BCIS 338 M70 - Business Information Systems I

Instructor: Richard L. Oliver
E-mail: roliver@nmsu.edu
Office: Business Complex 233
Office/Dept Phone: 575-646-2944/575-646-4901

LMS: http://learn.nmsu.edu/ 
MyItLab: http://MyItLab.com

Office Hours: MW 3:00 pm – 4:00 pm
Th(Electronic) 6:00 pm–7:30 pm or by appointment

MyItLab Course ID: CRSABV1-232992

Course Description - Business and managerial applications of Management Information Systems and Information Technology, from strategic and competitive technology opportunities to the organization to management of information using databases and data warehouses.

Learning Goals - This course is a core course in the Bachelor of Business Administration (BBA) degree program. The primary program learning goals to which this course contributes are: 1) Students can solve problems using quantitative information, and 2) Students can think critically to solve problems.

Learning Objectives:

1. After completing Chapter 1, you should be able to do the following:
   • Explain why the Introduction to MIS class is the most important class in the business school.
   • Define what is meant by “MIS.”
   • Explain how to use the five-component model.
   • Explain what is meant by “information.”
   • Describe what makes some information better than other information.
   • Explain why the difference between information technology and information systems is important.
   • Anticipate the technology of the year 2021.

2. After completing Chapter 2, you should be able to do the following:
   • Describe the meaning of collaboration.
• Describe the components of a collaboration information system.
• Explain how collaboration systems can be used to improve team communication.
• Describe how collaboration systems can be used to manage content.
• Explain how to use Microsoft SharePoint for team projects
• Describe how businesses use collaboration systems.
• Describe the role of collaboration in 2021.

3. After completing Chapter 3, you should be able to do the following:
• Describe ways in which organizational strategy determines information systems structure.
• Explain the five forces that determine industry structure.
• Describe how analysis of industry structure determines competitive strategy.
• Describe how competitive strategy determines value chain structure.
• Explain how business processes generate value.
• Describe how competitive strategy determines business processes and the structure of information systems.
• Explain how information systems provide competitive advantages.
• Explain how businesses may use information systems for competitive advantage in 2021.

4. After completing Chapter 4, you should be able to do the following:
• Describe what business professionals need to know about computer hardware.
• Describe what business professionals need to know about software.
• Determine if open source software is a viable alternative.
• Explain how you can use this knowledge.
• Speculate on the state of hardware and software in 2021.

5. After completing Chapter 5, you should be able to do the following:
• Explain the purpose of a database.
• Define what a database is.
• List and describe the components of a database application system.
• Explain how database applications make databases more useful.
• Describe how data models are used for database development.
• Explain how a data model is transformed into a database design.
• Describe the users’ role in the development of databases.
• Describe the prospects for data management in 2021.

6. After completing Chapter 6, you should be able to do the following:
   • Describe what a computer network is.
   • List and explain the components of a LAN.
   • Explain the alternatives for connecting to a WAN.
   • List and explain the fundamental concepts you should know about the Internet.
   • Describe the processing that occurs on a typical Web server.
   • Explain how organizations benefit from virtual private networks (VPNs) and firewalls.
   • Explain the implications for data communications in 2021.

7. After completing Chapter 7, you should be able to do the following:
   • Describe how information systems vary by scope.
   • Explain when information silos are a problem.
   • Explain how enterprise information systems eliminate silos.
   • Describe how CRM, ERP, and EAI support enterprise systems.
   • List the elements of an ERP system.
   • Describe how the major ERP vendors compare.
   • Explain the challenges of implementing new enterprise systems.

8. After completing Chapter 8, you should be able to do the following:
   • Explain how companies use e-commerce.
   • Explain how companies use Web 2.0.
   • Explain how social networking information systems increase social capital.
   • Describe business applications for Facebook, Twitter, and User-Generated Content (UGC).
   • Describe how social CRM empower customers.
   • Explain how organizations can manage the risks of social networking applications.
   • Discuss prospects for Enterprise 2.0 in 2021.

9. After completing Chapter 9, you should be able to do the following:
   • Explain why organizations need business intelligence systems.
   • Describe what business intelligence systems are available.
   • Describe typical reporting applications.
• Describe typical data-mining applications.
• Explain the purpose of data warehouses and data marts.
• Describe typical knowledge-management applications.
• Explain how business intelligence (BI) applications are delivered.
• Discuss the future of BI systems in 2021.

