Course Description

Considers the theory and practice of management information systems, including information requirements analysis, design methodology, and system implementation considerations. Topics include new technology convergence, management of disrupted technology, technology impacts, and business continuity planning.

Course eTextbook


Course Learning Outcomes

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

1. Summarize the complexities of information technology practices.
2. Describe the role of the information technology professional within an organization.
3. Evaluate the process of developing an information system for an organization.
4. Explain how information technology systems influence organizational strategies.
5. Examine information systems decision-making from a managerial perspective.
6. Compare and contrast databases and database management.
7. Evaluate the driving ethical issues of information systems.
8. Analyze the importance of software, hardware, and telecommunications to the business.
9. Examine advanced information systems solutions such as ERP (enterprise resource planning) and SAP (software application and products).
10. Explain important information systems compliance and security considerations.

Credits

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

Course Structure

1. **Study Guide**: Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. **Learning Outcomes**: Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. **Unit Lesson**: Each unit contains a Unit Lesson, which discusses lesson material.
4. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook.
5. **Suggested Reading**: Suggested Readings are listed in each unit’s study guide. Students are encouraged to read the resources listed if the opportunity arises, but they will not be tested on their knowledge of the Suggested Readings.
6. **Learning Activities (Non-Graded)**: These non-graded Learning Activities are provided to aid students in their course of study.
7. **Discussion Boards**: Discussion Boards are part of all CSU term courses. More information and specifications can be found in the Student Resources link listed in the Course Menu bar.
8. **Unit Assessments**: This course contains six Unit Assessments, one to be completed at the end of Units I, III-VI, and VIII. Assessments are composed of written-response questions.
9. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units II, III, VI, and VII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. Specific information about accessing these rubrics is provided below.

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

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

---

**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, *Ask a Librarian*, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

---

**Unit Assignments**

**Unit II Case Study**

*Introduction:*

This unit addresses the role of the technology professional in an organization and how information technology (IT) systems influence organizational strategies. This case study analyzes two retailers’ business models and strategies. Then, it looks at the role that technology and IT personnel play in the assigned business case, and, finally, makes the connection between how IT influences those organizational strategies. This assignment allows you to recall the learned concepts and shows you how to apply those concepts to show a logical alignment between those requirements learned in this unit and the assignment.

*Assignment Instructions:*

Analyze the case study titled “Who’s the World’s Top Retailer? Walmart and Amazon Duke It Out” on pp. 116-118 of your textbook.

For this assignment, you will need to:

1. analyze the case study comparing Walmart and Amazon’s business models and business strategies,
2. explain the role that information technology plays in each of these businesses and describe the role of the various IT professionals involved in this case,
3. explain how IT helps influence Walmart and Amazon’s organizational strategies, and
4. summarize your findings in a two- to three-page paper.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit III PowerPoint**

**IT Support of Business Processes**

*Introduction:*

The main learning outcome of this unit addresses the importance of software, hardware, and telecommunications to a business. This involves the support of current and new, emerging technologies to the business. The assignment is a good assessment because you have to think of areas of an organization that could benefit by emerging technologies. You will
need to research the technology’s capabilities and discuss the advantages the technology will offer an organization. This way, you have to be able to assess how technology supports business.

Assignment Instructions:

Imagine that you are an IT manager charged with keeping up with current technology. Create a PowerPoint presentation for the chief information officer that provides an overview of two areas that you want to update based on emerging technologies. Be sure to provide the new technologies’ capabilities and the advantages they will bring to the organization.

Be sure to cite all sources used in a reference slide with proper APA formatting. Be sure to provide at least two scholarly sources from the CSU Online Library. Your PowerPoint presentation must contain eight to ten slides; the cover and reference slides do not count in the length requirement.

You may also use the speaker’s notes function for the presentation part of your PowerPoint and provide transitions from one slide to the next.

Below you will find a helpful resource created by the CSU Success Center on developing APA-style PowerPoint presentations:

https://columbiasouthern.adobeconnect.com/_a1174888831/powerpointbestpractices/

If you need additional help, contact the CSU Success Center.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VI Case Study

Introduction:

The main learning outcome for this unit addresses advanced information systems solutions. You need to be able to understand not only the concepts behind implementing an advanced solution like ERP, but also the management and technological factors involved in an implementation, the value added by implementing advanced systems, what prompts the need for an advanced system like an ERP system, and the potential benefits of implementing IS advanced systems such as ERP systems. This case gives them a successfully implemented case to analyze.

Assignment Instructions:

Review what you have learned about enterprise resource planning (ERP) from the textbook and from the unit’s study guide.

Analyze the case study titled “Vodafone: A Giant Global ERP Implementation” on pp. 376-378 in your textbook.

For this assignment, you will need to:

1. analyze and discuss the central issue(s) faced by Vodafone, including the contributing management and technological factors;
2. explain why ERP was a necessary information system solution to address the organization’s issues;
3. evaluate the success of Vodafone’s implementation plan and provide one suggestion to improve the process;
4. discuss the value the new ERP system brought to Vodafone as a company; and
5. summarize your findings in a two to three page paper.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VII Essay

Introduction:

The learning outcome for this unit involves the process of developing an information system (IS) for an organization. There are many factors involved in this process, including core activities and the methodologies for managing the process. Project management plays a part as well. Additionally, IS development does not happen in a silo; there is also the business side to consider as part of the process. All of these considerations are brought together and addressed in this assignment.
Assignment Instructions:

For this assignment, you will need to access the CSU Online Library to research two articles concerning information systems development and project management. Drawing on these two articles, your textbook, and other sources, write an essay that addresses the following:

1. Provide a well-formulated thesis statement in your introduction paragraph.
2. Explain how a business user could be involved in the core activities of building an information system.
3. Analyze how software development methodologies (such as agile development) can work in tandem with project management for the benefit of both information systems development projects and organizations.
4. Evaluate how project managers and/or IT managers can ensure that information system development projects are in alignment with business strategies and goals.
5. Summarize your findings in a five-page paper using proper APA formatting.

