WASHINGTON COLLEGE
EST. 1782

BUS 304 10: Management Information Systems

Course Syllabus Spring 2013

Instructor: Susan A. Vowels, MBA, CSCP

Office: Daly 102

Office Hours: Sunday 4:00 – 7:00 p.m. (lab), Wednesday 9:30 – 11:30 a.m., and by appointment

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The study of Management Information Systems (MIS) examines information creation, transformation, and dispersion within the context of modern commerce and through the use of information technology. In studying Management Information Systems, we are able to touch every facet of business management, from strategy to tactics, from service industries to manufacturing, from transaction data to business intelligence. Examining businesses through the lens of MIS provides valuable insights into business challenges as well as practical solutions. While the nature of the technology used to manage, control, and profit from information in organizations is continually evolving, you'll find that there are also enduring strategies for information use.

> *"It is not possible to become a good thinker and be a poor questioner. Thinking is not driven by answers, but rather by questions."*
>
> Richard Paul and Linda Elder
> *Critical Thinking*, 2001 (Kroenke, 2001)

You will read seminal as well as current articles, discuss theory and application, use production software, conduct literature research, and develop original deliverables. You'll also use online tutorials to supplement lectures and in-class activities. Software will be introduced in the classroom followed by lab sessions held outside of class time.

An integral component of Management Information Systems is the ethical use of information and the responsible deployment of technology. You'll use frameworks and your own analytical skills to learn to make informed, ethical decisions about information systems as used to achieve organizational goals, strategies and tactics. Rielle Miller Gabriel '02 will share her experiences working in Corporate Ethics & Business Conduct at Lockheed Martin to give you real-world insights. Dr. Aaron Krochmal will provide a real-world demonstration of the use of RFID technology.

As with all four-credit classes, you are expected to spend an average of three hours of work outside of class for every hour spent in class; in other words, 7 – 8 hours weekly on average.

Course Objectives

- Understand what the study of Management Information Systems comprises and why it is important to the fields of Business Management and Information Systems.
- Learn how theoretical tools such as environmental scanning, general systems theory, and socio-technical theory facilitate strategic utilization of information systems. Conduct research on leading edge information technologies. Integrate models and theories into plans of action in a team setting.
- Understand relational database concepts and business information integration. Learn about tools available for managers to support decision-making and modeling such as data warehouses and business intelligence.
- Develop an understanding of business processes, how they integrate functional areas such as Accounting, Finance, Marketing, and how these processes are supported by enterprise software. Learn to use listening, observing, interviewing, and documenting skills to map processes and identify opportunities for business process improvement. Learn how business processes extend beyond the enterprise.
- Develop an understanding of the ethical implications of the use of information and information technology, and how they relate to organizational codes of conduct. Learn that ethics needs to be built into processes and systems.
- Strengthen basic knowledge of the components of Management Information Systems, including hardware, software, and networks.
- Gain hands-on experience in the use of production software, including Microsoft Access, SAP ERP, and SAP HANA (online demo version)

Honor Code

All work submitted is required to have the following pledge attached to it, with your signature (s):

"I (we) pledge my (our) word of honor that I (we) have abided by the Washington College Honor Code while completing this assignment."

This class relies highly upon collaboration in apprehending, challenging, and developing course content. In the workplace, working together makes the organization stronger and develops critical skills in each member of the organization, and this philosophy applies in this class. However, deliverables, i.e. exams and graded assignments, are to be your own individual effort, or the combined effort of members of your group.

Grading Components

Exam I	15%
Exam II (held Finals Week)	20%
Individual Research Projects	15%
Group Database Project	15%
Group Capstone Project	20%
Individual ERP Exercises	10%
Quizzes	5%

Exams

Two paper exams will be given over the course of the semester. The last exam will take place during finals week. Exams will cover terms, key concepts and applications of both. An exam study guide will be provided before each exam specifying the Blackboard resources containing material to be covered. Exams will consist of multiple-choice, fill-in-the-blank, and true/false questions as well as diagrams to be completed. The final exam will also contain one reflective essay question covering the entire year; all other material will be non-cumulative.

Group Relational Database Project

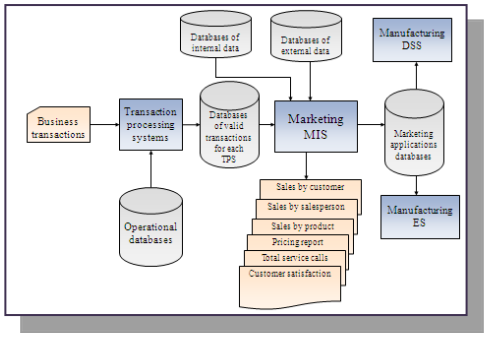
Access, a relational database program that is part of Microsoft Office, is frequently used for small, local projects in the workplace. We will use Access to illustrate basic database concepts that apply to other products used in larger contexts, such as Oracle and DB/2. Working in groups of three or four, you will design and implement an Access project reflecting your understanding of introductory database concepts, design and applications. Free Access tutorials supplement in-class lectures and exercises and can be found at http://office.microsoft.com/en-us/access-help/CH010372755.aspx. Tutorials can be accessed online, and can also be downloaded for use offline.

