Course: ISM 3630 Business Information Systems  
Semester: Fall 2017  
Meeting times: Wednesday, 08/30/2017 – 12/19/2017  
Location: Online  
Instructor: Nicole Winkler  
Phone number: 313.577.0504  
Office location: Prentis Building, 5201 Cass Avenue, Room 105  
Office hours: By appointment; online or in Prentis  
E-mail address: nic@wayne.edu

**Course Prerequisites**
None

**Textbook Information**
Using MIS, 10th Edition (Value Pack with MyITLab)  
Author: David M. Kroenke and Randall J. Boyle  
ISBN: 9780134888637

**LMS Information**
Canvas will be the primary tool for content hosting and communication. All assignments and documents will be posted in the course site.

**Course Description and Objectives**
This course will establish a foundation for understanding information systems in organizations. The relationship between systems, information, and organizational objectives will be examined. You will be exploring a number of information technology and systems topics including (but not limited to) hardware, software, databases, data communication and the cloud, business intelligence, systems development, security, big data, analytics, collaboration, mobile systems, and information systems management. The utilization of information technologies in order to gain competitive advantage will be a prevailing theme throughout the semester.

**Major and Minor Topics**
The Information Age is a time of rapid technological innovation and constant change. Our intent is to help you develop a general understanding of the forces, methods, strategies, and tactics needed to meet the dynamic changes facing organizations today and how information technology can influence, advance, and support organizational decisions. It is important, therefore, that you understand the interactive processes of leadership, behavior, motivation, and communication within and among organizations. To help you understand these processes, we will recognize the three major tools at management's disposal: people, organization, and technology. We will focus our efforts on (1) how to analyze the business environment; (2) how to use technology most effectively in an organization to achieve organizational goals; and (3) how technology impacts the organization.

Using technology as a way to improve productivity is not new; it has been occurring for decades, and in all types of organizations. Since the early 1960s, the emphasis has been on using information technology to replace manual processes and procedures and to increase the availability of information that management needs to compete in a global environment. Moving into the twenty-first century, technology is becoming ever more powerful and embedded in the majority of business processes to meet ever-changing business needs and technological improvements. Organizations are more and more dependent on the effective use of technology to make strategic and operational decisions to sustain a competitive advantage and operate with agility and flexibility.
Learning Outcomes

1. **Critical Thinking**: Demonstrate critical thinking abilities including the ability to apply appropriate information to solve the problem, make recommendations, and draw logical conclusions.
2. **Written Communication**: Demonstrate effective written communication skills, so that the message is understood by individuals with diverse backgrounds, capabilities, and interests.
3. **Oral Communication**: Use proper delivery tools, techniques and mechanics in oral presentations.
4. **Professional Behavior**: Understand and display characteristics and behaviors of a professional within the standards of the business community and norms of the environment in which they interact.
5. **Collaborative Skills/Teamwork**: Collaborate with persons from a variety of backgrounds, interests, and roles, while fostering an atmosphere of tolerance and fairness in order to accomplish business related goals and objectives.
6. **Technical/Computer Skills**: Demonstrate effective use of workplace productivity technology such as spreadsheet, word processing, presentation, and database software, as well as electronic communication technology tools such as email, Internet, instant messenger, discussion groups and other Canvas tools.
7. **Ethics**: Understand and identify ethical issues in contemporary business practice, and analyze, evaluate and take a position on an ethical issue in contemporary business practice.
8. **Decision Making in Complex Environments**: Analyze a business problem within complex environments affected by multiple facts, external influences, and multiple stakeholders with varying interests/agendas.

Methods of Instruction

Course lectures will be delivered in an online format. Course content, homework, discussion, and exams will be hosted in Canvas. Pearson’s MyITLab will be used for Excel assignments.

