

BUSI 5511 Management Information Systems

Term/Year Summer 2020

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Course Description:

Today, powerful information technology (IT) devices networked together in web-enabled communities and mobile applications that offer end-users sophisticated productivity tools with various user-friendly user interfaces. Consequently, knowledge workers are often able (and capable) of developing or setting up their own computer applications without having to interact with a centralized MIS department.

The Internet has delivered on its promise to bring together people and businesses across the globe and consequently the boundaries of competitors, customers, employees, and friends are diminished. More recently, the availability of wireless devices and networks have opened a broad range of mobile commerce opportunities. People are connected socially and professionally in exiting and rapidly changing new ways.

Given these changes, more and more companies are using IT as a competitive tool to add value to products and services. This represents a radical shift from *the traditional view of using IT primarily as an administrative tool to automate labor-intensive functions to the new view of using IT as an enabler of business strategies*. Therefore, in today's environment, it is essential that business managers & executives understand the basic concepts of contemporary information systems, how they are managed as well as their potential effects on organizations. To this end, this course is designed to provide non-IS majors with a fundamental understanding of key IT issues with the belief that these individuals will be the primary decision makers in major IT initiatives and investments. Therefore, it is necessary to provide future managers with the basic knowledge required for effective IT-related decision-making.

Learning Materials:

Text and Lesson Notes

Course Text:

Turban, E., Pollard, C., & Wood, G. R. (2018). *Information technology for management: on-demand strategies for performance, growth and sustainability*. Hoboken, NJ: Wiley.
ISBN: 978-1-118-89079-0

On the Brightspace course website is a set of lesson notes, these are designed to guide your study of the chapters, module slides and associated reading materials. Also online are a set of “Technology Guides” (Module 2) that should serve as a foundation for other materials for those that have not studied or gained such knowledge through their work background.

Cases

Your student materials include reference to two cases to be used for this course. The cases are intended to provide a “real world” example that allows individual analysis and feedback.

Readings/Video Clips

The readings and video clips are meant to supplement and build upon the lessons from the text. The supplemental readings address specific topics of research and interest in the field of IT and will serve as the launch point for online/intensive discussion questions.

Online Learning Tool

This course is designed for use with Brightspace Learning Tool. All materials and discussion can be accessed through this collaborative tool. Administrative notices and course submissions are also posted to this site.

Refer to the first 2 columns of the [course schedule](#) found at the end of this document for a summary of the materials and related course flow.

Course Requirements

This course utilizes a highly participative format with little group work outside of the intensive. Past courses have demonstrated that significant learning is derived from open discussion (via Brightspace discussion board) of current issues as they relate to the course materials. Participation will form a significant portion of the course grade.

The flow of the course is designed to make integration into your busy lives easier and more effective. The course is divided into **six two week modules**, each with some material from the text and supplemental readings. **The discussion questions** will draw from these materials in a way that you can comment on how the concepts affect you in your daily life. **Quizzes** are posted a week in advance of their due date. Other assignments are distributed evenly through the term. It is expected that you will adhere to this schedule with exceptions only in rare circumstances.

Method of Evaluation/ Marking Scheme:

Online (10%) and Intensive (10%) Participation	20%
Quizzes (3 x 5%)	15%
Cases (2 x 7.5%)	15%
Hands-on Data Visualization Exercise	5%
Final Exam (on the last day of the intensive session)	30%
Individual Paper (After the intensive session)	<u>15%</u>
	100%

Participation/Discussions (20%)

My expectations are 1) that you publish your opinions for selected discussion questions for the period of distance (online) sessions - At the end of each module slide, you will be assigned several discussion questions to answer. (10%) and 2) that you participate in group discussions at the intensive session, followed by group presentation in the afternoon of day 3 (10%).

Quizzes (15%)

There are three quizzes for the course (based on module slides and textbook). They will be posted on the Mondays, one week prior to the due date. The quizzes are accessed on-line through the Brightspace tool and consist of 15 ~ 20 multiple choice questions.

