

Management Information Systems (CIS 251)

Spring 2007

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Phone & Voicemail, x3615 E-Mail: gjones@email.wcu.edu
Hours:
Monday 2:00 – 6:00
Tuesday 1:00 – 2:00
Wednesday 1:00 – 3:00
Thursday 1:00 – 2:00
Friday afternoons 2:00 – 4:00 (by appointment)

Required Text Haag, S., Cummings, M. & McCubbrey, D. J. (2005). *Management information systems for the information age*, (5th ed.). Boston: McGraw-Hill.

Supplemental: Optional and recommended readings listed on the online version of this syllabus, additional readings listed on the course Web site (PAWS), and other readings as suggested or required in class.

Websites PAWS: <http://paws.wcu.edu/gjones/>
WebCT: <http://online2.wcu.edu:8900/>
Haag Text: <http://www.mhhe.com/cit/haag/>

Course Description

The purpose of this course is to introduce you to fundamental concepts of computer information systems. You will learn basic principles of information technology—and its role in business and business decision-making—at both conceptual and applied levels. Assignments include spreadsheet and database exercises, outside readings, a project on a contemporary issue in CIS, and the construction of a personal Web site and electronic portfolio. Teaching and learning will take place through a combination of lecture, in-class exercises, homework, and reading assignments from both the text and supplemental sources. Evaluation of student learning is done through a combination of quizzes, exercises, assignments, presentations and the final exam.

Course Objectives

Students will be able to:

- Appreciate the necessity of continuous learning in information technology
- Communicate effectively with information systems professionals
- Define and contrast various management and decision support systems
- Demonstrate basic proficiency in use of word processing, spreadsheet, database, presentation and graphic software
- Identify and comprehend the role of knowledge workers and information and technology users in organizations
- Describe and discuss the functions and importance of database management systems
- Discuss the structure, process and role of management information systems in organizations
- Understand and be able to discuss how information systems in an organization can be used to accomplish work, create value and gain a competitive advantage
- Identify and discuss the role of artificial intelligence, expert systems and neural networks in information systems
- Use the Internet as a tool in accessing business-related data, research and current information

Course Policies

Attendance, Tardiness, Dates & Deadlines

10 Regular attendance, in your registered section, is expected. Except as the distinction might affect a presentation or homework grade, I do not deal with the difference between “excused” and “unexcused” absences. Adults sometimes need to make difficult choices. Absences from more than three class periods (one 3-hour night class) will affect your grade (see Attendance/Attentiveness/Participation/Effort/ points). Missing more than six class periods (two night classes), for whatever reason, will result in point penalties. Missing more than nine class periods (three night classes) is grounds for letter grade reductions up to and including failure of the course. *If you miss a class, **you are responsible*** for making up missed work and obtaining, from a classmate, any missed handouts, lecture notes, or other class material. **Tardiness** is unprofessional and disruptive; to discourage this, doors close at the beginning of class. Two occurrences of tardiness equal one absence.

Requirements and Expectations

As a 200-level course in the College of Business, all students are expected to exhibit intellectual maturity that includes (1) meeting all assignment and presentation deadlines, (2) taking part/leading class discussions, and (3) doing some reading outside of required class assignments as a means of building your individual expertise. The professor has responsibilities also. Note the Statement of Mutual Expectations and Responsibilities provided separately and posted on the course Website

Course Schedule

20 I will make every effort to stick to the printed course schedule and the assignment point values as described below. I foresee no changes, however I reserve the right to make minor alterations if necessary. If any modification is made, a broadcast e-mail and in-class announcement shall be considered sufficient notification to you of any such change.

Regarding Late Stuff

Late assignments, presentations or other obligations are abhorrent in business and are not acceptable in this course. In practice, they can lose an account, delay a scheduled promotion, or cost you your job.

Late Assignments: Any assignment not turned in at the beginning of class (unless otherwise noted) on the due date is late. A late assignment received by me within 24 hours of the time due will be accepted and penalized 50% of the points otherwise earned. After 24 hours a late assignment will earn no points.