Individual Research Project

In this project, you'll locate leading edge information systems solutions. Your object is to create a portfolio of resources that could be used by a manager who must make decisions concerning Management Information Systems solutions for his or her company. The format will be a modification of an annotated bibliography.

Group Capstone Project

Enterprise systems support business processes. In groups of three or four, you will interview a member of a Washington College department to determine the steps required for a specific business process, as well as roles, information, and forms used in the process. You will document this process using the modeling tools learned in class, and you will provide an analysis of the process as well as any perceived opportunities for improvement. This constitutes the capstone project for this class. A detailed project description will be provided separately.



Individual Enterprise Resource Planning Exercises

We will use SAP software to learn how Enterprise Resource Planning (ERP) systems work, in particular, the procurement and order fulfillment processes, and how information pertaining to transactions flow into the accounting system, ultimately providing the scorecard for the organization's success or failure. SAP is the market leader for ERP software, and the software you will use are identical to those used by Fortune 500 companies around the world.

Quizzes

Quizzes will be given periodically to assess your preparation for class. In some cases quizzes will be given in class; in other cases, you will take them outside of class through Blackboard.

Technology Requirements

You'll use Microsoft Access to learn relational database concepts. Microsoft Access is a component of the Microsoft Office Professional Academic version and runs only on the Windows operating system; it will work on PCs and on dual-boot Macs. Washington College computers are loaded with Access 2010 which can read databases created using earlier versions of Access. If you have a Mac and are interested in obtaining Access, you will need to purchase the Windows operating system as well as Microsoft Access. The Help Desk can help you obtain these at student rates and install them on your laptop.

You'll also use SAP software hosted by the University of Wisconsin at Milwaukee. I'll provide instructions for accessing it on Washington College library and lab PCs. You can obtain a copy of the SAP GUI free of charge from the Washington College Help Desk. A Mac-friendly version is also available.

I've reserved Daly 108 on Sundays from 4 – 7 throughout the semester, and I will also hold office hours at the same time. When you are assigned the Access and SAP projects, I'll set up additional labs during the week; ultimately, however, it is your responsibility to make arrangements to complete the assignments.

Attendance Policy

You need to come to class. The material in each class builds a foundation for subsequent material; therefore, missing a class means that you will not only miss material for that day, but you will also jeopardize later assignments that incorporate learning from the day you missed. As important, this class depends heavily on your active participation and interaction with your fellow students.

You are allowed to miss class twice over the course of the semester regardless of reason. If you miss class more than two times, you will lose one percentage point of your final grade for each class missed, regardless of the reason for the absence. If you miss class, it is your responsibility to complete assignments, get notes from other students, and get handouts from me (they will generally be available on Blackboard). Taking notes is very important since some test material will only be provided in class.

Students on academic probation must attend all classes without exception. The Academic Dean as well as the student's course advisor may be informed of absences.

Learning Differences and Study Skills

Anyone in need of special accommodations because of a documented learning disability or physical disability should visit the Office of Academic Skills. The office is located on the second floor of the Miller Library. During library renovations, it will be located on the first floor of the Foster House, 409 Washington Avenue. Office hours are Monday through Friday, 8:30 a.m. ~ 4:30 p.m. Once approved, the accommodation plan will be developed. It is your responsibility to share the accommodation plan with me well before the due date for assignments.

The Office of Academic Skills also provides valuable help in developing efficient study skills for all students. You are encouraged to visit its webpage at http://offices.washcoll.edu/academicskills/ as well as the office itself.

Communications/Changes in Syllabus/Help from Your Instructor

Check email and Blackboard regularly for updates, particularly while working on assignments. If I am made aware of a significant ambiguity in an assignment, I will share the clarification with the entire class electronically. I post most grades on Blackboard, as well as most of the documents that we use in class. Ultimately, it is your responsibility to be sure that you pay attention to announcements made in class and electronically, and that you arrange with a fellow student to get notes on any class you miss.

It might become necessary for me to modify the schedule or content of this class. If this happens, I will notify you in class of the changes.

Individual assistance is available during my office hours. I'm also more than happy to arrange meetings at other times by appointment if my office hours conflict with your other commitments. Please allow me ample notice if you need to see me outside of my office hours.

Writing Center

The Washington College Writing Center is a resource that is available to any member of the college community. There, you can meet with a consultant to receive one-on-one feedback over any kind of writing, at any stage in your writing process: before you begin writing, once you've started a rough draft, or as you're editing a final draft. In this exchange you'll get an outside perspective and gain valuable insight into how effectively you've communicated your ideas. Every writer, no matter how experienced, can benefit from the response of a thoughtful, engaged reader.

As you work on the writing assignments in this class, consider making an appointment at the Writing Center. This year, appointments can be made electronically by visiting http://writingcenter.washcoll.edu.

