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.

Prerequisites

None

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 corroboration.
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. **Unit Assessments**: This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of two short essays.
6. **Unit Assignments:** Students are required to submit for grading Unit Assignments in each unit. Some units have multiple assignments due. Specific information and instructions regarding these assignments are provided below.

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

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

**Unit Assignments**

**Unit I Paper 1**

**Components of an Information System**

In this writing assignment, you will explore different component parts of an information system.

Write a one-page (250-word) paper describing the component parts of an information system. Include the following in your paper:

- Define each component of an information system.
- Define how you can use the Five Component model to guide your learning and thinking about information systems.
- Include at least one outside research item in your paper.
- Cite your sources.

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 I Paper 2**

**Your Role in Organizational Information Systems**

In this writing assignment, you will explain your role in organizational information systems.

Write a one-page (250-word) paper explaining your role in organizational information systems. In your paper, assume you are employed by an organization where you work with information systems. Explain your role as a knowledge worker or expert user of information systems. Give examples of what you need to know about IS and how it can help you do your job.

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**Unit II Paper**

**Comparing Business Processes**

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.

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Unit II Case Study 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

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Unit II Case Study 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 III PowerPoint Presentation

Data Types

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 Brochure

Data Repository

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. 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 PowerPoint Presentation**

**Systems Development Life Cycle**

In this presentation, you will describe each phase of the SDLC. Create a 12-slide presentation of the SDLC that includes the following:
- An introductory slide
- Two slides for each phase of the SDLC: one slide showing the input into a phase, the phase title, and the output from that phase; and one slide detailing the major activities that occur within each phase
- A closing slide

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

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**Unit IV Paper**

**Prototyping 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 1**

**Functional Systems**

In this case study, you will review a case involving a functional system.

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 readings.

Write a one- to two-page (250-500 word) paper to include the following:
- Identify five reasons why you think 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.
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**Unit V Case Study 2**

**Cross-Organizational Systems**

In this case study, you will make a recommendation on what the Clambake Company should do regarding its 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 80% and their workforce 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 information systems. 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 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.

Research cross-functional systems. Be sure to also review the lessons and assigned readings.

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.

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**Unit V Paper**

**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

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**Unit VI Paper**

**Cloud Computing Research Paper**

In this research paper, you will research cloud computing and Web 2.0 and write a two- to four-page (500-1000 word) research paper explaining 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.

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Unit VII Paper 1

Explain How E-Commerce Began

In this writing assignment, you will explore the beginnings of e-commerce and describe the impact of the Internet on commerce. Research the history of E-Commerce. Be sure you review your lessons and assigned readings.

Your paper should be approximately one page in length (250 words). Be sure to address the following:
- Describe how e-commerce began.
- Define the drivers that made e-commerce successful.

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.

Unit VII Paper 2

Organizational Approaches to Managing Ethics

In this writing assignment, you will research organizational approaches to managing ethics. Using the Internet, research organizational approaches to managing ethics in IS.

Write a one- to two-page (250-500 word) paper analyzing various organizational approaches to managing ethics within an IS. Be sure to discuss the technology required.

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 VIII Paper

Keeping Information Secure

In this writing assignment, you will explore ways an organization can keep its information secure. Using the Internet, research different ways organizations use IS/IT security.
Write a one-page (250-word) paper explaining what you would do (as the CIO of an organization) to keep your organization's IS systems secure.

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**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. 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 by accessing 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.

**Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.**

*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

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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.
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.

### Unit I: Introduction to Information Systems Management

| 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  
| Submit                 |  □  Assessment  
|                        |  □  Paper 1  
|                        |  □  Paper 2  

Notes/Goals:

### Unit II: IT to Support Business Strategy and Process

| 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  
|                        |  □  Lesson 3 Presentation: Organizational Strategy Drives Information Systems  
|                        |  □  Chapter 3: Strategy and Information Systems, pp. 76–93  
|                        |  □  Supplemental Reading: See Lesson Guide  
| Submit                 |  □  Assessment  
|                        |  □  Paper  
|                        |  □  Case Study 1  
|                        |  □  Case Study 2  

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<th>Unit III</th>
<th>Data and Database</th>
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| 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 |
| Submit:  | □ Assessment  
          | □ PowerPoint Presentation  
          | □ Brochure  

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<tr>
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<th>Business Process and Information Systems Development</th>
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| 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 |
| Submit: | □ Assessment  
         | □ PowerPoint Presentation  
         | □ Paper  

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

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<tr>
<td>- <strong>Lesson 7 Presentation:</strong> Functional Systems</td>
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<tr>
<td>- <strong>Chapter 7:</strong> Structured Processes and Information Systems, pp. 216-227</td>
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<td>- <strong>Lesson 8 Presentation:</strong> Cross-Functional and Cross-Organizational Systems</td>
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<td>- <strong>Chapter 7:</strong> Structured Processes and Information Systems, pp. 227-245</td>
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<td>- <strong>Chapter 8:</strong> Social Media Information Systems, pp. 264-277</td>
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<td>- <strong>Supplemental Reading:</strong> See Lesson Guide</td>
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### Notes/Goals:

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

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<tr>
<td>- <strong>Lesson 9 Presentation:</strong> Communications, Networks, Cloud Computing, and Web 2.0</td>
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<td>- <strong>Chapter 6:</strong> Data Communication and the Cloud, pp. 176-201</td>
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<td>- <strong>Chapter 8:</strong> Social Media Information Systems, pp. 277-279</td>
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### Notes/Goals:
## Unit VII: Ethics in Information Systems Management

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<td>□ Lesson 10 Presentation: IS in E-Commerce</td>
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<td>□ Chapter 8: Social Media Information Systems, pp. 256-277 and 282-291</td>
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<td>□ Lesson 11 Presentation: Information Systems Management and Ethics</td>
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<td>□ Chapter 11: Information Systems Management, pp. 386-403</td>
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### Notes/Goals:

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## Unit VIII: Information Security Management

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<td>□ Chapter 12: Information Security Management, pp. 412-443</td>
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### Notes/Goals:

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**Course Schedule**

**BBA 3551, Information Systems Management**

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**BBA 3551, Information Systems Management**