30 There is no allowance for make-up homework unless due to a medical emergency. Even in emergencies, conditions apply. If you cannot have the assignment delivered to me before class, you must leave a message for me by phone or email briefly describing the crisis. If an assignment submitted under these circumstances is late, it may avoid the penalties described above, at my discretion, if and only if it is accompanied by a formal written explanation of the circumstances and is provided to me within five days of the absence. In any event, **oral explanations/excuses are not acceptable**, and may result in additional penalties; you must put it in writing. In-class exercises will not be accepted late in any case.

40 *Presentations:* Only serious personal medical problems or serious (immediate) family emergencies are acceptable reasons for missing personal presentations or other classroom obligations. If such an emergency arises, notify me in advance of your missing class, either by email or voicemail, and subsequently provide written verification in order to be excused, at my discretion, and scheduled for a make-up presentation.

Quizzes and Exams: There are no makeup quizzes or exams (see below). If you miss the mid-term exam and your absence is excused you may take the make-up on the day of the final exam.

Computer Files -- Back It Up: Also worth noting: As we all know, our friend technology can occasionally turn on us. *To avoid disasters, save your work files to computer early and often, save frequent backup files, and save them to more than one disk or drive.* Always keep copies of your work. In the professional world, technology-blaming excuses are no more acceptable than any other kind of excuse for failure.

E-Mail

50 Successful e-mail communication is essential to this course. I will communicate with you via your WebCT account. I will be checking WebCT for any mail from you *several times a week—as well as over the weekend whenever possible.* For purposes of effective course communication, I also ask, and will presume, the same of students. Therefore, **check your WebCT e-mail at least twice a week.** When sending me a message, *please provide a specific, descriptive subject line (precede with ‘CIS251’).* Ideally, because communication with the

larger organization (WCU) is also important, all students will ensure that their VAX and university email accounts are also functional—but only WebCT e-mail is required for this course. (To forward your university account e-mail to your e-mail provider of choice [Hotmail, etc.] contact the ITS Helpdesk.)

Academic Integrity:

Plagiarism, taking unethical shortcuts, and other forms of cheating are not tolerated and will result in a failing grade for that assignment, test or (possibly) the course. Do not recycle other people's work. Provide appropriate citations (in APA style) when you use the words or ideas of another. Strive to abide by both the letter and spirit of University policy. Please refer to the Academic Honesty Policy in the *WCU Undergraduate Catalog* and relevant sections in the *Student Handbook*. If you have any questions, talk to me.

10 Student/Teacher Procedural Expectations and Responsibilities

As posted on the **CIS 251 PAWS Website**.

Evaluation

Quizzes and Examinations:

There will be a few chapter quizzes throughout the semester, generally worth 2 points each, and generally consisting of 8 questions. Scoring 7 or 8 correct earns 3 points (includes one bonus point). Scoring 5-6 equals 2 points; 4 equals 1 point. Below 4 equals zero points. The 8-point Excel quiz and 8-point Mozilla quiz are worth 8 or 10 points, as noted below, and are scored in the traditional way.

You are responsible for all (testable) assigned readings, whether actually discussed in class or not. The final exam may include a writing component.

20 Assignments:

I assume you have read the chapters and supplemental material assigned; therefore my lectures and PowerPoint presentations move quickly—they serve primarily as reminders of what you have read during the preceding week. My teaching focus is on discussion, analysis, and application of the material in the text book.

Written assignments--unless otherwise noted--are to be printed, 1.5 or double-spaced, in 11 or 12-point font, follow the prescribed organizational format, and handed in on the due-date at the beginning of class or as otherwise indicated. Specific assignments are described on my **CIS 251 PAWS Website** and will be explained in additional detail in class.

Other Assignments, Projects, and Presentations:

30 All other assignments, as listed in the Course Schedule and the Assignment Weights below, will be explained in more detail in class and are described on the CIS 251 PAWS Website. Note particularly the presentations and the electronic portfolio (student Web page) descriptions. Please note also that we dedicate some class time and considerable electronic resources to many of these projects and assignments.