Information Systems Minor

If you are thinking of pursuing a career related to the use of Information Technology, consider adding the Information Systems minor. This minor can easily be added for Business Management and Computer Science majors. Please see me if you would like to explore this option. More information about the Information Systems minor can be found at http://academics.washcoll.edu/informationsystems/.

Course schedule

The following course schedule provides topics and assignment dates as well as events happening outside of class that should be of particular interest to you. Working Lunches is a series of informal talks by businesspeople from various industries; it's provided by the Department of Business Management as a service to you in your path toward your future career. There are also two lectures taking place over the course of the semester (2/27 and 4/16); attendance at these lectures will result in added quiz points.

Assigned readings

Readings are provided on Blackboard. Please see the end of this document for readings listed by the date the material will be covered in class.

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SCHEDULE – Dates Subject to Change

Items in italic are supplementary opportunities
Items in bold are assignments and due dates
Items in large bold italic are worth quiz points

January 22	Course Overview, Introduction to Management Information Systems
January 24	Environmental Scanning, Emerging Trends & Technologies
January 28	*Working Lunch: Entrepreneurial Careers, 11:30 a.m. The Egg*
January 29	Strategies for Sustained Competitive Advantage **(Individual research papers assigned)**
January 31	Strategies for Ethical Deployment of Information Systems
February 5	Computer Concepts Refresher *BUS SCE info session for juniors, 6:30 p.m. The Egg*
February 7	Introduction to Relational Databases **(Individual research papers due)**
February 11	*Working Lunch, 11:30 a.m. at the Egg*
February 12	Introduction to Microsoft Access **(Group database project assigned)**
February 14	Access continued
February 19	Access continued
February 21	Introduction to Business Processes and introduction to Process Mapping
February 25	*Working Lunch: Careers in Marketing, 11:30 a.m. The Egg*
February 26	Process mapping workshop
February 27	***DuPont CEO Ellen Kullman on business leadership, 10:30 a.m. Hynson Lounge***
February 28	Fulfillment process in detail **(Database projects due; Exam preview distributed)**

March 5	Exam Review **(Group capstone project assigned)**
March 7	*Exam I*
Week of March 11	SPRING BREAK
March 18	*Working Lunch: Careers in Finance and Insurance, 11:30 a.m. The Egg*
March 19	Group capstone project work
March 21	Introduction to Enterprise Resource Planning Systems
March 26	SAP ERP Navigation, SAP Sales Process **(Individual SAP exercises assigned)**
March 28	SAP Sales Process continued
April 1	*Working Lunch, 11:30 a.m. The Egg*
April 2	Introduction to Supply Chain Management
April 4	Internet-Transformed Systems, SAP Business ByDesign
April 9	Group capstone project work
April 11	Introduction to Data Warehouses **(Individual SAP exercises due)**
April 15	*Working Lunch, 11:30 a.m. The Egg*
April 16	Business Intelligence, Business Analytics **(Group capstone projects due)** *Jones Seminar: Dr. Horace Brock, 5:30 p.m. Hynson Lounge*
April 18	In-memory Analytics, SAP HANA
April 23	Guest Speaker: Prof. Krochmal
April 25	Managerial topics: Disaster Recovery and more
April 30	Poster Session
May 2	Wrapping up the semester, exam review; course evaluations
Finals week	**Final Exam (Friday, 5/10, 4 p.m.)**

READINGS SCHEDULE – AVAILABLE ON BLACKBOARD
ADDITIONAL ASSIGNMENTS MAY BE MADE IN CLASS
DATES SUBJECT TO CHANGE

January 24
Environmental Scanning: Radar for Success (required)
Environmental Scanning and Organizational Learning in Entrepreneurial Ventures (optional)
Environmental Scanning Practices in Small Business (optional)

January 29
Google vs Evil (required)
Organizational Theory (read section pertaining to systems theory - required)
Socio-technical Systems : There's more to performance than new technology (required)

January 31
Corporate excellence, ethics and the role of IT (required)
Ethics, Information Systems, and a Steel Ax (required)
ACM Code of Conduct (required)
The World's Most Ethical Companies (view site - required)

February 7
Introduction to Relational Databases – Part 1: Theoretical Foundation (required)

February 21
The Business Process Model (required)

March 21
Top 20 ERP Software Vendors Revealed (scan)
ERP Definitions and Solutions (required)
10 Famous ERP Disasters, Dustups and Disappointments (optional)
ERP User Satisfaction Survey: Summary (optional)

April 2
SCOR 90 Overview Booklet (required)

April 4
What Every CEO Need to Know About the Cloud (required)

April 11
Creating Competitive Advantage through Data Warehousing (required)
Seven Key Interventions for Data Warehouse Success (optional)
A Comparison of Data Warehousing Methodologies (optional)

April 25
Bad Keystroke Leads to $251 Million Stock Buy (required)
Bernie Madoff's Dummy Data Center (required)