to our daily life. If you still cannot find cases, look at our textbook's "table of contents", each chapter topic can be applied by "Cloud Computing".

Besides, you can get help with UMBC research portal (on the UMBC library website) and internet resources like Google.com, they can be used as your references. But you should not copy and paste any opinions or analysis from there, your work will be submitted to UMBC plagiarism detection systems finally.

You should submit one page proposal of term paper on 7/17 to indicate your case selection. Please briefly describe what your case is, how it is relevant to the topic of "Cloud Computing" and what you are prepared to discuss. I will look at your proposal and give you feedbacks before you proceed.

Your final term paper is due by 8/14 before class, but will be accepted at any earlier time.

Term Paper Presentation:
Each student will present their term paper to the class and lead a discussion about that topic. All students' presentation is scheduled at the end of our course, and each student's presentation is no more than 10 minutes.

Exams:
There will be 3 exams to supplement and reinforce your learning. The exams will be given during the normal class meeting times. The exams are NOT cumulative. All exams are close-book tests.
Test questions consist of true/false, fill-in-the-blank, and multiple-choices.

Again, if there is any conflict and you cannot make any of the exams, you must communicate with the instructor in advance to get permission for a make-up test. Otherwise, you will receive a zero grade. Generally, in order to make sure the exams are fair to everyone, there are no make-up exams.

Case Study:
The best way of learning MIS is to study real-world cases, and all cases will be posted on Blackboard under **Course Document** section. In this class, each student will select a case to study and lead the discussion on "**Discussion Boards -> Case Study**". Case selection will be based on a first-come, first serve basis, and please reply to the discussion thread on the case title you want to manage after our first lecture. **All students should finish their case selection before our third lecture on 7/17** (otherwise, you will be assigned a case by instructor).

For your selection of the case, your work is to promote your classmates to answer questions in the section of "Case Study Questions" on each case, and to summarize these answers and discussions. Finally, you should select "the best solutions you thought" to present to the entire class. I will also give feedbacks afterwards.

All students are required to read and view the video of every case and all students should participate and post answers for every case on "Discussion Boards" at course Blackboard, and it is a part of your grades as "Class Participation (Case Study)".

The available case lists are (30):
Case: UPS Global Operations with the DIAD IV
Case: Google Data Center Efficiency Best Practices
Case: How FedEx Works: Enterprise Systems
Case: IT and Geo-Mapping Help a Small Business Succeed
Case: National Basketball Association: Competing on Global Delivery With Akamai OS Streaming
Case: Customer Relationship Management for San Francisco's City Government
Case: Net Neutrality: Neutral Networks Work
Case: Data Mining for Terrorists and Innocents
Case: Hudson's Bay Company and IBM: Virtual Blade Platform
Case: Salesforce.com: SFA on the iPhone and iPod Touch
Case: Maruti Suzuki Business Intelligence and Enterprise Databases
Case: Data Warehousing at REI: Understanding the Customer
Case: Cisco Telepresence: Meeting Without Traveling
Case: Virtual Collaboration for Lotus Sametime

Case: IBM Zone Trusted Information Channel (ZTIC)
Case: Open ID and Web Security
Case: Sinosteel Strengthens Business Management with ERP Applications
Case: Ingram Micro and H&R Block Get Close to Their Customers
Case: M-Commerce: The Past, Present, and Future
Case: Ford AutoXchange B2B Marketplace
Case: L'Oréal: Knowledge Management Using Microsoft SharePoint
Case: FreshDirect Uses Business Intelligence to Manage Its Online Grocery
Case: IBM and Cognos: Business Intelligence and Analytics for Improved Decision Making
Case: IBM: Business Process Management in a Service-Oriented Architecture
Case: Startup Appcelerator For Rapid Rich App Development
Case: Mastering the Hype Cycle: How to Adopt the Right Innovation at the Right Time
Case: NASA Project Management Challenges
Case: Daum Runs Oracle Apps on Linux
Case: Monsanto, Cisco ANS, and Microsoft SharePoint
Case: The Tester

Assignment:
The purpose of homework assignment is to give you hands-on exercises to get you familiar with the Microsoft software **Access**. I will walk you through some basic functions and the software operations so you will learn how to use Access to manage database.