Evaluation Criteria

Being a good listener is part of being a good student. Unless invited to do so, do not engage with the computer during presentations by the professor or your classmates. When we are not working on computer exercises, please attend to the focus of the class (lectures, student presentations, guest lecturers, etc.). Failure to do so is unprofessional, and can cost you points. The category of "Attendance, Attentiveness, Participation and Effort" is self-explanatory. Students are expected to help maintain a professional, considerate classroom environment.

40 **Course Resources**

A wide variety of additional resources is published on the **CIS 251 PAWS Website**.

CC Grade: Please note university policy regarding Composition-Condition marks (CC) described in the Undergraduate Catalog.

Grading:

Assignment Weights

	<u>Exercise</u>	<u>Points</u>
	Homework exercises (approximate) (Excel A & B; RFID refs; Access A & B)	40
	In-class exercises (approximate)	20
10	Presentation and Oral Communication: 3-4 Minute final presentation on Web pages and database project	10
	Semester Web Project	
	Web page project, at due date	25
	Web page project, end-of-semester review	10
	Exams & Quizzes	
	Syllabus Quiz	8
	Excel Quiz	8
	Mid-term Exam	30
	Mozilla Web editor and FTP	8
20	Final Exam	40
	Chapter Quizzes (probably 6, x 2 pts)	12
	Term database project	
	Structure & queries; excludes related exercises	30
	Attendance, Attentiveness, Participation and Effort	<u>30</u>
	TOTAL	271

Extra Credit Possibilities (in addition to optional quizzes)

- Exceptional *student Web pages* and *final database projects* can also earn some bonus points.

30 Final Course Grade

Your course grade will be determined by the total number of points you have accumulated by the end of the semester, as follows:

	92 – 100 %	A
	90 – 91.5%	A-
	88 – 89.5%	B+
	82 – 87.5%	B
	80 – 81.5%	B-
	78 – 79.5%	C+
	72 – 77.5%	C
40	70 – 71.5%	C-
	68 – 69.5%	D+
	62 – 67.5%	D
	60 – 61.5%	D-

COURSE NOTES

Accommodations for Students with Disabilities

Western Carolina University is committed to providing equal educational opportunities for students with documented disabilities. Students who require disability services or reasonable accommodations must identify themselves as having a disability and provide current diagnostic documentation to Disability Services. All information is confidential.

Please contact Kimberly Marcus for more information. Phone: (828) 227-7234; E-mail:

10 kmarcus@email.wcu.edu

WCU Academic Support

<http://www.wcu.edu/success/>

The **Writing Center** offers one-on-one peer tutoring for writing across the curriculum. Both English graduate assistants and undergraduate students from departments such as Communications/Electronic Media, Computer Science, English, History, Music, and Philosophy interact collaboratively with students to strengthen both the paper and the writer.

20 The **CAT Center** is designed to ensure the academic success of all WCU students by offering peer tutoring, study groups, and workshops to improve learning. The CAT Center will offer small group tutoring for most 100 and 200-level classes in subjects ranging from Psychology to Chemistry to Economics. If you are experiencing difficulty in a course that does not offer tutoring, stop by the Center and fill out a request form.

30 The **Technology Assistance Center** contains 11 Windows-based and 3 Macintosh computers and is set up much like other computer labs across campus; however, the Center emphasizes the individual needs of the student. Contact us if you need help using word processing, spreadsheets, databases, electronic presentations, campus network tools (such as WIN, Campus Pipeline, VAX), or the Internet (such as web browsers, newsgroups, E-mail).

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CIS251 Course Schedule

To Make Use Of Active Resource Links Below, Please Go To The Syllabus Posted Online

<http://paws.wcu.edu/gjones>

Nota Bene:

[Online Learning Center For MIS Text \(Haag, 5th Ed.\)](#)

Recommended Reading/Exercises—Every Week

10 Online, note [Haag, 4th AND 5th ed.](#) -- Chapter Outline, Chapter Overview, MC Practice Quiz, Glossary (see 5th ed., Student Edition, drop-down menu)

JAN 08

The syllabus; policy overview; course objectives; presumptions; contract of understanding - take notes; be on time; assignments due at the door

Overview of Course Website; textbook author's McGraw Hill Website

Intro to Internet; Your PAWS account; Intro to WebCT; WebCT Calendar

Get email addresses of classroom seat neighbors; Open syllabus quiz (10 pts)

Chapter 1, The Information Age in Which You Live: Changing the Face of Business

20 *Note & be prepared to discuss: Binary numbers; Discussion Questions #1, 2, 3, & 5*

Recommended Reading

1. Extended Learning Module A: Computer Hardware and Software (text), or read [Extended Learning Module A, Overview \(4th ed.\): Computer Hardware and Software](#)

2. Online, read [Tablet PCs](#)

For fun: [Weird, Wild & Wacky](#): Interesting IT Tidbits from the 3rd ed.

