

PROFESSOR: Bernard W. Merkle

CLASSROOM: WH 117 **TIME:** 6:00 PM TO 9:30 PM, Wednesday at Woodland Hills.

Semester Dates – Start Date May 23, 2016 – August 4, 2016.

Add / Drop Dates – Last date to add; last date to drop without W – June 6, 2016

– Last date to drop without financial penalty – June 13, 2016

– Last date to withdraw without academic penalty – July 13, 2016

AVAILABILITY: In Classroom - 5:00 PM TO 6:00 PM, Wednesday, Also as scheduled with instructor.

CONTACT INFORMATION: Home Office - (805) 531-9784, E-Mail: merkle@callutheran.edu

TEXTBOOK: Essentials of Management Information Systems; 12th Edition; K. C. Laudon and J. P. Laudon, Prentice Hall, Inc. 2016, ISBN-10: 0134238249. There will be additional readings from selected trade journals and case studies.

COURSE DESCRIPTION: This course investigates the nature and uses of various types of information systems in business organizations, including decision support systems, expert systems, executive and management information systems, and communication systems. This course examines the relationships between information system use and business strategy and the applications of information systems in the development of competitive advantage. Surveys the major components of business information systems (hardware, networks, data and applications) and investigates the interrelationships between information, systems, organizational structure, processes and strategy.

PREREQUISITES: None.

COURSE EVALUATIONS: All course evaluations are now conducted online. Your feedback is important to us. You will receive an email message reminding you when the website is open for your feedback. The link is: <http://courseval.callutheran.edu>

Goals / Objectives of the course are for the student to:

- Demonstrate knowledge of contemporary information systems technology and relate it to respective strategic business and management issues.
- Demonstrate knowledge of MIS applications which help companies to adapt new technologies and compete more effectively in the business environment
- Conduct case study analyses to learn to identify and assess organizational issues influenced by information technology and make appropriate recommendations for resolving these issues.

At the end of this course, students will be able to demonstrate and perform to the goals and objectives stated above and the more specific student learning outcomes outlined below. The student learning outcomes are more specifically discussed in the institution wide outcomes available on the CLU web site.

The educational objectives address the following California Lutheran University Student Outcomes:

Student Learning Outcomes	Assessment
Professional Preparation a. Field Specific Knowledge b. Ethical and Professional Judgment c. Interpersonal and Teamwork Skills	Midterm and Final Exams Class Discussion & Midterm Class Discussion & Team Case Study
Liberal Learning a. Written Communication Skills b. Oral Communication Skills c. Information Literacy d. Understanding Cultural / Global Diversity e. Critical Thinking	Final Exam & Team Case Study Team Case Presentation / Class Discussion Reading Text / Articles, Class Discussion In class group discussion and exercises Case Studies, Team Case Study, Final Exam
Character and Leadership Development a. Appreciation of diversity b. Growth in identity and values c. Principled leadership	In class group discussion, exercises and Team Case Study

ACADEMIC HONESTY: The educational programs of California Lutheran University are designed and dedicated to achieve academic excellence, honesty and integrity at every level of student life. Part of CLU's dedication to academic excellence is our commitment to academic honesty. Students, faculty, staff and administration share the responsibility for maintaining high levels of scholarship on campus. Any behavior or act which might be defined as "deceitful" or "dishonest" will meet with appropriate disciplinary sanctions, including dismissal from the University, suspension, grade F in a course or various forms of academic probation. Policies and procedures regarding academic honesty are contained in the faculty and student handbooks.

Plagiarism, cheating, unethical computer use and facilitation of academic dishonest are examples of behavior which will result in disciplinary sanctions. Plagiarism includes, but is not limited to:

- word for word copying without using quotation marks or presenting the work as yours
- using the ideas or work of others without acknowledgement
- not citing quoted material. Students must cite sources for any information that is not either the result of original research or common knowledge.