Assignment must be done by individuals, not a group. The homework assignment must be turned in by the specified due date and time (it is on your assignment document). Assignment handed in within 24 hours after the due time/day will receive **30%** penalty. Without permission from the instructor, no assignment will be accepted more than 24 hours after the due time.

Course Policy

Communication
The instructor will communicate with students using the student's official UMBC email address.

Audio/Visual Recording Policy
Electronic recording of lectures is prohibited unless receiving prior approval from the instructor. Approval will be granted only for self-study purposes.

Class Participation
Class attendance is very useful as a means of acquiring knowledge and clarification. You will learn more if you are in class to listen, take notes, and get your questions answered. Especially, a number of exam questions are derived from lectures and class discussion. Therefore, you are required to attend all class meetings and actively engage in class interactions.

To show courtesy to your classmates and the instructor, it is important that you come to class **on time**. Please notify the instructor for any anticipated absence due to religious holidays, or UMBC official extracurricular activity ahead of time.

If you use a **laptop** in class, I expect you to put it in proper use – no email, IM, or games. If you break

this rule, you may get a yellow card. After two yellow cards, you will get a red card and you can no longer bring your laptop to class.

Academic Integrity

The university defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Since dishonesty harms the individual, all students, and the integrity of the university, policies on scholastic dishonesty will be strictly enforced.

By teaching this course, I have agreed to observe all the faculty responsibilities described in the corresponding document. By enrolling in this course, each student assumes the responsibilities of an active participant in UMBC's scholarly community in which everyone's academic work and behavior are held to the highest standards of honesty. Any dishonesty such as cheating, plagiarism, false representation, etc. that comes to my attention will result in an F in the course.

Course Overview

Part 1: The information age (Topic 1 ~ Topic 3)

- Overview of business information systems
- Strategic use of IS
- Business functions and supply chains

Part 2: Information technology (Topic 4 ~ Topic 7)

- Business hardware, software, network communications, database and data warehouse

Part 3: Web-enabled commerce (Topic 8 ~ Topic 9)

- The web-enabled enterprise, challenges of global IS

Part 4: Decision support and business intelligence (Topic 10 ~ Topic 11)

- Decision support systems, expert systems, business intelligence and knowledge management

Part 5: Planning, acquisition, and controls (Topic 12 ~ Topic 14)

- System planning and development, choices in system acquisition, risks, security, and disaster recovery

Course Schedule

Below is a **tentative** schedule of lecture topics, cases and assignments. Any changes will be posted on the blackboard. Please check the announcements regularly.

Date	Topics	Case Study	Assignments
7/10	Course introduction The future of IS Business Information Systems: An Overview		One page proposal of term paper
7/12	Types of Information Systems (IS) Strategic Use of IS	C1;C2;C3	
7/17	Business Functions Supply Chains and ERP	C4;C5;C6	One page proposal of term paper **due**
7/19	Business Hardware and Software **Exam #1 (Topic 1 ~ 3)**	C7;C8;C9; C10	
7/24	Business Networks and Telecommunications Databases and Data Warehouses	C11;C12;C13	Access Assignment Handout
7/26	The Web-Enabled Enterprise Challenges of Global Information Systems	C14;C15;C16	
7/31	Decision Support Systems Expert Systems **Exam #2 (Topic 4 ~ 9)**	C17;C18;C19; C20	
8/2	Business Intelligence and Knowledge Management System Planning and Development	C21;C22;C23	
8/7	Choices in Systems Acquisition and IT Outsourcing Network Security and IT Risk Management	C24;C25;C26	Access Assignment **due**
8/9	No Class (AMCIS 2012)		
8/14	Term Paper Presentations	C27;C28;C29; C30	Final Term Paper **due on 8/14 before class**
8/16	Term Paper Presentations **Exam #3 (Topic 10 ~ 14)**		