

*Sul Ross State University*  
*Department of Business Administration*

**Business Information Systems**

GBAA 3350  
Spring 2024  
Section(s): W01  
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**Course Description:**

Introduction to Information systems in business. Exposure to business applications software from the perspective of a manager. Emphasis on the rapidly changing nature of information and the changing data needs of business managers. Consideration of the rapid expansion of “E-Business” and how it has changed the interface among business functions. The course also emphasizes the vast array of options for managing information facing managers and provides coverage of techniques that can improve management decisions in this area. Finally, the course provides a practical approach to understanding several associated areas of BIS that may be the most important components of the course. These include but not limited to the impact of large technology companies having the potential to change the level of competition in information management; the linkage of social media with BIS and the issues that these dynamic areas have created.

**Prerequisite(s):**

Junior Standing

**Course Material(s):**

Baltzan; **Information Systems** 7<sup>th</sup> ed.; New York: McGraw-Hill; 2024 ISBN: Provided. **CONNECT access & E-TEXT to be provided via “Inclusive Access.”**

**Student Learning Outcomes:**

- SLO1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

**Student Learning Objectives - Students will achieve:**

A basic understanding of pertinent areas of information systems, functions, objectives, and interrelationships and linkages with business.

An appreciation of the complex and dynamic nature of business information and its management.

The development of a broad basic vocabulary of business information and systems terminology.

An appreciation of how to manage data and the many different aspects of data analysis and management.

An understanding of and appreciation for information security.

A fundamental and practical working knowledge of business information systems as an aid in further study and vocational pursuits.

### Course Grades:

Grades in this course will be determined on a percentage/points basis. Points for course requirements follow:

|                    |            |              |
|--------------------|------------|--------------|
| Engagement         | 150        | (15%)        |
| CONNECT – LS       | 200        | (20%)        |
| CONNECT – Other    | 200        | (20%)        |
| Discussion Forums  | 150        | (15%)        |
| Course Assignments | 150        | (15%)        |
| Final Exam         | <u>150</u> | <u>(15%)</u> |
| TOTAL              | 1000       | 100%         |

Grades in the course will be assigned as follows:

|               |              |
|---------------|--------------|
| A = 90 - 100% | D = 60 - 69% |
| B = 80 - 89%  | F = Below 60 |
| C = 70 - 79%  |              |

### Engagement:

It should be noted that this class will be conducted almost exclusively online but with the potential for one or two “asynchronous” FTF meetings. We may also have some required online sessions to make the class more interactive. We will discuss this approach the first time we meet FTF. Regardless, it does mean that determination of engagement grades will be based upon other things than would normally be assessed in a FTF course. For example, your “virtual” attendance is at a premium and is a necessary condition to do well on this component. If you decide you do not want to attend an online session, this will prove dysfunctional as to your level of engagement. If you must miss a session, let me know in advance and the penalty will not be as great. In other words, repeated departures from engagement expectations can only hurt your class standing and not enable you to fully satisfy the course requirements. It also should be noted that the reading assignment is relatively heavy. Further, there are a large number of components that you will find both complex and new and these will require a more devoted level of effort on your part than might normally be the case. In other words, prepare and stay up to date with assignments and so forth. Remember what this experience (college) is all about in terms of individual initiative, etc.

Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you tell me. This goes for testing, assignments, or anything that we might improve upon. **Remember:** 15% is a nice chunk of your grade and is very directly under your control. While it may not seem too important right now, please avoid ending up at the end of the semester only to find that you are so close yet so far away from the grade you feel you deserve.

### Learn-Smart on Connect:

There are actually two Learning Management Systems (LMS) in this course – CONNECT (C) & Black-Board (BB). There are some assets with C that are valuable learning aids. One is **Learn-Smart**. At first glance, some think “big deal,” but after doing the work, it becomes clear that the Learn-Smart approach helps with both focus and time management (two valuable assets in school). **We will not cover every chapter but you should note two things.** To receive credit for the particular chapter, it (the assignment) must be completed before the end date. Second, as there will be plenty of time to do the reading, no extensions will be granted excepting very unusual circumstances. By the way, BB does not offer anything close to this type of learning asset that is part of the reason for the use of two LMS. Plus, as there is considerable material to cover, C is an effective way to assist. There are also things associated with BB that help with the online format of the course. Most of the C assignments will be individually based which is another reason it (C) is useful. **C Assignments will not be linked to BB as to grading.** So, the points on C do not really matter as percentages will be computed from C and uploaded to BB.