Skills for Online Success

**System Requirements**

- Operating Systems: Windows 10+ or Mac OS X 10.8+
  - Contact C&IT Helpdesk for support – [https://computing.wayne.edu/helpdesk/](https://computing.wayne.edu/helpdesk/)
- Supported Internet browsers: Firefox 53+, Chrome 59+, Safari 6.0+, Edge 39+
  - It is recommended that you keep your Internet browsers running at the latest version to avoid any security issues and to have the most current features available to use
- Browser preferences: Cookies enabled with the latest versions of Adobe Flash Player and Java installed
- Web camera, speakers, and microphone
- Broadband Internet connection (with the ability to use a wired cable connection for exams and quizzes)
- Microsoft Office 2016 – Excel (PC version is recommended over Mac)
- SoapBox -- [https://wistia.com/soapbox](https://wistia.com/soapbox)

**Fundamental Required Skills**

1. Navigate the Internet
2. Familiarity with Canvas (Echo, Respondus LockDown Browser, etc.):
   a. Submit assignments on Canvas
   b. Take online quizzes and exams using Canvas and the LockDown Browser with Monitor
   c. Participate in online discussion forums
   d. Post files and rich content media
3. Working knowledge of the Office Suite, particularly Word and PowerPoint
Online Etiquette

Because we will be communicating extensively with one another in an electronic format, please keep the following things in mind when “talking” with one another:

- The same rules apply as in classroom. I expect you to be courteous and respectful to one another ... even if you disagree. There are ways to have constructive disagreements.
- Be mindful of your spelling, grammar, and punctuation. While you are not graded directly on these things, they do reflect on your professionalism.
- In general, humor and sarcasm don’t always translate well to an online environment, so be very careful when using these approaches to communication. They can be easily misinterpreted when others can’t see your facial expressions. Sometimes using emoticons (e.g., smileys) helps others to understand that you’re joking. Or you might even specify that you’re being sarcastic. If you’re ever unsure how something might come across, just try another approach.
- Think carefully before posting something to the course site. Once you’ve said it, you can’t take it back. Sometimes it helps to craft your message in a word processor first and then copy and paste it to Canvas. This gives you some time to think/mull over whether you’ve said what you want to say, in a way that you meant to say it.
- Open with a greeting (“Hi everyone” or if you are responding to a specific person’s post, “Hi, Joel”)
- Open with a sentence about what you’re posting on (“I’ve been thinking about what makes a strong PowerPoint presentation”). Or if you’re responding to a person, paraphrase his/her comments that you’re responding to (“I really liked the tips you passed along regarding message design.”)
- Add something new to the discussion. A good discussion post furthers the discussion. Simply saying, “I agree” or “Great idea” is not helpful in moving the discussion along. Add a new thought, ask a question, post a resource ... anything that adds to what has already been said.

Grading

Testing Policies

You will have 12 online quizzes – one for each book chapter. Quizzes are open book / open note and will be given online using the Respondus LockDown Browser. There will be 1 midterm and one final exam. The tests are closed note / closed book and will be given in an online proctored environment using the Respondus LockDown Browser with Monitor enabled. You will have a 3-day window to take your 90-minute timed midterm exam and a 2-day window to take your 90-minute timed final exam.

Assignments/ Projects

The purpose of the assignments is to reinforce the learning process:

- **Video Assignment**: The course includes a selection of various career opportunities that are detailed in the Career Guide” in each chapter. You will review the Career Guide and select one career path that interests you. Develop a PowerPoint presentation to detail that career. Discuss a) What they do, b) What tasks they perform, c) What their career path could be, d) How much they earn, and e) Provide References. Submit this and provide the url as a SoapBox video presentation for your class. The video presentation should be approximately 10 minutes.
- **Excel Projects**
  - There will be 7 Excel Chapter Capstone Exercises given through Pearson’s MyITLab:
    - Excel Chapter 1 - Introduction to Excel: What is a Spreadsheet?
    - Excel Chapter 2 - Formulas and Functions: Performing Quantitative Analysis
    - Excel Chapter 3 - Charts: Depicting Data Visually
    - Excel Chapter 4 - Datasets and Tables: Managing Large Volumes of Data
    - Excel Chapter 5 - Subtotals, PivotTables, & PivotCharts: Summarizing & Analyzing Data
    - Excel Chapter 6 - What-If Analysis: Using Decision-Making Tools
    - Excel Chapter 7 - Specialized Functions: Logical, Lookup, Database, & Finances
Any integrity violations flagged by the MyITLab Software will result in a 0 for the assignment. In other words, do not submit someone else’s file as your own.