10. After completing Chapter 10, you should be able to do the following:
• Explain why organizations need to manage business processes.
• Describe the stages of business process management (BPM).
• Describe how (BPMN) process diagrams help identify and solve process problems.
• Explain which comes first, business processes or information systems.
• Explain the systems development activities.
• Explain why business processes and systems development are difficult and risky.
• Describe the keys for successful process and systems development projects.
• Describe the state of information system careers in 2021.

11. After completing Chapter 11, you should be able to do the following:
• Describe the functions and organization of the IS department.
• Explain how organizations plan the use of IS.
• Describe the tasks that are necessary for managing computing infrastructure.
• Describe the tasks that are necessary for managing enterprise applications.
• Explain the advantages and disadvantages of outsourcing.
• Describe your users’ rights and responsibilities with regard to the IS organization.
• Appreciate the future of information systems management in 2021.

12. After completing Chapter 12, you should be able to do the following:
• Describe the threats to information security.
• Explain senior management’s security role.
• Describe the technical safeguards that are available.
• Describe the data safeguards that are available.
• Describe the human safeguards that are available.
• Describe how organizations should respond to security incidents.
• Explain the extent of computer crime.
• Discuss information security concerns in 2021.
Assurance of Learning: To assist you in meeting College expectations with respect to writing and presentation skills, an “Academic Survival Kit” with resources on writing and presentation skills is available on the College web page at:

http://business.nmsu.edu/students/survival-kit/

Course Delivery: This is a distance education course which does not include any face to face meetings as part of the regular schedule. Please note that my office hours are available if you are in Las Cruces frequently. Further, we can arrange a meeting at another time in my office or we can arrange a telephone meeting. All of that said, there are two easy methods to meet with me via the Internet. The first is email in Blackboard. I will answer this frequently throughout the day, including most weekends. I will send out an email note if I am going to be away from Blackboard for an extended period of time. Secondly, please feel free to use the “Who’s Online” feature of Blackboard. If you see that I am logged in, please invite me to chat. If I do not respond, please do not be discouraged! It is not that I do not want to chat with you!! I have simply stepped away from my computer for a (short) period of time.

Office Hours: This section of BCS338 is being delivered as a distance education course. That is, we will not meet face to face in the traditional lecture environment. My office hours are Monday and Wednesday afternoons from 3:00 pm until 4:00 pm and on Thursday evenings from 6:00 pm until 7:30 pm electronically. That is, we will be meeting via the web using Adobe Connect. The URL for these office hours is:

http://nmsu.adobeconnect.com/roliverofficehours/

I will be sending out invitations to those meetings. Additionally, I will be happy to make appointments as needed. However, many topics or problems are easily handled using email. For this, the primary means of contacting me is through BlackBoard email. I will be reading and answering BlackBoard email several times a day. Please only use BlackBoard email as I will check that much more frequently than my regular email account. If needed, we can also use the telephone to communicate.

Blackboard, MyItLab and This Course: This course will use Blackboard CE 8 extensively. The syllabus and course schedule, Using MIS chapter quizzes, and more will be available through Blackboard. This course also uses MyItLab to provide software training and skill-based quizzes and exams. Once you become familiar with MyItLab, you will find it easy to use and helpful in learning key features of spreadsheet and database software. A second issue
in using MyITLab and Blackboard is that grades are not moved automatically from MyITLab into Blackboard. It is your responsibility to go to the My Submissions page after every MyITLab Lesson you complete. Here, you can verify that the server has the results from your assessment or training. If the results are not here, you need to notify your instructor immediately because we cannot give you credit for work that doesn't show up on the server.

**What is MyITLab and how does it work?** In this course, we use computer based training (CBT) software called MyITLab. This is an application available 24 hours a day and 7 days a week over the Internet. The CBT in MyITLab us the following procedure. First, the system present the student with a series of training exercises or modules. The particular skill being taught is described, then demonstrated to the student. Next, the student is asked to demonstrate the skill. If they do so successfully, then MyITLab moves on to the next module. If not, then the skill is demonstrated by MyITLab again as many times as the student wants it to be demonstrated. Once the student is comfortable with a skills in a module, MyITLab provides a Hands-On training and projects to assess the student’s progress in using the skills in the particular module.