Case Submissions (15%)

Case 01: Demystifying AI: What DT Leaders can teach you about AI. - (Due: June 08)

Case 02: Ripple: The business of Crypto - (Due: July 20)

There will be two case submissions (7.5% each). For both cases, you need to answer 4 ~ 5 discussion questions posted on Brightspace. I generally give a 7/10 where someone has properly answered the questions posed with the case. I add points... 1) if student has supplemented the case material with outside research, 2) where I feel student has taken a passionate and creative point of view, and 3) if student's analysis is particularly well presented.

Formatting requirement: No cover page, your full name on the header of the page, times new roman 12, single spaced with '0' spacing before and after, and normal margin everywhere (2.54cm). Max 5 pages, the tables/figures/references are excluded in the 5-page limit and saved in pdf. Citation format: APA the 6th style.

Data Visualization Hands-on Exercise (5%)

Right after Module 5, I will post a Data Visualization Exercise using SAP Analytics Cloud (SAPAC). This exercise is composed of step-by-step tutorials on how to use SAPAC to visualize two dataset with given business questions. Students are expected answer all questions with written answers and screen-captures, as instructed in the exercise. You will be able to start the assignment by yourself but I will spend about 90 minutes during our intensives to help you finalize the assignment, due on the first midnight of our intensive days. **For this assignment, students MUST sign up for an academic account in the following website using your @dal.ca email at least 10 business days before your first trial <https://www.sapanalytics.cloud/higher-education/>.** (Please check your spam mail box if you did not receive the access after 2 weeks)

Exam (30%)

The exam is intended to integrate the materials from the course and test your knowledge as it would apply to your business as a manager. Students are required to prepare a crib sheet for the final exam, the crib sheet must be uploaded to brightspace as a requirement for the final exam. The final exam will be administered via Brightspace. More details on the exam will be provided by your instructor in the weeks leading up to the session.

Individual Paper (15%)

The individual paper is your opportunity to integrate what you learn in this course with what you do in your daily life. Please choose a topic, or set of topics, that you feel will be important to you in your career, personal or professional life. There are a number of keys to doing well on this assignment. First, you want to avoid a simple recitation of the topics. The idea is to demonstrate your new insights, and engagement with the material. *Formating requirement:the same as the case analysis, but the word limit is between 1500 and 2000 words.*

Course Schedule: Please see the last page of this syllabus for detailed course schedule, quiz dates, deliverables with deadlines, supplementary readings, etc.

Intensive Sessions will be held 100% online (with mostly live sessions – recorded for those who want to catch them up after the sessions) following the decision made by the university due to the COVID-19. Itineraries of online intensive sessions will be available around the time of Module 6.

Grading Scale for Masters Students

Grading Scale as per Dalhousie Faculty of Graduate Studies Calendar Regulation 6.6.2 Grading Policy

Letter Grade	Numerical % equivalent
A+	90 - 100
A	85 - 89
A-	80 - 84
B+	77 - 79
B	73 - 76
B -	70 - 72
F	0-69

Certificates of illness:

Medical notes must be submitted to the MBA Program office or Professor, whichever you prefer. Please note that it is a university regulation that medical notes will not normally be accepted after a lapse of more than one week from the examination date.

Students with Disabilities:

Students may request accommodation as a result of barriers related to disability, religious obligation, or any characteristic under the human rights legislation.

Students who require academic accommodation for either classroom participation or the writing of tests and exams should make their request to the Advising and Access Services Center (AASC) prior to or at the outset of the regular academic year. Please visit www.dal.ca/access for more information and to obtain the Request for Accommodation form.

A note taker may be required as part of a student's accommodation. There is an honorarium of \$75/course/term (with some exceptions). If you are interested, please contact AASC at 494-2836 for more information or send an email to notetaking@dal.ca

Please note that your classroom may contain specialized accessible furniture and equipment. It is important that these items remain in the classroom, untouched, so that students who require their usage will be able to fully participate in the class.

Academic Integrity in the Faculty of Management:

In general: The commitment of the Faculty of Management is to graduate future leaders of business, government and civil society who manage with integrity and get things done. This is non-negotiable in our community and it starts with your first class at Dalhousie University. So

when you submit any work for evaluation in this course or any other, please ensure that you are familiar with your obligations under the Faculty of Management's Academic Integrity Policies and that you understand where to go for help and advice in living up to our standards. You should be familiar with the Faculty of Management Professor and Student Contract on Academic Integrity, and it is your responsibility to ask questions if there is anything you do not understand. Dalhousie offers many ways to learn about academic writing and presentations so that all members of the University community may acknowledge the intellectual property of others. Knowing how to find, evaluate, select, synthesize and cite information for use in assignments is called being "information literate." Information literacy is taught by Dalhousie University Librarians in classes and through Dalhousie Libraries' online [Citing & Writing](#) tutorials. Do not plagiarize any materials for this course. For further guidance on what constitutes plagiarism, how to avoid it, and proper methods for attributing sources, please consult the University Secretariat's [Academic Integrity](#) page.

Please note that Dalhousie now subscribes to SafeAssign.com, a computer based service that checks for originality in submitted papers. Any paper submitted by a student at Dalhousie University may be checked for originality to confirm that the student has not plagiarized from other sources. Plagiarism is considered a very serious academic offence that may lead to loss of credit, suspension or expulsion from the University, or even the revocation of a degree. It is essential that there be correct attribution of authorities from which facts and opinions have been derived. At Dalhousie, there are University Regulations which deal with plagiarism and, prior to submitting any paper in a course; students should read the Policy on [Intellectual Dishonesty](#) contained in the Calendar.

Furthermore, the University's Senate has affirmed the right of any instructor to require that student assignments be submitted in both written and computer readable format, e.g.: a text file or as an email attachment, and to submit any paper to a check such as that performed by the SafeAssign anti-plagiarism software. As a student in this class, you are to keep an electronic copy of any paper you submit, and the course instructor may require you to submit that electronic copy on demand. Use of third-party originality checking software does not preclude instructor use of alternate means to identify lapses in originality and attribution. The result of such assessment may be used as evidence in any disciplinary action taken by the Senate.

Finally: If you suspect cheating by colleagues or lapses in standards by a professor, you may use the confidential email: managementintegrity@dal.ca which is read only by the Assistant Academic Integrity Officer.

This course follows the Dalhousie guidelines for discipline of Plagiarism. No exceptions will be made.

Faculty of Management clarification on plagiarism versus collaboration:

There are many forms of plagiarism, for instance, copying on exams and assignments. There is a clear line between group work on assignments when explicitly authorised by the professor and copying solutions from others. It is permissible to work on assignments with your friends but only when the professor gives you permission in the specific context of the assignment. University rules clearly stipulate that all assignments should be undertaken individually unless specifically authorised.

Specific examples of plagiarism include, but are not limited to, the following:

- Copying a computer file from another student, and using it as a template for your own solution

- Copying text written by another student
- Submitting the work of someone else, including that of a tutor as your own

An example of acceptable collaboration includes the following:

- When authorised by the professor, discussing the issues and underlying factors of a case with fellow students, and then each of the students writing up their submissions individually, from start to finish.

STATEMENT ON THE USE OF SCENTED PRODUCTS

Dalhousie University and the organizations which represent students, faculty and other employees support the efforts of the Dalhousie University Environmental Health and Safety Committee to create a scent-free University. In consideration of the difficulties that exposure to these products cause sensitive individuals, the University encourages faculty, staff, students and visitors to avoid the use of scented personal care products. Thank you for helping us all breathe easier!