- **Case Studies:** The *Security* guides discuss real-life situations/issues. One of the *Security* issues will be assigned to you to analyze using questions at the end of the guide. Complete the write-up for the assigned *Security* issue. The write-up has a 5 page requirement; you must reference at least 3 academic journal articles that support your position. Provide those References in your paper. You must address the questions provided in the *Security* issue. The case study is due during week 14, on 12/05/17.

**Make-up exams and late assignments:**
Assignments and exam submissions are due by 12:00 PM on the posted due date. Credit will not be given to items turned in late.

**LinkedIn Profile:**
To earn 50 points for the LinkedIn profile, please contact/email the Career Planning and Placement team and request that they help you create, enhance, and develop your LinkedIn profile. Once completed to their satisfaction, they will inform your instructor. You must also submit the URL via Canvas by the assignment due date. The assignment is due during week 10, on 11/07/17.

**Extra credit:**
Extra credit assignments are not built in to this course.

**Assessment Weight Breakdown:**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies – Security Guide Questions (1 @ 50 points)</td>
<td>50</td>
</tr>
<tr>
<td>LinkedIn Profile</td>
<td>50</td>
</tr>
<tr>
<td>Excel Assignments (7 @ 35 points)</td>
<td>245</td>
</tr>
<tr>
<td>Video Presentation – Career Guide Questions (1 @ 50 points)</td>
<td>50</td>
</tr>
<tr>
<td>Class Participation (Discussion Board 6@10 points, 1@5 points)</td>
<td>65</td>
</tr>
<tr>
<td>Chapter Quizzes (12 @ 15 points)</td>
<td>180</td>
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<tr>
<td>Midterm Exam (1 @ 180 points)</td>
<td>180</td>
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<tr>
<td>Final Exam (1 @ 180 points)</td>
<td>180</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,000</strong></td>
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</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 – 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
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<tr>
<td>B</td>
<td>83 – 86%</td>
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<tr>
<td>B-</td>
<td>80 – 82%</td>
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<tr>
<td>C+</td>
<td>77 – 79%</td>
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<tr>
<td>C</td>
<td>73 – 76%</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72%</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69%</td>
</tr>
<tr>
<td>D</td>
<td>63 – 66%</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 62%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
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</table>
What to do if you need help

University resources are available to assist students in improving their classroom performance. In addition to talking with the instructor, students should contact the Academic Success Center, 2100 UGL, 313-577-3165.

Tips for course success

The Academic Success Center (1600 Undergraduate Library) assists students with content in select courses and in strengthening study skills. Visit www.success.wayne.edu for schedules and information on study skills workshops, tutoring, time management, and other helpful resources.

General Policies

Please refer to the Important WSU Policies, Procedures, and Protocols area in the Canvas site for:

- Students with Disabilities
- Plagiarism
- Religious Observance Policy
- Policy on Withdrawal

Academic Dishonesty

All acts of academic dishonesty including cheating and plagiarism will be viewed as violations of appropriate student conduct and they will be dealt with following student due process policies in effect. Disciplinary actions will be taken as warranted. An act of academic dishonesty in this course will automatically result in a grade of F on the test or assignment at issue, and possibly for the course itself. Please, give credit where credit is due, specifically and consistently. The appropriate use of technology is expected. Please refer to the material posted on the WSU website regarding academic integrity and acceptable student conduct and appropriate use of technology resources. The following website provides clarification and examples of the behaviors that are prohibited. https://doso.wayne.edu/conduct/academic-misconduct

Strict compliance with the Wayne State University Academic Integrity policies and the Student Code of Conduct are required in this course. Any cheating (including collaboration among students on quizzes or exams), fabrication, plagiarism, or other academic dishonesty may result in an automatic failing grade for this entire course, irrespective of the specific context or assessment involved (quiz, research paper, exam, etc.). There is zero tolerance of academic dishonesty in this course.

In this regard, please be advised that written assignments, such as essay exam answers, papers, and other submissions, will be submitted to SafeAssign for an evaluation of the originality of your work, for assurance that these assignments contain no plagiarism, and for proper attribution of published sources, and may be included in the restricted databases of providers such as SafeAssign, solely for the purpose of detecting plagiarism. Plagiarism is a form of cheating and, consistent with the University’s Student Code of Conduct and our School’s Code of Ethics evidence of plagiarism in written assignments, or evidence of other violations, are grounds for further disciplinary action.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates to Complete</th>
<th>Presentation</th>
<th>Excel</th>
<th>Case Study</th>
<th>Discussion Board</th>
<th>LinkedIn Profile</th>
<th>Chapter Quizzes</th>
<th>Exams</th>
<th>Reading Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>08/30 - 09/05</td>
<td>MyITLab 1: Introduction to Excel</td>
<td></td>
<td>1</td>
<td></td>
<td>Ch 01</td>
<td>Ch 02</td>
<td></td>
<td>Syllabus</td>
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<tr>
<td>2</td>
<td>09/06 - 09/12</td>
<td>MyITLab 2: Formulas and Functions</td>
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<td></td>
<td>Ch 03</td>
<td>Ch 02</td>
<td></td>
<td>Ch 2: Collaboration Information Systems</td>
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<tr>
<td>3</td>
<td>09/13 - 09/19</td>
<td>MyITLab 3: Charts: Depicting Data Visually</td>
<td>3</td>
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<td>Ch 04</td>
<td>Ch 03</td>
<td></td>
<td>Ch 3: Strategy and Information Systems</td>
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<td>4</td>
<td>09/20 - 09/26</td>
<td>Video Presentation</td>
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<td>Ch 05</td>
<td>Ch 05</td>
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<td>Ch 4: Hardware, Software, and Mobile Systems</td>
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<tr>
<td>5</td>
<td>09/27 - 10/03</td>
<td>MyITLab 4: Datasets and Tables</td>
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<td>4</td>
<td></td>
<td>Ch 06</td>
<td>Ch 06</td>
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<td>Ch 5: Database Processing</td>
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<tr>
<td>6</td>
<td>10/04 - 10/10</td>
<td>MyITLab 5: Subtotals, PivotTables, &amp; PivotCharts</td>
<td>5</td>
<td></td>
<td>LinkedIn Assignment Due</td>
<td>Ch 07</td>
<td>Ch 08</td>
<td></td>
<td>Ch 6: The Cloud</td>
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<tr>
<td>7</td>
<td>10/11 - 10/17</td>
<td>MyITLab 6: What-If Analysis</td>
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<td>Ch 09</td>
<td></td>
<td>Midterm Exam, 10/22 - 10/24</td>
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<tr>
<td>8</td>
<td>10/18 - 10/24</td>
<td>MyITLab 7: Specialized Functions</td>
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<td>Ch 10</td>
<td></td>
<td>Ch 7: Processes, Organizations, and Information Systems</td>
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<tr>
<td>9</td>
<td>10/25 - 10/31</td>
<td>Tuesday, 12/12</td>
<td></td>
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<td>Ch 8: Social Media Information Systems</td>
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<tr>
<td>10</td>
<td>11/01 - 11/07</td>
<td>MyITLab 8: Business Intelligence Systems</td>
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<td>LinkedIn Assignment Due</td>
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<td>Ch 9: Business Intelligence Systems</td>
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<tr>
<td>13</td>
<td>11/22 - 11/28</td>
<td>Tuesday, 12/12</td>
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<td>Ch 12: Information Systems Development</td>
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<td>14</td>
<td>11/29 - 12/05</td>
<td>Study Day</td>
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<td>Final Exam, 12/13 - 12/14</td>
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<td>15</td>
<td>12/06 - 12/11</td>
<td>Final Exam, 12/13 - 12/14</td>
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<td>Final Exam, 12/13 - 12/14</td>
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All assignments are due by 12:00 PM EST on the indicated due date.