⇒ *Assignment: Read and abide by the PowerPoint Guidelines (on CIS251 Webpage); read Chapter 1*

⇒ *Bring disk or USB flash drive to next class, and all subsequent classes*

30 **JAN 15** Honor MLK

JAN 22

Chapter Quiz: Chapter 1.

APA Style, resources on the Web

Excel Handout

Excel I: Basic terminology & operations; sorting data; subtotal.

⇒ *Assignment - Excel homework exercise A; sort & subtotal*

Note & be prepared to discuss: E-Commerce, pp. 102-103.

40 *Note Extended Learning Module (XLM) I, Building a Digital Portfolio; 5th Edition, pp. 454-492*

Skim "WWW and the Internet" (Learning Module B, 5th ed.)

OR [online Module B, 4th ed.](#)

JAN 29

Due: At the door, printout of Excel homework exercise, Assignment A

Hunter Library online databases; conducting a search; in-class practice

Excel II: Creating a monthly budget. Debits, credits, relative vs. absolute cell addressing; functions and formula

CH 3, Intro: Databases and Data Warehouses: Building Business Intelligence

⇒ **Assignment:** Excel Exercise B (budget); **READ Ch. 3**

⇒ **Assignment:** Practice searching: Search several Hunter Library business databases; read about Wal-Mart & EID, and Wal-Mart and RFID; what is RFID?
Type up five quality references you find, in APA format.

10

FEB 05

Due: Printout of best five references you found for RFID (APA style) - at least three must be magazine or journal articles (nothing older than 2005).

Due: Printouts of Excel Exercise B (one page each), i) numbers, ii) formula)

8-pt Excel Quiz

Class demonstration: a) Excel business plan, b) Excel layout & design (e.g., grad and retention rates). In-class exercise, in pairs (grad & retention table)

Excel III: Discussion of database project; fields and records

20

Chapter 3, continued: Databases and Warehouses: Building Business Intelligence
Designing Databases and Entity-Relationship Diagramming (Extended Learning Module C in 5th ed.)

Note & Be Prepared to Discuss: Discussion Questions #1 & 2, p. 157; Note E-Commerce Questions, pp. 158-159. What is the difference between physical location and logical location?

Recommended Reading/Exercises

[Searching Online Databases and Data Warehouses](#)

30

⇒ **Assignment** - set up spreadsheet(s) to track your personal **CDs/mp3s** (make 25-30 entries), **OR, personal address book** (25-30 people; include birth dates/days)
SAVE this spreadsheet to more than one disk (this is the beginning of your end-of-semester database project).

⇒ **Assignment:** Read and ponder carefully XLM C, pp. 160-177

FEB 12

(Bring your USB jump drive to this and every class)

Access I; In-class exercise

40

Quiz, Ch. 3, first part, second part

Access II Continuation of Access project

⇒ **Assignment:** Access exercise (one-table)

FEB 19

Due: Access exercise homework Assignment A

Access III; In-class exercise—intro to queries

⇒ Assignment: Access homework exercise B (multiple tables)

Access continued; In-class exercise—intro to queries

⇒ *Bring your Excel mp3/CD database to class next time; don't forget*

⇒ Assignment: Read Chapter 4

FEB 26

10 (⇒ *Bring personal spreadsheet project to class on disk, at least 30 entries*)

Due: Access exercise B, completed queries, at the door (bring your drive)

Intro to Chapter 4

Access IV

In-class exercise - querying personal database (bring your data on disk)

Note course drop date

Conclude Chapter 4 Decision Support and Artificial Intelligence: Brainpower for Your Business; review for midterm exam.

