

SUL ROSS STATE UNIVERSITY

GBAR 3350 Business Information Systems  
SPRING 2026 SESSION  
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OFFICE HOURS: MONDAY and Tuesday 10:00 AM – 6:00 PM BY APPOINTMENT

I will be available to offer help 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.

**Course Description:**

This course introduces the discipline of management information systems. We will discuss the use of information technology in business focusing on the management of technologies. The main topics cover the different systems available in modern business environments, the impact of the Internet, Information Technology Infrastructure and Project Management, among other areas.

**Required Text:**

Information Systems, Paige Baltzan 7e, McGraw Hill,  
ISBN10: 1266834133 | ISBN13: 9781266834134

**1. Learning Objectives:** The student will be able to:

1. Describe the information age and the differences among data, information, business intelligence and knowledge. Identify the different departments in a company and why they must work together to achieve success. Explain how management information systems enable business communications.

Assessment: Exam and/or written assignment

2. Explain the importance of decision making for managers at each of the three primary organization levels along with the associated decision characteristics. Classify the different operational support systems, managerial support systems and strategic support systems, and explain how managers use these systems to make decisions and gain competitive advantages. Describe artificial intelligence and identify its five main types.

Assessment: Exam and/or written assignment

3. Compare disruptive and sustaining technologies, and explain how the Internet and the WWW caused business disruption. Describe ebusiness and its associated advantages. Explain the ethical issues in the use of information technology. Identify the six policies organizations implement to protect themselves

Assessment: Exam and/or written assignment

4. Explain MIS infrastructure identifying the three primary areas associated with an information MIS infrastructure. Describe the characteristics of an agile MIS infrastructure.

Assessment: Exam and/or written assignment

5. Explain the four primary traits that determine the value of information. Describe a database, a database management system and the relational database model. Identify the

business advantages of a relational database. Explain the business benefits of a data-driven website.

Assessment: Exam and/or written assignment

**2. Assessments:**

1. Module assessments are due on the date in the syllabus course schedule. Exams are not cumulative (except to the extent that one part builds upon another). Pay attention to the exam instructions for content. **Exams are time limited, you can stop and resume but the clock keeps running.**
2. **It is a policy for this course that after the due date there will be no make-up or reposition for the work required; this policy includes all assessments, meaning; homework, exercises, assignments, and exams. Late or partially completed work are not accepted for grading purposes.**

**3. Attendance:**

**Participation in the course is evaluated according to the work submissions. After four (4) missing submissions, students will be dropped from the course.**

**4. Course Grading:**

The projected cutoff point for As, Bs, Cs, and Ds 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. 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.

**Americans with Disabilities Act:** Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Kathy Biddick in Student Services, Room C-102 Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. Email: [kbiddick@sulross.edu](mailto:kbiddick@sulross.edu) .

**CLASS SCHEDULE FOR GBAA 3350 MANAGEMENT INFORMATION SYSTEMS \***

<u>Module/ Date</u>	<u>Topic</u>	<u>Chapter</u>	<u>Description</u>
Jan 21	Introduction		
Mod 1 Jan 28	Management Information Systems: Business Driven MIS	1	Introduction to the Management Information systems concepts
Feb 4	Decisions + Processes: Value Driven Business	2	Decision making and operational support systems.
Feb 11	Research Paper 1 Due		
Feb 18	Ebusiness: Electronic Business Value	3	The Internet, WWW and ebusiness
Feb 25	No meeting		
Mar 4	Ethics + Information Security: MIS Business Concerns	4	Ethical issues in the use of information technology.
Mar 18	Infrastructures: Sustainable Technologies	5	Information systems infrastructure.
Mar 25	Data: Business Intelligence	6	Database management systems
Apr 1	Research Paper 2 Due		
Apr 8	Networks: Mobile Business	7	Network concepts
Apr 15	Research Paper 3 Due		
Apr 22	Enterprise Applications: Business Communications	8	Enterprise Resource Planning and Supply chain Management systems,
Apr 29	Systems Development and Project Management	9	Project management and system development methodologies