MISY 5350: Managing the Information Systems Function
Section 001: BH-207; MTWR 6:00 PM – 9:45 PM; Maymester 2012

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Course Materials
2. Course material on my website

Optional Materials
None

Prerequisites
Graduate level standing. Permission needed from department or MBA coordinator.

Course Description:
This course provides an understanding of the role of information systems in businesses today. The focus of the course will be on management issues related to information systems. Major topics that will be covered include e-commerce, data management, networks, and management information systems.

Bibliography/References:
The required textbook will be used frequently throughout the course. It is not necessary to obtain other materials for the course.

Learning Outcomes:
- Create a detailed ecommerce plan which integrates marketing, financial, management, and technological aspects
- Evaluate the usefulness of technologies in businesses today and their importance in driving business profitability
- Research in detail one specific technology and evaluate its impact on business and industry.
- Analyze issues in several cases, identifying major problems and creating workable solutions that address the issues
**Relationship to Other Coursework:**
Whereas MISY 5325 is focused around hands-on computer package skills, this course revolves around management issues related to business information systems.

**Instructional Methodology:**
Student and instructor presentations, demonstrations, discussions, videos, and case studies are the main methods to cover the subjects.

**Participation:**
Participation is an important component to this class. All students are expected to participate in the class discussions both in the classroom and online (including reading the discussion postings of others). It is expected that students will participate by asking relevant questions and adding insight while the instructor covers material and provide their perspective during case discussions. When students present material, it is expected that those not presenting will ask questions and interact with the presenters.

**Exams:**
All course material is fair game for exam questions--all assigned readings whether discussed in class or not and all material covered in class whether or not the material was assigned to read. No makeup exams will be provided unless the instructor is notified prior to the exam and deems the excuse to be acceptable.

**Case Analysis:**
All case analysis assignments are **individual assignments and must be typed**. To provide a sufficient explanation, it should be single-spaced and between two-thirds of a page up to a maximum of 1½ pages in length. Your case analysis should show a thorough understanding of the case and its issues. The case analysis must use bullet points – I do not want wordy paragraphs. This is how the case analysis needs to be laid out:
- Your name, case #
- Major, underlying problems/issues – identify each and then explain why each of them are the major issues (maximum of 3)
- Minor problems/issues (maximum of 5)
- Most important strategy (maximum of 1) – describe strategy and then explain why you think this is the most important strategy and describe how it will address the major issues (do not say “hire a consultant” as your strategy – you are the consultant providing a recommendation)
- Other, minor strategies that address the issues (maximum of 5)
All the text under each of these headings should use bullet points. Be specific to keep the context in mind as you describe your solution (some recommendations just aren’t feasible in certain environments).

**Team Project:** Each student will be part of a 3-4 person team, engaging in an e-commerce project. This will include a report, a website, and a presentation. See the e-commerce project guidelines sheet for more details.

**Individual Presentation:** Each student will engage in an individual presentation which includes a handout and a presentation to the class. See the individual presentation guidelines sheet for more details.
Performance Evaluation and Grading:

- Exam #1: 15%
- Exam #2: 25%
- Team Project: 30%
- Individual Presentation: 10%
- Participation: 10%
- Case Analysis: 10% (5% each)
- TOTAL: 100%

A letter grade will be determined based on: A: 90.0-100.0%; B: 80.0-89.9%; C: 70.0-79.9%; D: 60.0-69.9%; F: below 60.0%.

Academic Honesty:
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. Plagiarism is using another person’s words without both quoting the words and citing the source (even if only parts of a sentence are copied, it still is plagiarism). Blackboard automatically scans for plagiarism – DO NOT PLAGIARIZE!

Cheating is: (a) the unauthorized granting or receiving of aid during the prescribed period of a course-graded exercise; students may not consult written materials such as notes or books, may not look at the paper of another student, nor consult orally with any other student taking the same test; (b) asking another person to take an examination in his or her place, or taking an examination for or in place of another student; (c) stealing, borrowing, buying, or disseminating tests, answer keys, or other examination material. If I determine that any assignment was not completed solely by the student whose name appears on the assignment, the student will receive a zero (0) for the assignment and possibly an "F" for the class.

Technology Applications:
The student is expected to have a good working knowledge of popular microcomputer software such as word processing and spreadsheets. During the course of the semester, the student may need to draw upon these computer skills.

Ethical Perspectives:
The impact that management information systems have had and are continuing to have in business is discussed. This impact involves such things as corporate strategy, privacy of data, security of data, computer crime, and computer ethics. Chapter 11 is dedicated to this subject.

Global Perspective:
The worldwide network of computer systems is discussed relative to using and designing global database systems. The student will complete specific assignments during the semester that explore the global impact of international business computer systems.

Demographic Diversity Perspectives:
Presentations and discussions will show how management information systems support business people in remote and highly populated areas. The office, as supported by office automation, has
become more of a function than a place. Business people can conduct their business at home or on the road via computer communication systems.

**Political, Social, Legal, Regulatory, and Environmental Perspectives:**
The impact of business computer systems on many of these issues is presented and discussed. These issues include such things as: Computer viruses, privacy of data, pirating of software, computer software ownership, computer crime, electronic work monitoring, and health and safety.
## Tentative Class Schedule

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
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| 5/10   | Introductions and Orientation  
Foundation of Information Systems in Business  
Electronic Commerce Systems                                  | 1, 8     |
| 5/14   | **Online Component-Blackboard** (Discussion of both case and chapter through Blackboard)  
Telecommunications and Networks  
**Case #1 Due through Blackboard by 10:00PM on 5/16** | 6        |
| 5/15   | Competing with Information Technologies  
Computer Hardware  
**Individual Presentations**                                        | 2, 3     |
| 5/16   | Computer Software  
Data Resource Management  
**Individual Presentations**                                        | 4, 5     |
| 5/17   | **Exam 1 (Take Exam through Blackboard)**  
(Exam covers chapters 1-6, 8 – it must be completed by 1PM on 5/21 in order to give you extra time if you need it) |          |
| 5/21   | **Online Component-Blackboard** (Discussion of chapters through Blackboard)  
Decision Support Systems  
Developing E-Business Solutions                                      | 9, 10    |
| 5/22   | Electronic Business Systems  
**Case #2 Due at beginning of class**                                   | 7        |
| 5/23   | **Online Component-Blackboard** (Discussion of chapters through Blackboard)  
Security and Ethical Challenges of E-Business  
Enterprise and Global Management of E-Business Tech.             | 11, 12   |
| 5/24   | **Team Presentations**  
Wrap-up and review                                                        |          |
| 5/25   | **Exam 2 (Comprehensive – In-class Exam)**                                |          |