Note and be prepared to discuss: Discussion Questions #4 & 5

20 **Optional:** Online, read: Extended Learning Module, Overview (4th ed.), Network Basics:

http://highered.mcgraw-hill.com/sites/0072819472/student_view0/module_e-999/module_overview.html

[Network Technologies, Selected Links](#)

MAR 05 Spring Break

MAR 12

Mid-term Exam Excel; Access

Quiz, Ch. 4

Review of mid-term exam, in-class

30

Mar 19

Chapter 5 Electronic Commerce Strategies for the New Economy; skim "Extended Network Basics" (Learning Module E in 5th; Module C in 3rd):

Note and be prepared to discuss: Exercise #2, p. 268 (Digital Divide); Discussion Questions #1, 3, 4, & 8.

Business Research; Basic Windows; Word; Resume

Office Productivity Tools; the network advantage

Optional: Online, read (*some links now dated*)

[Finding Freeware and Shareware on the Internet](#)

40 [Getting Your Business On the Internet](#)

[Electronic Commerce Support: \(3rd ed.\)](#)

• Web Development Tools; Online Databases; E-Commerce References

MAR 26

Quiz, Ch. 5

Web page I (and note Web Help on course Web page)

Intro to Mozilla (or Sea Monkey) Web editor; Web Page Construction

⇒ Assignment: (In Mozilla or Sea Monkey) Finish home page, page of 10 favorite links, draft of resume (in MS Word, then Save As Web Page); link homepage to these pages

⇒ Assignment: Print out hardcopy of a) homepage (with functional links to...), b) page of links, c) resume (htm)

Go to STAC Lab in Hunter for assistance if you need help (get assistant's name)

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APR 02

Due: Hardcopies of three file printouts (as described above)

10-pt Quiz on basics of Mozilla/Sea Monkey Web editor and FTP

Web Page II (bring jump drive): Confirm successful page links, Upload to server using FTP, final testing of Web)

Go to STAC Lab in Hunter for assistance if you need help (get assistant's name)

WEB PAGES GRADED (ONLINE), WEDNESDAY AFTERNOON AT 1:00

Read Ch. 7, Note Disaster Recovery Plans [no quiz]

20

Note and be prepared to discuss: Discussion Questions #1, 2, & 8

APR 09

Chapter 7, Selected portions - disaster recovery & others to be assigned

PowerPoint fine points & discussion of database progress

Chapter 8 Protecting People and Information: Threats and Safeguards

Note and be prepared to discuss: Exercise 4; Discussion Questions #1, 7, & 8

Highly Recommended Reading/Exercises

30

Extended Learning Module, Overview (4th ed.): Computer Crime and Forensics

http://highered.mcgraw-hill.com/sites/0072819472/student_view0/module_h-999/module_overview.html

Recommended Reading/Resources

More on Disaster Recovery Plans

[Virus Detection and Cleaning](#), [Computer Crimes](#), [Computer Forensics](#)

Ethics, Computer Crime, Privacy & Security

[See the "Ethics" Document \(3rd ed.\)](#)

[Making Travel Arrangements on the Internet](#) (3rd); E-Commerce (p. 386, 5th)

[Cultural Differences in the Global Economy](#) (3rd ed.)

40

APR 16

Quiz, Ch. 8

Chapter 9 Emerging Trends and Technologies: Business, People, and Technology Tomorrow; revisit RFID

In-class: Finishing touches on Web pages(for second grading & possible bonus points); finishing touches on semester database project

Note: Discussion Questions #2, 3, 4, 5, & 6

Optional: Online, read Considering Graduate School:
[Continuing Your Education Through the Internet](#)

10

APR 23

Quiz, Ch. 9

Student 3-minute presentation on Web pages and Access project

Due: Wednesday, 1:00 p.m. (online) - I will look at student Web pages for second grading and possible bonus points

Database project description, structure, & query results due at class time, firm

Review of Excel and MS Access

The final exam (see *Schedule of Classes*) is not comprehensive; it will cover four chapters, as described in class, as well as some Excel and Access exercises.

20

Have a great summer break

30