Your response must be at least five pages in length, not including the title and references pages, and in APA format. You are required to use the two outside articles. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying APA citations.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

APA Guidelines

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

Grading Rubrics

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Discussion Board, (2) Assessment (Written Response), and (3) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Discussion Board rubric can be found within Unit I’s Discussion Board submission instructions.

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Discussion Boards, Assessments, and Assignments is the method by which your instructor assigns all grades.
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>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>16%</td>
</tr>
<tr>
<td>Assessments (6 @ 6%)</td>
<td>36%</td>
</tr>
<tr>
<td>Case Studies (2 @ 12%)</td>
<td>24%</td>
</tr>
<tr>
<td>Unit III PowerPoint Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Unit VII Essay</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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.
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>Information Systems Practice in Organizations</th>
</tr>
</thead>
</table>
| **Review:** | - Unit Study Guide  
| | - **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | - **Chapter 1:** Information Systems in Global Business Today  
| | - **Chapter 4:** Ethical and Social Issues in Information Systems  
| | - **Suggested Reading:** See Study Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
| | - **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | - **Assessment** by Tuesday, 11:59 p.m. (Central Time) |

**Notes/Goals:**

<table>
<thead>
<tr>
<th>Unit II</th>
<th>Information Systems and the Strategic Organization</th>
</tr>
</thead>
</table>
| **Review:** | - Unit Study Guide  
| | - **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | - **Chapter 2:** Global E-Business and Collaboration  
| | - **Chapter 3:** Information Systems, Organizations, and Strategy  
| | - **Suggested Reading:** See Study Guide |
| **Discuss:** | - **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
| | - **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | - **Case Study** by Tuesday, 11:59 p.m. (Central Time) |

**Notes/Goals:**
# MBA 5401, Management Information Systems

## Course Schedule

### Unit III

**Infrastructure and Emerging Technology**

| Review          | Unit Study Guide
|                 | **Learning Activities (Non-Graded):** See Study Guide
| Read:           | Chapter 5: IT Infrastructure and Emerging Technologies
|                 | Chapter 7: Telecommunications, the Internet, and Wireless Technology
|                 | Suggested Reading: See Study Guide
| Discuss:        | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
|                 | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
| Submit:         | Assessment by Tuesday, 11:59 p.m. (Central Time)
|                 | PowerPoint Presentation by Tuesday, 11:59 p.m. (Central Time)

### Unit IV

**Databases, Information Management, and Business Intelligence**

| Review          | Unit Study Guide
|                 | **Learning Activities (Non-Graded):** See Study Guide
| Read:           | Chapter 6: Foundations of Business Intelligence: Databases and Information Management
|                 | Suggested Reading: See Study Guide
| Discuss:        | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
|                 | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
| Submit:         | Assessment by Tuesday, 11:59 p.m. (Central Time)

Notes/Goals:
### Unit V: Security and Compliance

**Review:**
- [ ] Unit Study Guide
- [ ] **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- [ ] Chapter 8: Securing Information Systems
- [ ] **Suggested Reading:** See Study Guide

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**
- [ ] **Assessment** by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**

### Unit VI: Advanced Information System Solutions

**Review:**
- [ ] Unit Study Guide
- [ ] **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- [ ] Chapter 9: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
- [ ] Chapter 10: E-Commerce: Digital Markets, Digital Goods
- [ ] **Suggested Reading:** See Study Guide

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**
- [ ] **Assessment** by Tuesday, 11:59 p.m. (Central Time)
- [ ] **Case Study** by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**
## MBA 5401, Management Information Systems

### Unit VII: Managing Information Systems Development

<table>
<thead>
<tr>
<th>Review:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ Unit Study Guide</td>
</tr>
<tr>
<td>✔️ <strong>Learning Activities (Non-Graded):</strong> See Study Guide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Read:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ Chapter 13: Building Information Systems</td>
</tr>
<tr>
<td>✔️ Chapter 14: Managing Projects</td>
</tr>
<tr>
<td>✔️ <strong>Suggested Reading:</strong> See Study Guide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Discuss:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ <strong>Discussion Board Response:</strong> Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)</td>
</tr>
<tr>
<td>✔️ <strong>Discussion Board Comment:</strong> Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Submit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ <strong>Essay</strong> by Tuesday, 11:59 p.m. (Central Time)</td>
</tr>
</tbody>
</table>

### Notes/Goals:

---

## Unit VIII: Managing Information Systems and Decision Making

<table>
<thead>
<tr>
<th>Review:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ Unit Study Guide</td>
</tr>
<tr>
<td>✔️ <strong>Learning Activities (Non-Graded):</strong> See Study Guide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Read:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ Chapter 11: Managing Knowledge</td>
</tr>
<tr>
<td>✔️ Chapter 12: Enhancing Decision Making</td>
</tr>
<tr>
<td>✔️ <strong>Suggested Reading:</strong> See Study Guide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Discuss:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ <strong>Discussion Board Response:</strong> Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)</td>
</tr>
<tr>
<td>✔️ <strong>Discussion Board Comment:</strong> Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Submit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ <strong>Assessment</strong> by Tuesday, 11:59 p.m. (Central Time)</td>
</tr>
</tbody>
</table>

### Notes/Goals: