Course Description

A comprehensive overview of the management of information systems and the combination of hardware, software, and people vital to the successful business operation. The strategic role of information systems is examined, as well as the characteristics of computer systems, software applications, programming languages, and relational databases.

Course Textbook


Course Learning Objectives

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

1. Distinguish the key differences between data, information, and knowledge.
2. Distinguish the similarities and differences between the personal knowledge management tools.
3. Discuss capture and corroborations.
4. Examine the importance of organizing and securing information and knowledge.
5. Discuss the requirements for successful collaboration.
6. Compare and contrast explicit knowledge and tacit knowledge.
7. Analyze and explain circular vs. linear analysis
9. Analyze the roles of timing and escalation in three-dimensional (3D) communication.
10. Assess the knowledge management analysis matrix.
11. Evaluate the approaches to developing organizational knowledge management strategies.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains at least one interactive Lesson Presentation which discusses the lesson material, and serves as the Written Lecture.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook. PDF files of the assigned chapters are also linked within each reading assignment. Chapter presentations are provided in each unit Lesson Guide as Supplemental Reading to aid students their course of study.
4. **Learning Activities (Non-Graded):** These non-graded Learning Activities are provided to aid students in their course of study.
5. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
6. **Unit Assessments:** This course contains seven Unit Assessments, one to be completed at the end of Units I, II, and IV-VIII. Assessments are composed of short essays.
7. **Unit Assignments:** Students are required to submit for grading Unit Assignments in Units II-VII. Specific information and instructions regarding these assignments are provided below. Some units have multiple assignments due. Specific information and instructions regarding these assignments are provided below.

8. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

9. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**Unit Assignments**

**Unit II Case Study**

Select ONE (1) of the two following options for this assignment:

**Option 1: Industry Analysis**

In this Case Study, you will research an airline company and give a brief overview of the company, identify the industry it is a part of, and complete a Five Forces Industry Analysis.

Research the airline company and be sure to include company information as well as industry information.

Write a two-page (500-word) paper to include the following:

- A brief company background of the company
- Identification of the industry the company is a part of and give a brief overview of that industry
- Complete a Five Forces Industry Analysis of the industry identified to include:
  - A one or two sentence explanation of each force
  - Indication if the force is high or low for the industry
  - A brief justification of why you believe the force to be high or low

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.

**Option 2: Strategy**

In this Case Study, you will research an airline company and determine its business strategy. Be sure to include research on their business strategy.

Write a one-page (250-word) paper to include the following:

- A brief explanation of Porter’s generic strategies
- Identification of the strategy US Airways uses
- Examples and justification to support the strategy chosen

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**Unit II Web Assignment**

In this web research assignment, you will compare business process methodologies.

Be sure to understand the business process methodology used in this lesson.

Using the Internet, briefly research business process methodologies and locate an alternative business process methodology from the one presented in the lesson.

Write a one-page (250-word) paper that includes the following:

- Define a business process and give an example.
- Compare the book’s methodology to the methodology you found in your research.
- Include a sentence or two on what you think about these methodologies.
• Be sure to reference the researched methodology.
• Provide a brief explanation of the relationship between business processes and information systems.

CSU requires that students use the APA style for papers and projects.

Unit III PowerPoint Presentation

In this presentation, you will describe the different data types and give examples of each. Conduct a brief research on the Internet about different data types. This research should supplement your readings for this lesson.

Create a 10-12 slide presentation describing the data types. Include the following in your presentation:

• Introductory slide
• Slide for each data type (containing a definition of the data type and examples of fields the type would include)
• Closing slide

Be sure to properly cite any sources you use for your presentation. Add presenter's notes that include talking points and details to each slide of the presentation.

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Unit III Project

Brochure

In this writing assignment, you will create a brochure advertising your services as a data repository.

Research commercial data repositories. Be sure to understand this business model, including the services, benefits, and marketing of services.

