College of Business Administration
California State University, San Marcos

BA 620-01 Information Systems (CRN: 21526)
Spring 2007

Instructor: Shaoyi He, Ph.D.

Class Time: Saturday: 2:30pm - 5:15pm

Class Room: MARK 105

Office: MARK 453

Office Hours: Saturday: 1:25pm – 2:25pm; 5:20pm – 6:20pm or by Appointment

Phone / Fax: (760) 750-4227 / 750-4250

Email: she@csusm.edu

Course Description:
- Analyzes information systems (IS) and their roles in various business environments. Focuses on the management aspects of information resources and the strategic uses of information systems and their relationship to corporate competition, success, and failure. Surveys the various types of business information systems for different applications. Studies various cases for better understanding of IS related decision making. Reviews hardware, software, data storage, and telecommunication technologies. Considers the issues of emerging technologies, social and ethical concerns, and security and control.

Course Objectives:
- By the end of the course, students should have the capability to recognize and understand the capabilities of information systems in organizations, and to make appropriate decisions about information systems that could improve business process. Therefore, students should be able to:
  - Understand information system’s roles in and affects on organizations
  - Understand different types of information systems and their applications
  - Understand hardware and software of information systems
  - Understand knowledge management and business intelligence in organizations
  - Understand how information systems can be strategic for competitive advantage
  - Understand the ethical and social impact of information systems
  - Understand challenges and opportunities of the Internet and E-business
  - Be aware of the future of information technology as well as technology trends and drivers

Course Prerequisite:
- BGA 501 and 502 or equivalent.

Required Textbook:
Course Requirements:

- **Attendance and Participation (10%)**: Class attendance and active participation are expected for all the students because they provide vital discourse for this course’s success. A student cannot participate unless he/she are present to derive the maximum benefit and experience of learning from and helping each other. Each student should demonstrate his or her preparation for and effectively contribute to class discussions and activities. The evaluation will be based on the quality of students’ active participation and successful completion of in-class activities, e.g., topic discussion, group debate and mini-projects.

- **Case Study and Presentation (20%)**: Students will form teams of three to study and present a case from a chapter. The presentations will start on **February 3 (Saturday)** and go on with one team presenting a case in each subsequent session. The case study and presentation information sheet will be handed out later.

- **Term Project and Presentation (30%)**: The project will be **TEAM-BASED**. Students should discuss project ideas with the instructor as early as possible and submit project proposal on time. The presentation of the term project will be held at the end of the course, using PowerPoint and other presentation tools. Final report of the term project is due on or before **May 5 (Saturday)**. The instructions and requirements of the project will be handed out later.

- **IS Concept Tests (30%)**: Three tests (each accounts for 10% of the final grade) will be given to ensure students’ understanding of key concepts from the material covered in the readings from the textbook as well as the class discussions. The tests will include multiple choice and short answer questions that require students to draw upon what have been learned in the course. Test I will be given on **February 17 (Saturday)**; Test II will be given on **March 24 (Saturday)** and Test III will be given on **May 5 (Saturday)**. All tests will be **CLOSE-BOOK** and **IN-CLASS**. There will be **NO** make-up test unless an official excuse (document) is submitted and approved by the instructor under very special circumstances.

- **Weblog Use and Discussion (10%)**: A “BA620-01 Weblog” [http://ba620-s2007.blogspot.com/](http://ba620-s2007.blogspot.com/) has been set up and will be used as a communication platform. Each student is expected to actively participate in it and make it an interesting part of the course. The weblog should be used for information exchange and discussion for both Case Study and Term Project. Each student’s weblog posts will be periodically evaluated for quantity as well as quality. At least ten posts are required. A final evaluation will be given before the last session of the semester.

Grading Weights:

- Your accomplishments and performance will be based on mid-term and final exams, three mini-project assignments, ten pop quizzes, and five attendance checks that are listed below:

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance and Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Case Studies and Presentations</td>
<td>20%</td>
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<tr>
<td>Term Project and Presentation</td>
<td>30%</td>
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<tr>
<td>Three IS Concept Tests (10% each)</td>
<td>30%</td>
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<tr>
<td>Weblog Use and Discussion</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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- Based on accomplishments and performance, the final letter grade is determined as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100%</td>
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<tr>
<td>A-</td>
<td>90-93%</td>
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<tr>
<td>B+</td>
<td>85-89%</td>
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<tr>
<td>B</td>
<td>80-84%</td>
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<tr>
<td>C+</td>
<td>75-79%</td>
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<tr>
<td>C</td>
<td>70-74%</td>
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<tr>
<td>D</td>
<td>60-70%</td>
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<td>F</td>
<td>Below 60%</td>
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Course Policies:

- **Readings:** Assigned readings should be done before class, for they are meant to be supplementary to the lecture, and very helpful for class discussion and activities.

- **Class Participation:** The format of the class involves a combination of lecture, case studies, class discussion and mini-projects. Class participation is essential to the success of the class and includes the active engagement in questions and answers, taking part in analysis of business situations in class sessions. Because of the once-a-week class sessions, more than one absence will negatively impact a student’s final grade.

