

Vanguard University  
School for Professional Studies  
Degree Program

**MANAGEMENT INFORMATION  
SYSTEMS BUIS 457**

(Formerly Computing Fundamentals And Management Information Systems BUIS 456)

Student Guide

05/09

## CATALOG DESCRIPTION

Introduction to the computer, as well as other hardware tools, application software, the Internet, various software tools and the management information systems role in the business environment. Each student will study the capabilities of computer systems and the details of how various components of hardware and software accomplish each role.

## COURSE DESCRIPTION

Introduction to the business strategies using Information Technology: computer, as well as other hardware tools, application software, the Internet, various software tools and the management information systems role in the business environment. Each student will study the capabilities of computer systems and the details of how various components of hardware and software accomplish each role.

## OVERVIEW

### Course Design Rationale

This course introduces students to fundamentals of computing technology and the knowledge required to sufficiently understand the management of information systems in business organizations. Students will be exposed to various types of information systems at different levels of business processes and how they affect the organization and its efficiency.

### Course Organization

The weekly class meetings will consist of lecture, case studies, group discussion/activities, and group projects. The course will assume a professional environment where real-life experiences of each student will enrich the learning of the others.

Part of each class has been designed to support group work environment. Groups will have time during the class period to complete semester projects, as well as enjoy extensive discussions and enrichment of learning experiences.

## TEXT AND MATERIALS

### **Required text:**

James A. O'Brien, George M. Marakas, *Management Information Systems: 9/e* McGraw-Hill Irwin Publishing

Case Studies: From text, or provided by the instructor

**Recommended Websites:**

If you are new to the field of computers and technology, you may wish to supplement your knowledge of terms and definitions by visiting: [www.techweb.com](http://www.techweb.com). This site provides definitions, explanations, and links for terms and concepts in the IT field.

<http://computer.howstuffworks.com> is also an excellent site to learn basic skills and terms.

Also, visit the following business news sites frequently to familiarize yourself with trends and culture of MIS:

<http://www.informationweek.com/>

<http://www.cio.com/>

<http://computerworld.com>

<http://www.networkworld.com>

<http://www.computerweekly.com>

<http://www.businessweek.com>

**LEARNING OUTCOMES**

By the end of the course, the student should be able to:

- Evaluate, select, develop and use computer-based information systems from a management perspective.
- Recognize how information systems affect organizational structure, strategy, culture, and the nature of work
- Understand basic information system concepts as applied to business operations and management.
- Conceptualize important social and ethical issues relating to information systems; The nature of managing an information systems organization including security and control issues
- Have knowledge of how information systems are redefining how products and services are designed, produced, and delivered, how information systems are changing relationships between organizations, their suppliers and their customers
- Become familiar with foundational knowledge of telecommunications, network and the Internet.
- Identify the major components of a computer system, including hardware, software, and operating systems in various environments as they apply to information systems.

- Identify major management challenges to building and using information systems in organizations
- Relate the concepts and principles of MIS to one's current work environment and industry.

## **VANGUARD UNIVERSITY EDUCATIONAL TARGETS AND GOALS**

Course content and activities have been designed to meet Vanguard University's Educational Targets and Goals in the areas of Intellectual Engagement, Professional Excellence, and Responsible Stewardship. The complete list of Targets and Goals follows.

### **INTELLECTUAL ENGAGEMENT**

Students will

- Learn to think critically and evaluate evidence rationally
- Acquire and continue to use skills for learning
- Utilize research methods for the expansion of knowledge and problem solving
- Integrate learning with Christian faith and living and
- Develop the ability to communicate the fruits of learning and research clearly and effectively.

### **SPIRITUAL FORMATION**

Students will

- Understand Christian existence as a journey that integrates human experience with personal faith
- Gain an appreciation for the value of participation in communities of believers and
- Develop and maintain a biblically based and theologically sound Christian lifestyle of personal and social responsibility

### **PROFESSIONAL EXCELLENCE**

Students will

- Understand current theories and practices in their respective academic disciplines in the context of the liberal arts and sciences
- Develop lifelong skills for communicating and performing professionally
- Achieve technological competence in acquiring and processing information
- Acquire interpersonal ability to work harmoniously with others, and
- Internalize a strong sense of professional ethics

### **AESTHETIC EXPRESSION**

Students will

- Understand various sources of aesthetic sensitivity and expression as inherent human endowments and part of God's creation
- Gain an awareness, understanding, appreciation, and expression of the fine and performing arts and
- Develop interpretive frameworks of aesthetic truths and values for personal wholeness and community enrichment

### **RESPONSIBLE STEWARDSHIP**

Students will

- Adopt a lifestyle of personal health and well-being
- Appreciate the value of family and other meaningful relationships
- Exhibit the responsibilities of citizenship in society
- Gain a global outlook in caring for the environment and in promoting social justice and economic empowerment and
- Promote the church's mission through community service

### **SOCIOCULTURAL RESPONSIVENESS**

Students will

- Demonstrate a capacity to challenge personal prejudices, appreciate cultural diversity, and learn from other cultures
- Develop a commitment to pursue peace, justice, and reconciliation in a pluralistic society and
- Celebrate the differences of race, ethnicity, gender, and age within the biblical vision of inclusiveness and the equal value of all people.