### CONNECT Assignments

There are other assets with CONNECT which also are valuable learning aids. One, which is easily

administered and applied is the quiz component based on individual chapter content. Variations on this are some homework modules that are also important. As there is variation as to chapter importance, assignment numbers and emphasis will reflect such variation. Thus, both LMS systems are useful tools. Once again, assignments will be announced in advance and as noted above, the assignments must be submitted on time or a late deduction will be applied. The deduction will not be excessive but enough to underscore the importance of meeting deadlines in graduate school. Most, if not all of the assignments will be assigned and due within a relatively short window (time span). The quizzes and/or homework assigned (unless noted otherwise) are intended to be completed on an individual basis and should be completed entirely on such basis. As we get started, do not hesitate to ask if something does not make sense to you or you notice I made a mistake on an assignment date, for example. There are lots of moving pieces to these type courses and I encourage your input.

### **Discussion Forums:**

As this class is conducted on an online basis, it changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. Discussion forums are an effective device for keeping high levels of motivation and/interest in the course and thus, are an important component of the course. As there are two sections of this course, forums are enhanced somewhat and we avoid too much repetition of thought or posts to others. In short, class size helps reduce redundancy. Discussion forum topics will be announced on the announcement page but you may not know the topic until close to when the forum begins. One objective with these is to get almost a reaction rather than a carefully and well developed and non-risky response. Some courses seem to be more suited for forums than others. Information systems is such a course that lends itself to discussion forums as there is so much to be considered as to the elements of BIS. One last thing - you are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your *thoughtful contributions* are more compelling than your frequency of input! More detailed expectations will be included with the individual forum(s). **Remember that 15% is a “chunk” of your grade. And if you miss a forum deadline, no extensions will be given!**

### **Course Assignments:**

As previously noted, there are actually two *Learning Management Systems* (LMS) in this course – CONNECT – C - & Black-Board – BB. The course assignments will be exclusive to BB. These may be individually or team based or a mix of both. The assignments will be based on class progress and my perceived appraisal of areas that might need either more or less emphasis in the form of some sort of assignment. The assignments may be hands-on or response to questions or small projects related to BIS issues and so forth. Further, depending on the nature of the assignments, they may be individual or team based. More detail on various assignments will be forthcoming as the term gets underway. Assignment deadlines are quite important and must be a strong consideration if one decides to submit late.

### **Final Exam:**

The tentative format for the final exam will be comprised, for the most part, of "objective type" questions. These may include, multiple choice, true/false, and matching questions. An additional portion of the exam may include short answer or essay type questions.

The final exam will *emphasize* the entire course. However, although you will be responsible for all course content on the final, there are obvious areas that are more important than other areas. The final will reflect these areas of importance. In other words, not all areas will be treated equally as to emphasis placed on the final exam. Finally, all material means just that – if I submit articles or various additional type materials, you will be responsible for such material on the final exam. In short, any topic covered in this course will be "fair game" on the final exam.

*Note:* make-up exams are not given except under the most extreme and unusual circumstances.

*Note: This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand any part of it, or most important, not agree*

*with some component contained in it, please let me know and I will try to help fix the issue. Make sure to modify the tentative schedule as necessary.*

**A MASTER SCHEDULE will be posted showing exact due dates and point totals and so forth. That is the spot to see when something is due!**

**Marketable Skills (MS) – will discuss in class**

**MS 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.**

**MS 2: Students will have the ability to use research and analysis to make informed decisions.**

**MS 3: Students will have the ability to write business letters, emails, resumes and reports**

**MS 4: Students will have the ability to make effective oral presentations to both professional and general audiences.**

**Other – Please Read**

*University policy allows for students, who exceed the prescribed number of non-excused absences, to be dropped from the course (at the discretion of the instructor).*

