

**PENN STATE - ERIE, BLACK School of Business**  
**MIS 204: Introduction to Business Information Systems: Fall 2009, Ido Millet**

**Office (REDC #292) Hours:**

Tuesday	5:45 – 7:00
Wednesday	1:00 – 3:30

**Office:** (814) 898-6262      **Home:** (814) 825-6009      **E-Mail:** [ixm7@psu.edu](mailto:ixm7@psu.edu)

**Course Prerequisite:** None

**Textbook:** we use a **free** online textbook:

***Information Systems: A Manager's Guide to Harnessing Technology*** by John Gallaugher

Since the book is in not yet formally released, I will provide links and detail just before the semester starts. **You'll have free access to the online version of the textbook.** You will also have an option to pay ~\$30 to get a printed copy of that book:

***Excel 2007 Is Fun!*** by Michael Girvin (free): view online or download as a Word file from:  
[http://flightline.highline.edu/mgirvin/AllClasses/216\\_2003/Content/Excel/ExcelIsFun/Book2007.htm](http://flightline.highline.edu/mgirvin/AllClasses/216_2003/Content/Excel/ExcelIsFun/Book2007.htm)

***Course Description***

Introduction to Business Information Systems provides an overview of (1) the role of information systems in business process design, (2) the current technologies used for obtaining, storing, and communicating information in support of operations and decision-making within a business organization, and (3) the use of popular spreadsheet and database tools. The course focuses on the intersection of information technology with important problems and issues found in business disciplines, including accounting, finance, marketing, supply chain operations, and general management.

**Course Outcomes**

Upon completion of this course, students will be able to:

1. **Describe how information technology enables new business models and improves efficiency/effectiveness for various business functions.** This includes the ability to apply concepts and frameworks (such as Competitive Analysis, Resource-Based View of the firm (RBV), Network Effects, Value Chain, and Business Intelligence) to **explain, predict, and suggest how the use of information technology may (or may not) translate into business success for given business cases.**
2. **Describe management issues and career paths in Information Technology.**
3. **Demonstrate hands on skills with database, spreadsheet, and web software.**

## ***Method of Instruction***

Class time will be divided into two parts. Part I will introduce conceptual material and reinforce it through case studies and discussions. Part II will be hands-on with various software packages such as Excel, MS Access, and web-related software.

## **Major Insights in Writing:**

Use the course “Insight List” (Angel) to maintain a chronological private journal (viewable only by you and me) of course insights. Read the instructions for that forum in Angel. Each item in the list should be a **concise** (no more than 2 short sentences!) explanation, in your own words, of the most important insights you have gained through the course.

## **Reading Assignments (see course schedule):**

As you read any assigned material, if it has an Insight designation in the course schedule, you must **add to the private Insight List forum (see section above) 1-2 items from that reading** (subject line should reflect the source. For example, “Zara Case Reading”). These items **must be posted at least one hour before class starts on the reading due date.**

## **Attendance, Missed Exams, and Late Assignments:**

In the spirit of collaborative learning, class is where I expect students to share their insights (and confusion). If you miss class, you must find out what took place prior to your next appearance; Absence is not an acceptable excuse for late or missing assignments. If you have a justification for an exception, see me outside of class immediately upon your return.

Makeup on exams will be permitted only for university-approved absences. Assignments may be handed in late under the same circumstances without any penalty. The grade for other late assignments will be reduced by 50% per class period. **Assignments that are late by more than 1 class period will not be accepted.** Grades for late assignments may be reduced even further if class discussion rendered the assignment easier. **Assignments are due at the beginning of class -- DON'T be late to class in order to finish an assignment!** You should keep all your graded work in case it is needed as documentation.

## **Show & Tell: Course Participation Ongoing Assignment**

As part of your course participation grade, you are expected to contribute to the *Show & Tell* discussion forum at least 2 posts. Good posts would be things we could discuss in class.

Please rate other posts so I can see which ones are of interest to other students.

Contributions could be links to videos, stories, news, resources or attachments to interesting files you've obtained (for example, a budget spreadsheet, a management report, a data model, a pricing spreadsheet, etc.). Besides the link and/or attachment, include some explanatory text.