### **STUDENT EVALUATION**

<b>Percentages</b>	<b>Points</b>	<b>Grade</b>	<b>Significance</b>	<b>GPA</b>
93-100%	930-1000	A	Exceptional	4.00
90-92.9%	900-929	A-		3.67
87-89.9%	870-899	B+		3.33
83-86.9%	830-869	B	Above Average	3.00
80-82.9%	800-829	B-		2.67
77-79.9%	770-799	C+	Average	2.33
73-76.9%	730-769	C		2.00
70-72.9%	700-729	C-		1.67
67-69.9%	670-699	D+	Below Average	1.33
63-66.9%	630-669	D		1.00
60-62.9%	600-629	D-		0.67
00-59.9%	000-599	F	Failure	0.00

## GRADING

Your grade will be determined as follows:

Quizzes	55%
Discussion Participation & Assignments	20%
Final Project	25%

## COURSE POLICIES

- **ATTENDANCE AND TARDY POLICY**

You must attend class on time and remain present until dismissed. Class attendance is necessary in order to complete the course. The School for Professional Studies relies on the dynamics of class interaction and group processing in order to integrate and apply the learning of academic content. This model also emphasizes the development and practice of interpersonal communication skills and teamwork (e.g., group problem solving and negotiation). The format therefore necessitates class attendance. In practical terms, one course session is equivalent to three weeks of traditional semester course work.

*Students who miss two class meetings (or more than seven class hours) in any given course will automatically receive a failing grade and need to retake the course to obtain a passing grade. If an instructor deems that a student's second absence was under extremely unavoidable and unusual circumstances (i.e., an auto accident), the professor may file an academic petition on behalf of the student to the Director of SPS. If the academic petition is approved, the instructor may give the student a "W" (withdrawal) grade in place of a failing grade. The student will still be required to retake the course.*

Students who arrive late disturb the class. At the professor's discretion, students who arrive late may not receive participation points for the unit covered. Students who are habitually late may be asked to drop the course.

- **CLASS PARTICIPATION**

You must be prepared and participate in all discussions. Criterion: Is the student engaged in classroom discussions? Does the student demonstrate an ability to handle assigned material with a degree of proficiency? (E.g., demonstrate the type of questions and issues consistent, and reflecting a familiarity with the assigned material). Participation evaluated according to quality, not quantity, of participation. Attendance will be scored, and no participation points will be awarded if the student is absent.

- **ACADEMIC DISHONESTY**

Work submitted for assessment purposes must be the independent work of the student concerned. Plagiarism, or copying and use of another's work without proper acknowledgment, is not permitted. Nor is it permissible for any former or present student to allow another student to refer to, use as a sample, or in any way copy or review their work. If a student needs guidance, he or she must seek the Professor's assistance.

- **SUBMISSION OF PAPERS/FINAL EXAMS**

The School for Professional Studies office does not assume responsibility for any final papers. No homework or final papers will be accepted for professors in the SPS office, nor will final papers be returned to students through the SPS office.

The method for the submission of homework and the final exam or final paper will be determined by the professor. The professor will discuss the method which will be employed during the first night of class. All exchanges of papers will be between the student and the professor.

- **LATE WORK**

Each assignment is to be submitted in person when the class meets. Assignments should **NOT** be emailed to the professor unless previously arranged. Late work may be accepted via email, and will have a deduction of a full letter grade for each delayed day (Emailing the work **AFTER** the class meeting - is considered a day late). Emailed assignments **need to be** previously arranged with instructor (exception: project drafts) only under extenuating circumstances: if technical failure occurs, it is the student's responsibility to make sure the emailed assignment was received by the instructor.

- **EMAIL:**

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- **IMPORTANT:** It is student's responsibility to make sure email delivery was made and confirmed by the instructor.