GROUP PROJECT /ACTIVITIES: Each student will participate in a team case study analysis as outlined in the PowerPoint presentation, "MIS Team Case Study", which is available in outline form on the BUS 381 Blackboard page. The objective of the team case study is a 20 page double spaced report and a 20 minute class presentation on a team selected case study. Only one copy of the team case report will be submitted as a team effort. More specifics on the team case activity will be provided and discussed in detail in class.

CASE ANALYSIS: Each student, individually and as a team member, will apply the course material to unique case study examples. The class will address various aspects of case studies through discussions in class, student reports and presentations and examples presented by the instructor.

TAKE HOME FINAL EXAM: The final exam will be an individual case study analysis assigned by the instructor. You will apply standard case methodology to a case study to answer five of six case related questions provided by the instructor. Your grade will be based upon the application of course concepts and your ability to

draw and support conclusions in answering the exam questions. An assessment rubric will be distributed with the final exam to inform students of grading criteria and their relative weights.

ORAL PRESENTATION: Each student will participate, as a team member, in the class presentation of the team case study.

GRADING CRITERIA: The final grade will be determined in the following manner:

Criteria Description	Points
Class Participation: Attendance, Responses in class	30
Four Discussion Boards at 3 points average per DB	12
Midterm exam - 50 Multiple Choice: Closed book.	100
Team Case study team report and team case study presentation.	100
Final examination - Take home.	100
Total	342

Each student will be offered the opportunity to participate in extra credit efforts to improve their grade for any of the graded items.

Grades - The following tables define the grading standards for this class.

F 59% or less	D+ 67% – 69%	C+ 77% – 79%	B+ 87% – 89%	A 95% – 100%
	D 63% – 66%	C 73% – 76%	B 83% – 86%	A- 90% - 94%
	D- 60% – 62%	C- 70% – 72%	B- 80% – 82%	

Grading Rubric

Poor: Unacceptable performance in meeting assignment criteria.	Fair: Shows a valid attempt, but did not achieve at an appropriate level for success in course.	Good: Met most assignment criteria with an adequate level of quality and achievement.	Very Good: Met all assignment criteria with a high level of quality and achievement.	Excellent: No room for improvement: Exceptional level of quality and achievement.
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0 50% 60% 70% 80% 90% 100%

Attendance Policy: Course attendance will be graded as part of Class Participation at ten percent (10%) of your grade. Excessive absences can be cause for reduction in your grade.

Please inform the instructor in advance if you are unable to attend class on the night of an exam or when a project is due. The reason for absence must be due to illness, emergency or previously scheduled out of town travel. Absence for an exam due to lack of preparedness is unacceptable. An unexcused absence could result in a zero for that exam or project.

Number of Hours Outside of Class: For every class (3.5 hours), approximately 9 hours of homework per week per the Carnegie Instructional Hours is expected.

Standards of Student Conduct Statements: See the CLU student handbook and associated web pages link. http://www.callutheran.edu/student_life/student_handbook/

University Harassment Policy: For information on the University’s student harassment policy and rights, please go to the following link: http://www.callutheran.edu/student_employment/student_handbook.php.

Sexual Misconduct - California Lutheran University does not tolerate any degree of sexual misconduct on or off-campus. We encourage you to report if you know of, or have been the victim of, sexual harassment, misconduct, and/or assault. If you report this to a faculty member, she or he must notify Cal Lutheran’s Title IX Coordinator about the basic facts of the incident. More information about your options for reporting can be found at: <http://www.callutheran.edu/title-ix/>

Blackboard Information: For assistance with Blackboard, email, or Web Advisor, please contact the help desk at (805) 493-3698 or helpdesk@callutheran.edu. For Blackboard tutorials, please go to the following link:

<http://ondemand.blackboard.com/students.htm>.

Disability Statement:

California Lutheran University is committed to providing reasonable accommodations in compliance with ADA of 1990 and Section 504 of the Rehabilitation Act of 1973 to students with documented disabilities. If you are a student requesting accommodations for this course, please contact your professor at the beginning of the semester and register with the Disability Support Services Coordinator, Wendy Jimenez, for the facilitation and verification of need. The Disability Support Services Coordinator is located in the Center for Student Success Office at 3259 Pioneer Street, and can be contacted by calling 805.493.3878 or emailing wjimene@callutheran.edu

PEARSON LIBRARY:

Pearson Library provides access to scholarly books, journals, ebooks, and databases of full text articles from scholarly journals. To begin using these materials, visit the library web page <http://www.callutheran.edu/library> There are many ways to contact Pearson Library for research assistance, no matter where you are!

