

MISY 3310 Management Information Systems
Spring 2015 SESSION/WEB
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OFFICE HOURS:	EAGLE PASS	WED	9:00 AM-5:00 PM
	EAGLE PASS	THUR	9:00 AM-3:00 PM

OR BY APPOINTMENT ANYTIME

I will be available by phone, e-mail or in my office to offer assistance on any subject related to the course. As we progress in the course I may make changes to this syllabus to accommodate any particular subject area. In that sense, this syllabus is a guideline, not a contract.

Required Text:

Management Information Systems for the Information Age, Stephen Haag, Maeve Cummings 9e, McGraw Hill, ISBN 978-0-07-337685-1

1. Objectives: The student will be able to:

1. Define MIS and IT and describe their relationship. Validate information personally and organizationally as a key resource. Explain why people are the most important organizational resource. Describe IT as a key organizational resource. Define competitive advantage and the role of IT to achieve a competitive advantage. Define information technology (IT) and its two basic categories: Hardware and software. Describe the categories of computers based on size. Compare the roles of personal productivity, vertical market, and horizontal market software. Describe the roles of operating system and utility software as components of system software. Define the purpose of each of the six major categories of hardware.

Assessment: Exam and/or written assignment

2. Describe SCM systems, CRM systems, BI systems, ICE systems; their competitive advantages, challenges to their use, and IT support. Describe how individual systems work together to give airline companies a competitive advantage. Explain the relationship between the organization's roles and goals and the IT infrastructure. Describe the difference between a 2-tier and 3-tier infrastructure. Describe system integration. Describe Web services and Microsoft's .NET. Explain the difference between network area storage (NAS) and storage area networks (SAN)

Assessment: Exam and/or written assignment

3. Define/describe the two major e-commerce business models. Summarize Porter's Five Forces model and how business people use it. Describe the emerging role of e-marketplaces in B2B e-commerce. Identify differences/similarities among customers and their perceived value of products and services. Compare/contrast marketing mixes for the B2B and B2C business models. Summarize ways of moving money in e-commerce and related issues. Define relationships among Web site, Web site address, domain name, Web page, & URL. Interpret parts of an address. Identify major

components/features of a Web browser. Describe differences between directory and true search engines. Describe various Internet technologies

Assessment: Exam and/or written assignment

4. Describe business intelligence and its role. Compare databases and data warehouses by OLTP and OLAP. List/describe key characteristics of a relational database. Define five major software components of a DBMS. List/describe key characteristics of a data warehouse. Define four major types of data-mining tools. List the key considerations in managing information as a resource. Identify how databases and spreadsheets are both similar and different. List and describe the four steps in designing and building a relational database. Define the concepts of entity class, instance, primary key, and foreign key. Given a small operating environment, build an entity-relationship (E-R) diagram. List and describe the steps in normalization. Describe the process of creating an intersection relation to remove a many-to-many relationship

Assessment: Exam and/or written assignment

5. List the seven steps in the systems development life cycle and an associated activity for each step. Describe three keys to success you can use to help ensure a successful systems development effort. Define the three different ways you can staff a systems development project. Describe prototyping and profile. Describe the outsourcing process and the current trend toward offshore outsourcing. Identify and describe the four basic concepts on which networks are built. Compare and contrast the various Internet connection possibilities. Describe client/server business networks from a business and physical point of view. Define local area networks (LANs), municipal area networks (MANs), wireless local area networks (WLANs), and wide area networks (WANs).

Assessment: Exam and/or written assignment

6. Understand basic programming concepts: forms of input, variables and constants, operations on data, hierarchy of operations, data output and types of data. Demonstrate knowledge about the process of developing a computer program. Understand the concepts related to program design. Demonstrate knowledge about coding documenting and testing commercial programs from a non-language specific context. Describe the concepts related to structured programming. Identify the various selection structures. Understand the use of relational operators. Understand the use of repetition structures. Understand the use of one and two dimensional arrays. Demonstrate knowledge about the handling of sequential files and control break processing. Understand the basic concepts of Object Oriented Programming.

Assessment: Exam and/or written assignment

2. Assignments: Selected exercises will be assigned to help in the understanding of the course material. The Blackboard course content area specifies module's assessments and assignment topics.
3. Exams: Are not cumulative (except to the extent that one part builds upon another). **Exams are time limited, you can stop and resume but the clock keeps running.**

THERE ARE NO MAKE-UPS FOR MISSED EXAMS OR ASSIGNMENTS

4. Course Grading:

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. *[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]* The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

CLASS SCHEDULE FOR MISY 3310 MANAGEMENT INFORMATION SYSTEMS *

* Assessments are due at 11:59 pm of the scheduled date (first column below).

<u>Module/ Date</u>	<u>Topic</u>	<u>Chapter</u>	<u>Description</u>
Mod 1 Jan 24	<ul style="list-style-type: none"> • The Information Age In Which You Live • Computer Hardware and Software 	1 XLM/A	Introduction to the Management Information systems Discipline and the related hardware and software concepts. Assessment available 1/22/16 6:00 AM
Mod 2 Feb 7	<ul style="list-style-type: none"> • Major Business Initiatives: Gaining Competitive Advantage with IT • The World Wide Web and the Internet 	2 XLM/B	Explore concepts related to how information technology can be used to increase competitive advantage. Introduction to the Internet and the World Wide Web Assessment available 2/5/16 6:00 AM
Mod 3 Feb 14	<ul style="list-style-type: none"> • Databases and Data Warehouses • Designing Databases and Entity Relationship Diagramming 	3 XLM/C	Introduction to Databases and Data Warehouses concepts. Database design and Entity Relationship Diagramming Concepts. Assessment available 2/12/16 6:00 AM

Mod 4 Feb 21	<ul style="list-style-type: none"> • Implementing a Database with Microsoft Access 	XLM/J	Designing a database exercise.
Mod 5 Feb 28	<ul style="list-style-type: none"> • Decision Support and Artificial Intelligence • Network Basics 	4 XLM/E	Introduction to decision support and artificial intelligence concepts Assessment available 2/26/16 6:00 AM
Mod 6 Mar 6	<ul style="list-style-type: none"> • Decision Analysis with Spreadsheet Software 	XLM/D	Decision analysis exercise using Excel.
Mod 7 Mar 20	<ul style="list-style-type: none"> • Electronic Commerce • Systems Development 	5 6	Introduction to electronic commerce concepts and network technology description. Introduction to systems analysis and design concepts. Assessment available 3/18/16 6:00 AM
Mod 8 Mar 27	<ul style="list-style-type: none"> • Enterprise Infrastructure, Metrics and Business Continuity Planning • Object Oriented Technologies 	7 XLM/G	Overview of service-oriented architecture (SoA) concepts. Introduction to Object Oriented technology concepts Assessment available 3/25/16 6:00 AM
Mod 9 Apr 10	<ul style="list-style-type: none"> • Protecting People and Information • Computer Crime and Digital Forensics 	8 XLM/H	Introduction to computer security concepts and tools. Assessment available 4/8/16 6:00 AM
Mod 10 May 1	<ul style="list-style-type: none"> • Emerging Trends and Technologies • Careers in Business 	9 XLM/K	Description of emerging technologies. Discussion of career options in information technology. Assessment available 4/29/16 6:00 AM