**Why do we use MyITLab?** We have been using MyITLab in this and other courses for a number of years. It has several significant advantages. First, it is a information source available 24/7 for the student’s convenience! This training can be done at the best time for the students. Secondly, we are targeting intermediate and some advanced skills in Excel and Access in this course. However, the time when our students learned the basic skills in Excel and Access varies tremendously. For some students, their learned these skills last semester. But for other students, it may have been years ago and they have simply not used and forgotten many of the basic skills. Here is the great part: MyITLab has all of those basic skills modules available! That is, if you feel you need to review the basic Excel skills, the modules to do so are already available for you in MyITLab. You can do a few, all or none of these review exercises. Finally, we like MyITLab because it moves forward at a customized pace. That is, it will let you progress through modules very rapidly if appropriate. And, it will repeatedly demonstrate any skills as many times as you require to understand them. We believe MyITLab is a powerful addition to the course that will help you develop your expertise in Excel and Access!

**MyITLab Access Code:** Each student in the class MUST have their own MyITLab access code. You will need this code within the first few days of the semester.

**MyITLab Course ID:** CRSABV1-232992
Why do I need this? The access code is required to complete the MyItLab software assignments which make up 30% of your grade in this class. The assignments provide training and practice in using Microsoft Access (a database) and Microsoft Excel (a spreadsheet). These are two of the most commonly used productivity software packages.

Textbook: The textbook is a custom package built by the publisher for this course:


Microsoft Office 2010:

- **Why do I need this?** You will need access to Microsoft Office 2010 to complete the projects for the course.
- **Where can I get the Software?** The software is available in all PC labs on campus. You can also purchase a fully functional version from the NMSU book store for a significant discount from the normal retail price.

Reminder: If you are sharing texts, each person will still need an individual MyItLab access code.

Examinations: There will be three exams. The exams will cover material from the textbook, lectures and the material in MyItLab. The third exam is the final exam and it covers the material from the entire course. Exams may be a combination of multiple-choice, true-false, and short answer essay questions.

If you miss an exam due to illness, work, or a university-sponsored activity, you must provide proper notification and documentation to the instructor as soon as possible. If no valid documentation is provided the student will receive a score of zero for the missed exam.

Late Assignments: Late assignments will not be accepted, this includes: ERP Exercises, MyItLab training exercises, MyItLab skill-based exams, and Using MIS chapter quizzes. You are expected to start assignments early enough to overcome any difficulties, technical or otherwise, you may encounter and still complete the assignment on time.

IMPORTANT NOTE: Your MyItLab account, by default, is set for Eastern Standard time. You will need to change that setting to Mountain Standard time. If you fail to do this
assignment due dates will not be correct in the MyITLab calendar and you may miss a due date and get a zero.

**Grades:** Below is the weight each grading component has in the overall grade and how final grades will be assigned. Please note that there is no rounding up in final grade assignment. To compute your grade, add up all of your points in each category. Then divide each of those totals by the total number of points available in each category (see the Schedule to find the total number of points available in each category). Then multiply each of those numbers by the Weight in Overall Grade shown in the table below. Finally multiply that result by 100. That will give you the overall Percentage Earned by you for the course.

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight in Overall Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using MIS Chapter Quiz%</td>
<td>10%</td>
</tr>
<tr>
<td>ERP Exercises%</td>
<td>15%</td>
</tr>
<tr>
<td>MyITLab Hands-On Training%</td>
<td>15%</td>
</tr>
<tr>
<td>MyITLabs Chapter Projects%</td>
<td>15%</td>
</tr>
<tr>
<td>Assessment Project%</td>
<td>5%</td>
</tr>
<tr>
<td>Examinations%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total %</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

To convert the Percentage Earned into a letter grade, lookup your Percentage Earned in the table below. Please again note, rounding up is not required by NMSU policies. However, I always consider carefully the need for slight downward adjustment in the lower bounds on these letter grade brackets. It is frequently true that I lower the lower bound slightly. However, I will not (!) raise the lower bound ever!