**LOGISTICS CHART**

	1 <sup>st</sup> Hour (Quiz, Lecture & Discussion)	2 <sup>nd</sup> Hour (Lecture & Discussion)	3 <sup>rd</sup> Hour (Group Project)	4 <sup>th</sup> Hour (Lecture & Discussion)
Week 1 <i>Foundation Concepts</i>	<b>Introductions</b> Course Overview <b>Chap.1</b> Foundations of Information Systems in Business		<b>Planning Phase:</b> Brainstorm, share expertise, and assign individual work	<b>Chap.2</b> Competing with information technology  SPREADSHEET DEMO
Week 2 <i>Information Technologies</i>	<b>Chap.3</b> Computer Hardware <b>Chap.4</b> Computer Software		<b>Research Phase:</b> Share information, solidify group understanding of the chosen topic	<b>Chap.6</b> Telecommunications and Networks  SPREADSHEET DEMO
Week 3 <i>Business Applications</i>	<b>Chap.5</b> Data Resource Management <b>Chap.7</b> Electronic Business Systems		<b>Active Phase:</b> Choose a method of presentation, solidify content of the presentation	<b>Chap.8</b> Enterprise Business Systems  POWERPOINT DEMO
Week 4 <i>Development Processes</i>	<b>Chap.9</b> Electronic Commerce Systems <b>Chap.10</b> Decision Support Systems <b>Chap.13</b> Security & Ethics		<b>Production Phase:</b> Solidify presentation format and finalize all needed information & materials.	<b>Chap.13</b> Security & Ethics
Week 5 <b>Projects</b>	Project Presentations			

<b>GUIDELINE FOR THE GROUP PROJECT</b>
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**PROJECT TOPIC GUIDELINE:** Imagine that you and your group members are starting-up a new business venture. As you are considering this venture in the present market society, you are convinced that extensive use of telecommunications technology and information systems will be necessary. If the project turns out to be truly ingenious, students are encouraged to pursue submitting the final product to Venture Capitals for the actual funding of the business.

**SAMPLE PROJECT:**

**SAMPLE #1:** A former student presented new business idea called, impulse.com (please keep in mind that this business venture idea has been copyrighted and used here by permission) – a collaborative business between the cable company and the Internet. As cable viewers watch a program on TV, related products will appear in the corner of the screen, available for purchase. For instance, as you watch the Monday Night Football, in the corner of the screen, an image of a football video game appears. If you are interested, you could click on the image and play the trial version of the game. You think it's fun and worth the purchase. You simply click on purchase icon – and the purchase will automatically be billed to the cable company. The project includes market analysis of cable TV subscribers, financial analysis and projected revenue/expenses, and implementation analysis of hardware/software requirement details and network framework.

**SAMPLE #2:** You want to setup an Internet company that sells kids clothing overseas. You have connections in South Korea and Japan. You are convinced that parents in those two particular countries would be interested in purchasing American baby and kids clothing online. The business will target various distributors and customers in the two Asian countries.

**INDIVIDUAL RESPONSIBILITIES:** The group project will be a substantial part of the course requirement. Group meetings are a valuable time, so the meetings should be well planned for highest level of productivity. It is expected that team members contact each other via email or other preferred method to communicate group needs throughout the duration of the course. Each individual is responsible for preparing and presenting a portion of the group project and each member will receive a separate grade. Final product of the project will be a written paper and an in-class presentation by each project team member.

A typical division of group work will be (but is not restricted to) as follows:

- ❑ **Person 1:** will write the introduction & conclusion for the project. They will also do the competitive analysis on the particular market, target audience, and competitive advantages (requires some research experience – but does not require previous experience in the marketing field). This person will also be the “contact” person in case of an emergency meeting
- ❑ **Person 2:** will be responsible for the financial/business analysis portion of the project (someone with financial or budgeting expertise would be an ideal candidate, who will pursue cash flow analysis as well as projection expenses, return on investment, etc. This course is not a financial analysis course, obviously, and this portion does not need to be too complicated or extensive)
- ❑ **Person 3:** will be in charge of researching technical implementation analysis (could be anybody who does all the readings for the course. Doesn't need to have highly technical background, since this is an introductory course. However, the research and the analysis should adhere to knowledge of the course text as well as the case studies)
- ❑ **NOTE:** if there should be more than 3 people in a group, the 4<sup>th</sup> person will be assigned to do an additional market evaluation on what other related businesses already exist and present extensive analysis of existing websites of the identified businesses. If there is less than 3

people in a group, the group may choose to delete one of the analyses, subject to approval of the professor

- **PROJECT DRAFT:** each group member turns in a draft for each area of the group project. This draft must be submitted in a “hard copy” format to the instructor on the 3<sup>rd</sup> class meeting.

The Group Project will develop through five specific phases:

1. Planning Phase: Brainstorm, share expertise, and assign individual work
2. Research Phase: Share information, solidify group understanding of the chosen topic
3. Active Phase: Choose a method of presentation and solidify content of the presentation
4. Production Phase: Solidify presentation format and finalize all needed information & materials
5. Presentation: PowerPoint (or a comparable alternative) group presentation of the project findings

Guideline for the written portion of the project:

The written project should be at least 3 pages long (12pt font with 1 inch margins). The paper is due at the last class meeting.

The Sample outline of the written project should include:

- I. Introduction & Rationale  
You may start with a vignette of how the product will be used & how the imaginary customers would be serviced through the business.
- II. Market analysis
  1. Target market: is there a certain age group, gender, ethnic or cultural groups that may be particularly interested in this product or service? If so, why? Can you provide resources to prove that this group of people would be your target market?
  2. Competitive: are there any pre-existing competitions? If so, what makes your venture unique and what makes it different from the others? If there is no other business like it, how can you show the validity of its emergence?
  3. Advantage analysis: what kind of technical/financial advantages would this venture have over other similar or existing businesses?
- III. Financial analysis
  1. Cash flow analysis: what is the projected expenses, revenue for the first few months/years of start-up?
  2. Projection expenses: what are the detailed description and justification of the expenses?
  3. Return on investment: what is the rate of return on the investment in 5 year projection?

- IV. Technology implementation analysis
1. What are the general software, hardware requirements
  2. What kind of networking would you use and why
  3. What are the scalability, usability and functionality
- V. Conclusion

## WEEK ONE

**Planning Phase:** Based on your past experience you will be assigned to a project group (number of members depends on the class size – will normally be groups of 3 students each).

- Introduce yourselves including the following information:
  - Current job/position
  - Your email address and phone number (please keep a record of each others' contact info.)
  - Idea for the possible project topic
  - Your assigned project responsibility (i.e. I have a strong finance background, so I'll work on the finance component)
  - Your expectation from the rest of the group members (i.e. your pet-peeves when working in groups, and share tips for a great group atmosphere – if you have one)
- Brainstorm as a group: which project topic you want to pursue
- Individual group members start researching the project topic throughout the week

## WEEK TWO

**Research Phase:**

- Share your preliminary research findings with the group. Help each other understand what you got out of your research.
- Collect valuable research data & information from each other. Put the materials together so it makes sense for the project.
- Identify which areas need further research
- Before leaving the class, complete Research Phase Draft including the following:
  - Outline of the project content
  - Specific plans for further research
  - Individual assignments for the next meeting
  - Plan/schedule for the next meeting
- Individual group members continue doing research to solidify content of the project, complete assignments for the next meeting.
- Members should complete their portion of writing for the project to submit it to the Writer at next class meeting.

**WEEK THREE****Active Phase:**

- Share your assignments from the previous meeting
- Solidify the content of the presentation
- Choose method of presentation (Who will present what, in which order, for how long – the entire presentation should be no longer than 20 minutes)
- The group should accomplish the following:
  - Detailed outline of presentation content
  - Individual assignments for the next meeting
  - Plan/schedule for the next meeting
- Individual group members continue to solidify content of the project, complete assignments for the next meeting.

**WEEK FOUR****Production Phase:**

- Finalize all needed information and materials
- Review the Written portion of the Project and discuss any needed revisions
- Plan and write out the PowerPoint Presentation, or if you prefer, create the presentation as you discuss (One person out of each group would need to bring a laptop to class. If none of the group members has one, let the professor know in advance).

**WEEK FIVE****Presentation:**

- Submit your written portion of the project
- Presentations should be no longer than 20 minutes per group. There will be a five-minute break between each presentation for the subsequent groups to set-up.

**WEEK ONE: Foundation Concepts, Chapters 1 & 2****WEEK ONE PREPARATION: (to be completed before coming to first class meeting)**

1. **VERY IMPORTANT:** Be ready to present **your project idea** in class.
2. Read O'Brien, Chapters 1 & 2, and be ready to discuss in class.

**CLASS DISCUSSION ON GROUP PROJECT:** After the initial group meeting, each group will present their project ideas, and the class will comment/help each group to pursue the right topic/issues.

**WEEK TWO Technologies, Chapters 3, 4 & 6****WEEK TWO PREPARATIONS:**

1. Read O'Brien, Chapters 3, 4 & 6, and be ready to discuss in class.

**WEEK THREE: Business Applications, Chapters 5, 7 & 8****Assignments Due IN CLASS (Submit a hardcopy of):**

1. **Draft for your portion of the group project – must be printed use 12 point font with 1 inch margins, and is due by the end of class**

**WEEK THREE PREPARATIONS:**

1. Read O'Brien, Chapters 5, 7 and 8, and be ready to discuss in class.

**WEEK FOUR: Business Applications II, Security and Ethics, Chapters 9, 10 & 13****WEEK FOUR PREPARATIONS:**

1. Read O'Brien, Chapters 9, 10 & 13 and be prepared to discuss.

**WEEK FIVE: Group Presentations****Assignments Due IN CLASS (Submit a hardcopy of):**

1. **Written portion of the Final Project for group project**

GROUP PRESENTATIONS

COURSE EVALUATIONS

THANK YOU!