- **Academic Integrity:** Student will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All written work and oral presentation assignments must be original work. All ideas/materials that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated with quotation marks. Students are responsible for honest completion of their work including examinations. There will be no tolerance for infractions. If you believe there has been an infraction by someone in the class, please bring it to the instructor’s attention. The instructor reserves the right to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment or a failing grade for an exam, assignment, or the class as a whole.

- **Students with Disabilities.** It is this institution’s policy to not discriminate against qualified students with documented disabilities. Persons with disabilities are welcome to attend all classes, programs, and events. If you need accommodations, or have questions about access to buildings where learning activities are held, please contact the Office of Disabled Student Services (DSS) in Suite 5205 in Craven Hall, or via phone at (760) 750-4905; (760) 750-4909 (TDD), or via email at dss@csusm.edu. If you need assistance during a class, program, or event, please contact any member of the DSS staff. If you have a disability-related need for modifying your exam or test environment, notify the instructor during the first week of classes so that your needs can be accommodated in time. You will be asked to present documentation from DSS that describes the nature of your disability and the recommended remedy.

- **Confidentiality:** In order for us to have a free and open learning environment, each student is expected to respect the confidentiality of any information or material shared in class discussion.

- **E-mail:** All students are requested to obtain a CSUSM e-mail account. If you have any questions about the course or need assistance, please e-mail me at any time. You may submit your assignments by email as an attachment in Microsoft Word format.

- **Special Note:** Keep your graded work until you receive your official grade, for there might be recording errors by the instructor.

Selected Web Links:

- World of IT/MIS: [http://www.wbh.com/CYBERLINKS/it_list.html](http://www.wbh.com/CYBERLINKS/it_list.html)
- Information Technology (IT) Services: [http://www.business.com/directory/computers_and_software/computer_services/information_technology_it_services/](http://www.business.com/directory/computers_and_software/computer_services/information_technology_it_services/)
- MIS Web Resource: [http://www.bus.iastate.edu/mennecke/server/courses/MIS.htm](http://www.bus.iastate.edu/mennecke/server/courses/MIS.htm)
**Tentative Course Schedule:**

- This schedule is **tentative** and will be revised when necessary.

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Topics</th>
<th>Readings</th>
<th>In-class Activities</th>
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| 1/20 (Sat)  | Course Introduction and Syllabus Overview  
              **The Computer Industry**  
              **Information System**: discipline surrounding its management | Appendix Ch. 1 | Discussion and Group Debate          |
| 1/27 (Sat)  | **The Big Picture**: IT and business, types of information systems  
              **Electronic Commerce**: the marketing, sales, and purchasing of products and services over computer networks | Ch. 2 Ch. 3  | Discussion and Group Debate          |
| 2/3 (Sat)   | **Enterprise Requirements Planning**: software to integrate and automate business practices | Ch. 4          | Case Study and Debate/Discussion     |
| 2/10 (Sat)  | **Data Warehousing**: storage, ordering and retrieval of organizational data and information  
              **Customer Relationship Management**: focusing on all the points of contact with customers and serves to integrate functions of sales and marketing | Ch. 5 Ch. 6  | Case Study and Debate/Discussion     |
| 2/17 (Sat)  | **Outsourcing and Its Variations**: risks and rewards, how to determine the form of outsourcing appropriate for a firm  
              **Test I** | Ch. 9          | Case Study and Debate/Discussion     |
| 2/24 (Sat)  | **Term Project Working Day – No Class.**                      | N/A            | N/A                                  |
| 3/3 (Sat)   | **Knowledge Management**: processes and systems involved in managing, acquiring, building and communicating knowledge  
              **Business Intelligence**: combining data management and knowledge management to support decision making | Ch. 7 Ch. 8  | Case Study and Debate/Discussion     |
| 3/10 (Sat)  | **Working Together**: Systems Integration, Inter-Organizational Systems, Alliances, and Globalization | Ch. 10         | Case Study and Debate/Discussion     |
| 3/17 (Sat)  | **IS in Managing Business Operations: The Supply Chain**  
              Five components of supply Chain management, Relation to ERP & data warehousing, Challenges to implementation | Ch. 11         | Case Study and Debate/Discussion     |
| 3/24 (Sat)  | **The Chief Information Officer**, People Issues, Project Management, Change Management  
              **Test II** | Ch. 12         | Case Study and Debate/Discussion     |
| 3/31 (Sat)  | **Spring Break – No Class.**                                  | N/A            | N/A                                  |
| 4/7 (Sat)   | **Information Systems in Mergers and Acquisitions**  
              **Work Systems and Infrastructure**: interrelated characters; approaches to analyzing the work process; tasks of planning; budgeting information infrastructure | Ch. 13 Ch. 14 | Case Study and Debate/Discussion     |
| 4/14 (Sat)  | **Privacy, Security, Copyright, Patents, and Other Legal and Ethical Issues**: the implication of privacy concerns and associated laws to the firm | Ch. 15         | Case Study and Debate/Discussion     |
| 4/21 (Sat)  | **Term Project Presentations**                               | N/A            | N/A                                  |
| 4/28 (Sat)  | **Term Project Presentations**                               | N/A            | N/A                                  |
| 5/5 (Sat)   | **Term Project Presentations**                               | N/A            | N/A                                  |
|             | **Final Report of Term Project Due Test III**                 |                |                                      |