<table>
<thead>
<tr>
<th>Percentage Earned</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% through 100%</td>
<td>A</td>
</tr>
<tr>
<td>80% through 89.9%</td>
<td>B</td>
</tr>
<tr>
<td>70% through 79.9%</td>
<td>C</td>
</tr>
<tr>
<td>60% through 69.9%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>
HOW YOUR LEARNING WILL BE MEASURED: Your understanding and ability to explain terminology, information systems concepts, behavioral and organizational issues, international, social and ethical issues will be measured in the examination, ERP projects and IT projects.

ACADEMIC INTEGRITY: Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. You should refer to the Student Code of Conduct for detailed information regarding academic misconduct. (http://www.nmsu.edu/~vpsa/handbook.html)

INCOMPLETE GRADES: A grade of "I" (Incomplete) will be assigned only in circumstances in agreement with the current NMSU Undergraduate Catalog. Incomplete grades are to be given only if a student has passed the first half of the course and is unable to complete the course due to circumstances beyond the student's control. (If the circumstances develop during the first half of the course, the student has the opportunity to drop the class.) Examples of appropriate circumstances are documented illness, documented death or crisis in the student's immediate family and similar circumstances. The catalog states that job related circumstances are generally not appropriate grounds for assigning an "I" grade and that this grade is not to be used to avoid a D, F, or U grade.

S/U GRADES: If you are taking this course under the S/U option, you must earn a "C" or better for an undergraduate and "B" or better for a graduate student to receive a grade of "S."

MAKE-UP ASSIGNMENT POLICY: No makeup examinations, or projects are planned, but it is important to contact the instructor as soon as possible to discuss your situation should you have to miss work for health or family emergency reasons. If you are absent because you are on an official NMSU trip and you are unable to access BlackBoard, contact the instructor ahead of time or as soon as possible to determine makeup procedures. A University approved excuse will be required for an absence to be excused.

LIBRARY USAGE: Students will use the Internet frequently as an online library.
COMPUTER RESOURCES:
You will need access to the following computer resources:

- Connection to the University’s BlackBoard server. This can be through a home connection (dialup, DSL, cable modem, etc.) or through computers in the University’s computer labs. Go to http://learn.nmsu.edu to connect to the BlackBoard server. This page also has links that will test your browser for compatibility with BlackBoard.
- You will need to submit assignments in the format as specified in each project.

GLOBAL/INTERNATIONAL BUSINESS CONTENT: This course will address many of the technologies that are used to conduct international business. In particular, we will examine the foremost technologies used in international exchange of business information.

ETHICS CONTENT: As appropriate, we will consider ethical issues related to the course content. Information is inherently valuable, and you may well be in professional positions to control access to this resource. I encourage you to consider these ethical issues thoughtfully.

Students with Disabilities - If you have, or believe you have, a disability and would benefit from accommodations, you may wish to self-identify. You can do so by providing documentation to the Services for Students with Disabilities (SSD) Office located at Garcia Annex (Phone: Voice 646-6840, TTY 646-1918). If you are already registered with the SDD Office and need accommodations please provide your Accommodation Memo from the SSD within the first two weeks of class.

If you have a condition that may affect your ability to exit safely from the premises in an emergency or that may cause an emergency during class, you are encouraged to discuss this in confidence with the instructor and/or the Coordinator for SSD. Call 646-3333 with any questions about the Americans with Disabilities Act (ADA) and/or Section of the Rehabilitation Act of 1973. All medical information will be held in strict confidence.

GRADE APPEALS:
In the unlikely event that you wish to file a grievance with some administrative office or faculty member on campus, check the details of the process in the "General Information" section of the Undergraduate Catalog. Probably the most urgent thing to know about a grade appeal (besides the fact that there is an appeals process) is that you must initiate the process by submitting a written appeal to the faculty member within 30 days of the start of the term following the term in which the grievance occurred. It's not clear whether this
includes summer terms, so, to be safe, submit within 30 days of the grievance.

INTERN OPPORTUNITIES:
Many students have found that interning under the cooperative education (CO-OP) program is a valuable activity that sets them apart from students without practical experience. Contact the Co-op office in Garcia Annex (646-4115), visit with Celina Talamantes in the Advising Center in Guthrie Hall, and frequently check the NMSU web page links to the placement and co-op offices. Also keep in mind that prime interviewing season for permanent positions is the fall. Whether you are graduating in December or May, register with Placement and interview diligently in your last fall semester.