ROWE SCHOOL OF BUSINESS ACCREDITATION

As an AACSB (Association to Advance Collegiate Schools of Business) accredited university, Dalhousie University's business programs are subject to Assurance of Learning (AOL) standards. During the semester anonymous data may be collected to assess if AOL goals and objectives are being met. The data collected will be used for program improvement purposes only and will not impact nor be associated with student grades.

Management Information Systems Course Schedule				
Text (Ch = Chapter)	Readings / Videos	Module Slide & Q's Posted	Student Online responses	Deliverables (EOD = End of Day)
Module 1: Getting Started: Ch1: Disruptive IT Impacts Companies, Competition, and Careers Ch2: Information Systems, IT Architecture, Data Governance, and Cloud Computing	<ul style="list-style-type: none"> Case 1.1. Opening case in the text Case 2.1. Opening case in the text Knowledge-Worker Productivity: The Biggest Challenge 	May 10	May 11 ~ 22	Discussion by EOD May 22
Module 2: Setting the Context: T1: Hardware T2: Software <u>T3: Networks</u>	<ul style="list-style-type: none"> See Technology Guides 10 Principles for Leading the Next Industrial Revolution Jobs Lost, Job Gained The Impact of AI: Widespread Job Losses Hypothesis Driven Entrepreneurship 	May 24	May 25 ~ June 5	Discussion by EOD June 5 Case #1 analysis: Demythifying AI – due EOD June 8
Module 3: Digital Technology Trends Transforming How Business is Done: Ch3: Data Management, Data Analytics, and Business Intelligence Ch4: Networks, Collaborative Technology, and the Internet of Things (IoT) Ch5: Cyber-Security and Risk Management	<ul style="list-style-type: none"> Case 3.1. Opening case in the text Case 4.1. Opening case in the text Case 5.1. Opening case in the text Think like a hacker 	June 7	June 8 ~ June 19	Discussion by EOD June 19 Quiz #1 (Chapters 1-5, Posted on June 15) by EOD June 22
Module 4: Winning, Engaging, and Retaining Consumers with Technology: Ch6: Search, Semantic, and Recommendation Technology Ch7: Social Networking, Engagement and Social Metrics Ch8: Retail, E-commerce, and Mobile Commerce Technology	<ul style="list-style-type: none"> Case 6.2. Opening case in the text Case 7.1. Opening case in the text Evolution of WWW (Click PDF icon) “Amazon will be the most important company of the 2020s” 	June 21	June 22 ~ July 3	Discussion by EOD July 3 Quiz #2 (Chapters 6-8, Posted on June 29) by EOD July 6
Module 5: Optimizing Performance with Enterprise Systems, Processes, and Productivity: Ch9: Functional Business Systems Ch10: Enterprise Systems Ch11: Data Visualization and Geographic Info Systems	<ul style="list-style-type: none"> Case 9.1. Opening case in the text Case 11.1. Opening case in the text Human face of big data 	July 5	July 6 ~ July 17	Discussion by EOD July 17 Data Visualization Exercise will be posted (Due on EOD Aug 9 or 13) Case #2: Ripple – due EOD July 20
Module 6: Managing Business Relationships, Projects, and Ethical Responsibilities: Ch12: IT Strategy, Sourcing, and Strategic Tech Trends Ch13: SDLC and Project Management Ch14: IT Ethics, Privacy, and Sustainability	<ul style="list-style-type: none"> Case 12.1. Opening case in the text Case 13.1. Opening case in the text Case 14.1. Opening case in the text Embracing Agile 	July 19	July 20 ~ July 31	Discussion by EOD July 31 Quiz #3 (Chapters 9-14, Posted on July 27) by EOD Aug 3
Intensive	N/A	N/A	N/A	Online: Aug 9 ~ 12 & 13 ~ 16, 2020
Individual Term Paper				Due on Aug 23, 2020

** The cases in the text specified in this table are must-read cases, although the rest of cases in the text are good to read to help you understand the concepts in each chapter.