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TEXT: Baltzan & Phillips. **Essentials of Business Driven Information Systems:** New York, New York McGraw-Hill Irwin(2009). ISBN:978-0-07-337672-1.

COURSE DESCRIPTION: MIS 375 Management Information Systems in the Organization provides broad understanding of using information systems to support organizational objectives. Topics include strategic planning and uses of information systems, business process analysis, and understanding of the technology architecture. (Prereq.: BUS 242 or BUS 200 or MKT 252, and ENL 111 or 112 or HON 111)

OBJECTIVES: The student who successfully completes this course:

1. Understand the interdependency of business organizations and the information technology that supports them.
2. Appreciate the increasing importance of information for all levels of business managers and the role of information systems to provide the appropriate information for each level.
3. Conceptualize the business organization as a system model with interdependent processes supported by information systems.
4. Utilize a systems approach and apply critical thinking skills in problem solving and decision-making.
5. Identify basic information system components and explore new technologies and issues affecting the business world.
6. Comprehend the growing complexity of managing information systems in a global networked environment and its effect on business and society.
7. Demonstrate written and oral communication skills in presenting concepts and problem analysis.

Graduation Skills Graduation skills are now embedded across the MIS curriculum. MIS 375 provides opportunities for students to practice and improve their critical thinking, writing, and speaking skills.

APPROACH: In-class exercises, group discussion, lecture, homework and writing projects will be used to aid in understanding and application of MIS in the Organization.

EVALUATION:

1. Homework assignments (3 papers) 45%
2. Exam (2 at 20% each) 40%

3. In-class activities 15%

Final grades will be determined on overall percentages—93% for a 4.0, 88% for a 3.5, 83% for a 3.0, 78% for a 2.5, 73% for a 2.0, 68% for a 1.5, 63% for a 1.0, 58% for a 0.5, and a 0.0 for percentages below 58%.

POLICIES:

Homework Assignments:

Late homework will lose 1% of it's grade every day it's late. If you have a special circumstance, let me know in advance. I prefer hard copies of homework, but you can email your homework to me if you have to miss class. If you choose to e-mail your homework you will not receive a printed copy back with feedback.

Participation & Attendance:

Students are expected to actively participate in class by asking questions, working on in-class exercises, giving presentations as individuals or as part of their team projects, and sharing personal experiences and opinions related to the topics discussed. Students who do not participate in class or miss more than 4 in-class hours without a pre-approved excuse will have their final grades reduced by one grade (i.e. 4.0 to 3.5). Be sure to contact me BEFORE you miss a class, if possible. Let me know about last minute emergencies via email or phone as soon as you can.

Makeup Tests:

Requests for makeup tests *must* be made in advance with the instructor or the student will get no credit for that item. Either leave a phone message or send an e-mail message in case of a last minute emergency and we'll try to work things out.

Honesty:

Students must act in accordance with Augsburg's academic honesty policy. Be sure to cite references properly and do your own work. Penalties for blatant plagiarism and/or cheating are severe.

HOMEWORK DESCRIPTIONS

The 3 homework papers will use the textbook's online case study, Broadway Café as a guide and resource material. <http://www.cohesioncase.com/index.html>

Business Dilemma

The Broadway Cafe has been in business since 1952 and has never had a single competitor in the neighborhood. One of your employees has heard a rumor that Starbucks might be opening a store a few blocks away. Your staff is worried and is looking to you to provide reassurance that the competition will not affect your business.

FOCUS:

- Determine a strategy for addressing your employees concerns, building loyalty among your customers, and remaining competitive in a changing market.
- Be sure to use information technology in your solutions including environmental scanning, competitive advantages, and first-mover advantages.

You will be identifying the information technology needed to make your company successful by looking at its environment and competitive advantage (HW #1), analyzing a key business processes (HW #2), and then pulling together your analysis into a technology plan (HW #3) that successfully achieves the business objectives

WRITING & CRITICAL THINKING SKILLS

A portion of your grade on each assignment will be determined by evidence of these skills.

For writing: its organization and flow, sentence and paragraph structure, documentation of sources (use MLA format), spelling and punctuation. Keep in mind that your textbook is one source that should be documented.

For critical thinking: your comprehension of text material and application of it, your ability to identify facts and assumptions underlying the homework scenarios, your ability to envision new or different approaches from the synthesis of theory and reality, and your ability to provide support for your conclusions.

HOMEWORK #1

Competitive Advantage. (15% of grade, 4 - 6 pages)

Analyze Broadway Cafe and its environment using a SWOT analysis and the Value Chain and Competitive Forces models in the text. Your paper should also answer questions like these:

.. What are the products and markets being targeted? How different are yours from the competitors? How does your company try to differentiate itself?

.. Does there appear to be a difference in the technology that companies use? Is technology used as a competitive advantage or a means to differentiate?

Use Business Dilemma & Making Business Decisions I options from the Competitive Advantage section of Cohesion Case Diagram on the Broadway Café website as a reference for completing this paper. http://www.cohesioncase.com/competitive_advantage/BD.html

Your paper must include a bibliography of sources.

HOMEWORK #2

Business Processes (10% of grade, 4 - 5 pages)

You have decided to implement a new payroll system for the Café. Identify what the business objectives of the process are and how it works. Include process drawings (DFDs) to illustrate each (and their relationship to each other). Evaluate process performance to identify potential weaknesses or areas for improvement along with recommendations for better use of information technology to achieve the process objectives.

Use Business Dilemma & Making Business Decisions I options from the Systems Development Life Cycle (SDLC) section of Cohesion Case Diagram on the Broadway Café website as a reference for completing this paper.

Your paper must include a bibliography of sources.

HOMEWORK #3

(CRITICAL THINKING PAPER)

Company Information Systems Planning (20% of final grade, 8 - 10 pages)

Using the information from your first two papers and any of the reference material on the Broadway Café's website, develop an information systems plan for Broadway Cafe's use of information technology. Your critical thinking paper should start with the company vision and objectives based on your environmental analysis, discuss its CSFs (those things it must do well to succeed) and business processes, and then identify how information technology will be used to achieve these things.

Your paper must include: a title page, a table of contents, one page executive summary or abstract of the paper, and bibliography of sources.

CLASS SCHEDULE*Subject to Change*AM Saturday classes are from 8:30 → 12:00. Complete the readings and homework before class.

| Date | Topics | Readings (before class) | Homework Due |
|-------------|---|------------------------------------|---------------------|
| Sep 12 | Class Review Introductions Information Systems in Business | Ch 1 | |
| Sep 26 | Strategic Decision Making Ebusiness | Ch2, 3 | |
| Oct 10 | Supply Chain Management Systems View DFD Exercise <i>Test Review</i> | Ch 8 | Paper #1 |
| Oct 24 | Ethics and Information Security Exam 1 (Chapters 1-4, 8) | Ch 4 | \ |
| Nov 7 | IN Architectures Database and Datawarehouse | Ch 5, 6 | Paper #2 |
| Nov 21 | Networks, Telecom, and Wireless Computing Customer Relationship Management | Ch 7, 9 | |
| Dec 5 | ERP and Collaboration Exam Review | Ch 10 | Paper #3 |
| Dec 12 | Exam 2 (Chaps. 5 - 7, 9, 10) | | |