Use a publisher program to create a one-page, two-fold brochure. If you are using a word processing program, you may create a one-page, two column document to create your brochure. Address the following in your brochure:

• You are advertising your services as a commercial data repository to existing businesses.
• Include your services, customer benefits, and reasons to do business with you.
• Provide at least three reasons why the customer should be collecting data.
• Include at least one graphic or picture of your choosing.

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Unit IV Article Review

In this article review, you will describe the one thing about prototyping that surprised you the most.

Find an article on prototyping and write a one-page (250-word) paper that includes the following:

• A description of the article and where it was found
• Identification of the one thing about prototyping that surprised you the most
• A brief summary of why it surprised you
• A description of the purpose of prototyping within the example in the chosen article

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Unit V Case Study

Select ONE (1) of the following two options for this assignment:
Option 1: Functional Systems

Consider the following scenario involving a functional system used by the Lynx Company. The Lynx Company uses a functional system for their sales system. It takes the orders from their salesmen in the field, processes those orders in the office, sends the information to accounting, and distributes the pick orders to the warehouse for picking and delivery. The system has been a great success for The Lynx Company.

Be sure to review the lessons and assigned reading regarding cross-functional systems before beginning work on your case study. Also, conduct outside research regarding functional systems. You should use your textbook and at least two outside sources to complete this assignment. Please be sure to format, quote, paraphrase, cite, and list any sources, including your textbook, using the APA format required by CSU.

Write a one- to two-page (250-500 word) paper to include the following:

- Identify five reasons why the Lynx Company's functional system has been successful (be sure to expand your discussion on each reason).
- Identify five disadvantages of functional systems and briefly explain each one.
- Be sure to cite all your sources.

Option 2: Cross-Organizational Systems

Consider the following scenario regarding the Clambake Company and decisions they need to make regarding their information systems (IS). The Clambake Company has been providing seafood to the northeast region of the United States for over 30 years. They started as a small family business and have grown to more than 30 employees. They first installed a small accounting system to take care of their finances, payroll, and tax reporting. About seven years ago, they installed a sales program to track sales. They are now considering buying out a competing company that would increase their sales by 80% and their workforce by 40%. They realize that it will require more time in the office to administer the company, especially since they are now branching out into other areas. One concern they have is what to do about their IS. They anticipate strong growth over the next 10 years and cannot afford to make a mistake with their IS. They wonder if they should add two other functional systems to go with the two they have or to spend more resources, which might stretch them now, in order to go to one cross-functional system that would be more than sufficient to accommodate the anticipated growth. They have hired you as a consultant to make a recommendation on what they should do.

Be sure to review the lessons and assigned reading regarding cross-functional systems before beginning work on your case study. Also, conduct outside research regarding functional systems. You should use your textbook and at least two outside sources to complete this assignment. Please be sure to format, quote, paraphrase, cite, and list any sources, including your textbook, using the APA format required by CSU.

Write a one-page (250-word) paper advising the Clambake Company on their future IS. Be sure to discuss the advantages and disadvantages and your rationale for the system you recommend.

Unit V Web Assignment

Examining Supply Chain Profitability

In this web research assignment, you will research a company that uses supply chain management (SCM) and look at how their organizational profitability is affected by it. Research a company that uses supply chain management. Be sure to review your lessons and assigned readings.

Write a 1-page (250-word) paper. Include the following in your paper:

- A description of the company you researched
- An explanation of how they use supply chain management
- A brief explanation of how supply chain management affected the organization's profitability

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.
Unit VI Research Paper

Cloud Computing

Write a paper explaining the business uses of cloud computing and Web 2.0. Your paper should be 3-5 pages in length and explain the business uses of each. Using the internet, research the business uses of cloud computing and Web 2.0.

When you do the research, pay particular attention to how cloud computing and Web 2.0 are used in organizations and the technology required for them.