## On Line Quizzes

### Home quizzes:

The course schedule indicates what readings have an associated home quiz. Access to each quiz will be available through Angel at least 5 days before the due date up to 1 hour before class starts on due date.

### In-class quizzes:

I may start any class session with in-class quizzes using Angel. Be sure to login to Angel at the start of each class session. The questions may be related to an assigned reading (some question may be taken directly from home quizzes) or any other course content. If you are late for class, you may miss the opportunity to participate in such in-class quizzes.

### Email /Angel/p-drive:

In addition to classroom contact and office hours, email will be an important communication channel between us. I assume you check email every day. I typically check email multiple times each day. **DO NOT SEND EMAIL VIA ANGEL!** Feel free to contact me also by phone (the syllabus provides my work as well as home office numbers).

*Angel* is located at <https://cms.psu.edu/frameIndex.htm>

For *P Drive* connection information, see: <http://www.pserie.psu.edu/compctr/paccounts.htm>

To apply for *web space access*, see <http://www.personal.psu.edu>

### Academic Integrity Policy:

See: [www.pserie.psu.edu/faculty/academics/integrity.htm](http://www.pserie.psu.edu/faculty/academics/integrity.htm)

**NOTE: If you submit an assignment that was aided by other students or by any other source outside your own efforts, you must draw my attention to this. You can submit one copy with several names on it, or provide a written/email note explaining the extent of the help received.** Your grade may suffer in such situations, but failure to disclose will result in a zero grade on the assignment or harsher penalties!

### Grading (tentative):

Assignments, Cases, Tasks	25%
Quizzes	20%
Insights	15%
Midterm Exam	15%
Final Exam	15%
Participation	10%

93 - 100	A
90 - 92.9	A-
87 - 89.9	B+
83 - 86.9	B
80 - 82.9	B-
77 - 79.9	C+
70 - 76.9	C
60 - 69.9	D
< 60	F

**MIS 204: tentative Course Schedule (Fall 2009) as of 8/24/2009**

**Tuesdays/Thursdays: 4:00–5:15, REDC #176**

Session			Topic	Read	Submit / Do
1	T	08/25	Introduction		Start Insight List
2	R	08/27	Excel		Excel Tutorial #1
3	T	09/01	Book: Zara (case)	Book	Quiz + Forum + Insight List
4	R	09/03	Excel		Excel Tutorial #2
5	T	09/08	Book: Strategy & Technology	Book	Quiz + Forum + Insight List
6	R	09/10	Excel		Excel Tutorial #3
7	T	09/15	Book: Netflix (case)	Book	Quiz + Forum + Insight List
8	R	09/17	Excel		Excel Tutorial #4
9	T	09/22	Book: Network Effects	Book	Quiz + Forum + Insight List
10	R	09/24	Excel		Excel Assignment
11	T	09/29	Book: Software – A Primer /	Book	Quiz + Forum + Insight List
12	R	10/01	Excel		Excel Assignment
13	T	10/06	Midterm – Written		
14	R	10/08	Midterm – Hands On		
15	T	10/13	MS Access – Hands On (Guest Speaker)		
16	R	10/15	MS Access – Hands On (Guest Speaker)		MS Access Lab 1
17	T	10/20	Book: Software in a Flux	Book	Quiz + Forum + Insight List
18	R	10/22	Alice – Hands On (Guest Speaker)		MS Access Lab 2
19	T	10/27	Book: The Data Asset (Business Intelligence)	Book	Quiz + Forum + Insight List
19	R	10/29	Business Intelligence: Crystal Reports		
20	T	11/03	Business Intelligence		
21	R	11/05	Business Intelligence: Data Mining+		BI Assignment
22	T	11/10	Google Case	Book	Quiz + Forum + Insight List
23	R	11/12	Google Case		
24	T	11/17	Web Site Concepts & Tools (Guest Speaker)		
25	R	11/19	Web Site Concepts & Tools (Guest Speaker)		
Thanksgiving					
27	T	12/01	TBD		Web Site Assignment
28	R	12/03	TBD		
29	T	12/08	TBD		
30	R	12/10	Lab Exam		

**Final (Written) Exam: TBA (December 16?)**