**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, these requirements will be communicated to the student. Students enrolled in distance education courses at SRSU 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.*

*Students seeking accessibility services or other accommodations, per the Americans with Disabilities Act, are urged to contact Ms. Rebecca Greathouse Wren, M. Ed., LPC-S, Director/Counselor, Counseling and Accessibility Services, Ferguson Hall, Room 112. Mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas - Telephone: 432-837-8203.*

**ACADEMIC HONESTY**

*The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.*

**“Cheating” includes:**

- 1. Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs, or allowing another student to copy from same.**
- 2. Using, during a test, materials not authorized by the person giving the test.**
- 3. Collaborating, without authorization, with another person during an examination or in preparing academic work.**
- 4. Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of a non-administered test.**
- 5. Substituting for another student; permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the reparation of academic work to be submitted for academic credit.**
- 6. Bribing another to obtain a non-administered test or information about a non-administered test.**
- 7. Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of a**

*rough and/or final version of an assignment by a professional typist.*

*8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea in one's own written work offered for credit.*

*9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.*

*10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.*

*11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.*

*12. "Falsification of Data" means the representation, claim, or use of research, data, statistics, records, files, results, or information that is falsified, fabricated, fraudulently altered, or otherwise misappropriated or misrepresented.*

*All academic dishonesty cases may be first considered and reviewed by the faculty member. If the faculty member believes that an academic penalty is necessary, he/she may assign a penalty but must notify the student of his/her right to appeal to the department chair, the dean and eventually, to the Provost and Vice President for Academic and Student Affairs before imposition of the penalty. At each step in the process, the student is entitled to written notice of the offense and/or of the administrative decision, an opportunity to respond, and an impartial disposition as to the merits of his/her case. The decision of the Provost and Vice President for Academic and Student Affairs shall be final.*

*In the case of flagrant or repeated violations, the Vice President for Academic and Student Affairs may refer the matter to the Dean of Students for further disciplinary action. No disciplinary action shall become effective against the student until the student has received procedural due process...*

*On a personal note – if I find any violations, I will take it seriously!*

### *Tentative Course Outline\*\*\**

| <u>Week</u> | <u>Topic</u>  | <u>Assignment*</u> |
|-------------|---|--------------------|
| Jan. 15     | Introduction – Term begins on 1-17<br><i>MLK Holiday Monday</i> |                    |
| 22          | Management Information Systems                                  | Ch. 1              |
| 29          | Decisions & Processes – Value Driven                            | Ch. 2              |
| Feb. 05     | Cont. <i>Forum?</i>   |                    |
| 12          | E-business – Electronic Business Value                          | Ch. 3              |
| 19          | Ethics & Information Security                                   | Ch. 4              |
| 26          | Infrastructures <i>Assignment?</i>                              | Ch. 5              |

|      |      |   |       |
|------|------|---|-------|
| Mar. | 04   | Cont. <i>Forum?</i>   |       |
|      | 11   | <i>Spring Break</i>   |       |
|      | 18   | Data – Business Intelligence  | Ch. 6 |
|      | 25   | Cont. <i>Assignment?</i>  |       |
| Apr. | 01   | Networks: Mobile Business<br><i>Good Friday Holiday Friday</i>  | Ch. 7 |
|      | 08** | Enterprise Applications: Business Comm.   | Ch. 8 |
|      | 15   | Systems Development <i>Assignment?</i>  | Ch. 9 |
|      | 22   | (cont.) <i>Forum?</i>   |       |
|      | 29   | Wrap-up & Review - <b>Important Dates!</b><br><b>5-01 - Last class Day; 5-02 Dead Day</b><br><b>5-03 - First Day – Finals –</b> |       |
| May  | 06   | <b>FINALS continue – Monday; Tuesday; Wednesday</b>   |       |

\* Assignment should be completed by day assigned or at least during that week

\*\* April 12<sup>th</sup> - Last day to withdraw from the university or drop with a "W".

\*\*\* There will be a **MASTER SCHEDULE** (MS) posted on BB in a few days – the MS is what you should look to for definitive information – the syllabus is only a general set of guidelines – **Do Not Assume a date on the syllabus is the actual due date – seek out accurate info via the MS!!**