Write a paper explaining the business uses of cloud computing and Web 2.0. Be sure to address the following in your assignment:

- Explain cloud computing and Web 2.0.
- Explain how organizations use these tools.
- Describe the technology required to use these tools.
- Discuss the benefits of each.
- Discuss the limitations of each.

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.

Unit VII PowerPoint Presentation

IS Management

In this presentation assignment, you will define the components (departments) of an IS functional area. Conduct brief research on the departments within an IS functional area. This research should supplement your lesson and the readings for this lesson.

Your presentation should be between six to eight slides long. Make sure that you properly cite any resources used. Address the following in your presentation:

- Describe of each of the departments.
- Clarify the major role each department plays with IS.
- Explain the importance of information systems management.

Add presenter's notes that include talking points and details to each slide of the presentation.

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.

Submitting Course Papers/Projects

Once you have completed your papers/projects, submit your completed papers/projects by uploading through the Assignment tab in each unit. Do not e-mail your paper directly to your professor. By using the Assignment tab, your university record will automatically be updated to indicate you have submitted your papers/projects and the assignment will be provided to your professor for grading. Instructions for submitting your assignment can be found under the Assignment tab in each unit.

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.
CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers, unless otherwise specified within assignment instructions. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or access it through the CSU Grading Rubric link found in the Learning Resources area of the myCSU Student Portal.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>= 16%</td>
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<tr>
<td>Unit Assessments (7 @ 6%)</td>
<td>= 42%</td>
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<tr>
<td>Case Studies (2 @ 5%)</td>
<td>= 10%</td>
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<tr>
<td>Web Assignments (2 @ 5%)</td>
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<tr>
<td>PowerPoint Presentations (2 @ 5%)</td>
<td>= 10%</td>
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<td>Project</td>
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<tr>
<td>Article Review</td>
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<td>Research Paper</td>
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<td><strong>Total</strong></td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
# BBA 3551, Information Systems Management

## Course Schedule

By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<thead>
<tr>
<th>Unit I</th>
<th>Introduction to Information Systems Management</th>
</tr>
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</table>
| **Review:** | - Unit Lesson Guide  
- **Learning Activities (Non-Graded):** See Lesson Guide |
| **Read:** | - **Lesson 1 Presentation:** An Introduction to Business Information Systems  
- **Chapter 1:** The Importance of MIS, pp. 2-19  
- **Supplemental Reading:** See Lesson Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time) |
| **Submit:** | - **Assessment** by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

<table>
<thead>
<tr>
<th>Unit II</th>
<th>IT to Support Business Strategy and Process</th>
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</table>
| **Review:** | - Unit Lesson Guide  
- **Learning Activities (Non-Graded):** See Lesson Guide |
| **Read:** | - **Lesson 2 Presentation:** Business Processes  
- **Chapter 3:** Strategy and Information Systems, pp. 74-76 and 84-87  
- **Chapter 10:** Business Process and Information Systems Development, pp. 348–354  
- **Lesson 3 Presentation:** Organizational Strategy Drives Information Systems  
- **Chapter 3:** Strategy and Information Systems, pp. 76–93  
- **Supplemental Reading:** See Lesson Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | - **Assessment** by Tuesday, Midnight (Central Time)  
- **Case Study** by Tuesday, Midnight (Central Time)  
- **Web Assignment** by Tuesday, Midnight (Central Time) |

**Notes/Goals:**
## Unit III: Data and Database

### Review:
- Unit Lesson Guide
- **Learning Activities (Non-Graded):** See Lesson Guide

### Read:
- **Lesson 4 Presentation:** Database Concepts
- **Chapter 5:** Database Processing, pp. 140-164
- **Chapter 9:** Business Intelligence Systems, pp. 314-317 and 305-309
- **Supplemental Reading:** See Lesson Guide

### Discuss:
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- **PowerPoint Presentation** by Tuesday, Midnight (Central Time)
- **Project** by Tuesday, Midnight (Central Time)