- Email Yvonne Wilber (Professionals liaison) at ywilber@callutheran.edu
- General Library email: CLUlibrary@callutheran.edu
- Library main phone: 805.493.3250
- Text us your question: 805.493.3867
- Get more help at: <http://www.callutheran.edu/library/help/>

CLU WRITING CENTER:

The Writing Center provides 1:1 writing consultations, in-person and online, with trained undergraduate and graduate writing consultants. We welcome all writing-related projects at any stage of the writing process across the diverse disciplines of study at CLU. The Writing Center also hosts writing workshops, provides in-class visits, facilitates writing groups, and offers a writer's studio option for longer, sustained projects. Services suit writers of all levels, including traditional undergraduates, graduate students from all fields, all English language learners, and accomplished scholars alike. All members of the CLU community with an @callutheran.edu email address are welcome to make use of our services. For more information, please visit at www.callutheran.edu/writing_center or call 805-493-3257. Please schedule appointments online through MyCLU Blackboard with the yellow "The Writing Center" icon in "Tools," or stop by The Writing Center itself, located in the Darling Collaboration Suite of Pearson Library.

Veterans Resources

If you are a veteran, military member, or a family member of a veteran or military member, please refer to Cal Lutheran's Veterans Resources webpage for important information: <http://www.callutheran.edu/veterans/> . Also, if you are a veteran receiving benefits and you are struggling in a class, you most likely qualify for free tutoring. Please contact the Veterans Coordinator, Jenn Zimmerman, veterans@callutheran.edu or 805.493.3648, for more information.

Help Desk

Students may contact the Help Desk about telephone, network, wireless network, software questions password problems, hardware problems, and general consultation (i.e. you cannot log into your MyCLU portal, or you are having problems with Blackboard). Please click on the following link for more information http://www.callutheran.edu/iss/technology_services/helpdesk.php or call: 805.493.3698

Disclaimer: This syllabus may change from time to time to accommodate changing circumstances. Every effort will be made to alert students to changes that occur in a timely manner. The class schedule is presented below. While the material will be covered in the order presented in the schedule, the actual timing may change from week to week as the course progresses.

Bernard W. Merkle

Supplemental Description of Homework & Submittals in the schedule below: See Supplemental slides file for details of Instructor Led and Independent work activity.

This eleven week course is fast paced which requires the commitment of each student to be prepared for each class. In order to maximize classroom discussions, please prepare for assignments in advance as outlined in the summary below.

1. Prior to each class – Read the assigned text pages, and Business Problem-Solving Case (BPS). Be prepared to discuss each item in the class. **Independent work hour estimate per week 3 hours, 30 hours for course.**

2. To prepare for midterm – Review and answer the chapter’s quick quiz questions on Blackboard page. **Do not submit.** Any questions you have should be discussed in class. Goal for the midterm test is to include at least 80% of the midterm questions from the Quick Quiz Questions. **Independent work hour estimate per week 1 hours, 5 hours for course.**

3. Class participation extra credit and to prepare for final exam – Turn in your answers to the first question for the class BPS case study discussion questions on the Blackboard page. You receive one class participation point for describing three problems in that BPS case study. **Submit** your response in class prior to BPS case discussion. **Class Participation: Independent work hour estimate per week 2 hours, 18 hours for course.**

4. Midterm Extra Credit 1 and Extra Credit 2: Independent work estimate total hours over two weeks 12 hours.

5. Team case Study activity: Instructor led 1 hour weekly and 6 hours over course. Independent 2 hours weekly and 20 hours for course.

6. Final Exam take home: Independent work estimate 20 to 30 hours.

7. Team Case Study Report and Presentation: Independent work estimate 30 hours.

Student Workload for this 4 credit course (50 minutes per hour): Meeting Carnegie Hours

Activity	Instructor-Led		Independent		Remarks
	Weekly	Course	Weekly	Course	
Readings of required text			3	30	Over eleven weeks, uneven distribution
Weekly Classes	3.33	36.6			Includes midterm / final exam / team case study preparation
Midterm preparation				5	Average, varies by student
Class participation				5	Average, varies by student
Midterm Extra Credit 1 & 2				10	Average, varies by student
Team Case Study activity				20	Average, varies by student and stage of discussion
Final Exam take home				10	Average, varies by student

Team Case Study Report				20	Average, varies by student
Four Discussion Boards		13.4			Average, varies by student
Goal		50		100	

2016 Summer Term (1)

SCHEDULE OF CLASSES

Homework & Submittals

Class 1 May 25	Discuss Chapter 1: Business Information Systems in Your Career, Chapter 2: Global E-Business and Collaboration, and Business Problem-Solving Case “Home Depot Renovates Itself with New Systems and Ways of Working”	Read text pages 2 to 31 & 38 to 70, BPS case pgs. 34 to 36 & questions on Blackboard
Class 2 June 1	Discuss Chapter 5: IT Infrastructure: Hardware and Software, and Business Problem-Solving Case “BYOD: Business Opportunity or Big Headache?”	Read text pages 150 to 183, BPS case pgs. 186 to 188 & questions on Blackboard
Class 3 June 8	Discuss Chapter 6: Foundations of Business Intelligence: Databases and Information Management, Chapter 4: Ethical and Social Issues in Information Systems, and Business Problem-Solving Case “Facebook Privacy: What Privacy?”	Read text pages 190 to 218, 110 to 142, BPS case pgs. 144 to 146 & questions on Blackboard.
Class 4 June 15	Discuss Chapter 7: Telecommunications, the Internet, and Wireless Technology, and Business Problem-Solving Case “Google, Apple and Facebook Battle for Your Internet Experience” *** Start team case study activity. ***	Read text pages 226 to 261, BPS case pages 264 to 266 & questions on Blackboard
Class 5 June 22	**** MID TERM EXAM (1 Hour) **** Discuss Chapter 3: Achieving Competitive Advantage with Information Systems, and Business Problem-Solving Case “Will Technology Save Sears?” Team case study activity.	Read text pages 76 to 104, BPS case pages 106 to 108 & questions on Blackboard
Class 6 June 29	Review Midterm. Discuss Chapter 9: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications, and Business Problem-Solving Case “Customer Relational Management Helps Celcom Become Number One.” Team case study activity.	Read text pages 308 to 333, BPS case pages 336 to 338 & questions on Blackboard
Class 7 July 6	Discuss Chapter 11: Improving Decision Making and Managing Knowledge, and Business Problem-Solving Case “What’s Up with IBM’s Watson?” Team case study activity.	Read text pages 382 to 415, BPS case pages 417 to 419 & questions on Blackboard
Class 8 July 13	Discuss Chapter 10: E-Commerce: Digital Markets, Digital Goods, and Business Problem-Solving Case “Walmart and Amazon Duke It Out for E-Commerce Supremacy” Team case study activity.	Read text pages 340 to 376, BPS case pages 378 to 380 & questions on Blackboard
Class 9 July 20	Discuss Chapter 12: Building Information Systems and Managing Projects, and Business Problem-Solving Case “A Shaky Start for Healthcare.gov.” Team case study activity.	Read text pages 422 to 455, BPS case pages 457 to 459 & questions on Blackboard
Class 10	Discuss Chapter 8: Securing Information Systems, Team case study presentations.	Read text pages 268 to 301 & questions

July 27	Please submit your electronic class assessment on http://courseval.callutheran.edu **** FINAL EXAM - Take home ****	on Blackboard
Class 11 Aug 3	***Turn in Final Exam. *** ***Turn in Team case study report. ***	Read final exam case study. Submit final exam, team case report.

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