### Notes/Goals:

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## Unit IV: Business Process and Information Systems Development

### Review:
- Unit Lesson Guide
- **Learning Activities (Non-Graded):** See Lesson Guide

### Read:
- **Lesson 5 Presentation:** Information Systems Development
- **Chapter 10:** Business Process and Information Systems Development, pp. 342-348 and 354-377
- **Lesson 6 Presentation:** Alternatives to the SDLC
- **Chapter 10:** Business Process and Information Systems Development, pp. 342-348 and 354-377
- **Supplemental Reading:** See Lesson Guide

### Discuss:
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- **Assessment** by Tuesday, Midnight (Central Time)
- **Article Review** by Tuesday, Midnight (Central Time)

### Notes/Goals:
## Unit V: Structured Process and Functional Systems

### Review:
- Unit Lesson Guide
- **Learning Activities (Non-Graded):** See Lesson Guide

### Read:
- **Lesson 7 Presentation:** Functional Systems
- **Chapter 7:** Structured Processes and Information Systems, pp. 216-227
- **Lesson 8 Presentation:** Cross-Functional and Cross-Organizational Systems
- **Chapter 7:** Structured Processes and Information Systems, pp. 227-245
- **Chapter 8:** Social Media Information Systems, pp. 264-277
- **Supplemental Reading:** See Lesson Guide

### Discuss:
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- **Assessment** by Tuesday, Midnight (Central Time)
- **Case Study** by Tuesday, Midnight (Central Time)
- **Web Assignment** by Tuesday, Midnight (Central Time)

### Notes/Goals:

## Unit VI: Data Communication, the Cloud, and Web 2.0

### Review:
- Unit Lesson Guide
- **Learning Activities (Non-Graded):** See Lesson Guide

### Read:
- **Lesson 9 Presentation:** Communications, Networks, Cloud Computing, and Web 2.0
- **Chapter 6:** Data Communication and the Cloud, pp. 176-201
- **Chapter 8:** Social Media Information Systems, pp. 277-279
- **Supplemental Reading:** See Lesson Guide

### Discuss:
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- **Assessment** by Tuesday, Midnight (Central Time)
- **Research Paper** by Tuesday, Midnight (Central Time)

### Notes/Goals:
# BBA 3551, Information Systems Management

## Course Schedule

### Unit VII  
**Ethics in Information Systems Management**

<table>
<thead>
<tr>
<th>Review</th>
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| □ Unit Lesson Guide  
| □ **Learning Activities (Non-Graded):** See Lesson Guide  
|  
| Read |  
| □ **Lesson 10 Presentation:** IS in E-Commerce  
| □ **Chapter 8:** Social Media Information Systems, pp. 256-277 and 282-291  
| □ **Lesson 11 Presentation:** Information Systems Management and Ethics  
| □ **Chapter 11:** Information Systems Management, pp. 386-403  
| □ **Ethics Guides:** pp. 150-151, 280-281, 362-363, 394-395, and 426-427  
| □ **Supplemental Reading:** See Lesson Guide  
|  
| Discuss |  
| □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
| □ **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)  
|  
| Submit |  
| □ **Assessment** by Tuesday, Midnight (Central Time)  
| □ **PowerPoint Presentation** by Tuesday, Midnight (Central Time)  

### Notes/Goals:

### Unit VIII  
**Information Security Management**

<table>
<thead>
<tr>
<th>Review</th>
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| □ Unit Lesson Guide  
| □ **Learning Activities (Non-Graded):** See Lesson Guide  
|  
| Read |  
| □ **Lesson 12 Presentation:** Information Systems Threats and Security  
| □ **Chapter 12:** Information Security Management, pp. 412-443  
| □ **Supplemental Reading:** See Lesson Guide  
|  
| Discuss |  
| □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
| □ **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)  
|  
| Submit |  
| □ **Assessment** by Tuesday, Midnight (Central Time)  

### Notes/Goals: