

BMGT 301 – INTRODUCTION TO INFORMATION SYSTEMS

Section 0101 MW 9:30am- 10:45am (VMH 1412)
Section 0201 MW 3:30pm- 4:45pm (VMH 1412)
Section 0501 MW 12:30pm- 1:45pm (VMH 1303)

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Office Hours: MW: 11:00-noon, and by appointment

Course Description

The purpose of the course is to introduce the basic knowledge and concept of information systems (IS) to business major students and provide them with an understanding of the roles of information systems (IS) and information technology (IT) in today's businesses. This course will demonstrate how IT impact (positively or negatively) the competitive position of organizations.

Pre-Requisites

There are no prerequisites for this course.

Course Goals

Upon successful completion of this course, students should have:

- An understanding of the basic concepts of IT and how they work
- An understanding of the transformational impact that IT brings to businesses
- Knowledge of the various types of systems used in organizations and how these can be used to further organizational objectives
- Hard skills of using Excel and Access to solve business problems

Course Materials

Information Systems: A Manager's Guide to Harnessing Technology - version 1.1, by John Gallaugh. <http://www.flatworldknowledge.com/xiaoqingw/introduction-information-syste>

(The updated version 1.2 can be read at <http://students.flatworldknowledge.com/course/633824>)

This book can be read at no cost online (you will need to register for an account on flatworldknowledge.com), can be uploaded to an eBook reader or downloaded as a PDF file for \$24.95, and can be purchased in a soft cover edition for \$34.95 (black and white) and \$89.95 (color). Delivery charges apply.

Other readings and materials will be posted online through BlackBoard under Course Documents.

Other Important Resources

Blackboard site: It is important for you to visit the blackboard site (<https://elms.umd.edu>) for important announcements and course materials. Specific assignments and due dates will be posted on Blackboard during the semester. I will occasionally send email announcements through blackboard. Make sure your email address in Testudo and University directory is up-to-date.

Course Wiki: There are several times during the semester when we will use a course wiki for group formation, sign-up, and assignments. Details about the course wiki and the related activities will be posted on blackboard.

Course Format

The course consists of a combination of lectures, in-class discussions and hands-on exercises. You are encouraged to bring a laptop to class for the hands-on exercises.

Grading Breakdown:

Individual Assignments (15 points *6):	90 points
Group Case Report:	30 points
Group Project:	30 points
Exams (100 points *2)	200 points
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Total	350 points

Course requirements

Assignments: All assignments are due before class on the due date. See Blackboard for specific assignments and due dates. Assignments should normally be submitted through Blackboard, unless otherwise specified by the requirements. All written assignments should be typed *in 12 point font size, double-spaced, with one-inch margins*, except when instructed otherwise.

Blackboard assignment submission procedures

In Blackboard, click on “**Assignment**” and then “**View/Complete Assignment**”. Submit your answers by attaching the necessary file(s). Please note that submission of assignments to the blackboard can only be done **once**. So please ensure that you are submitting the correct version.

A Note Regarding LATE assignments:

Because we will often review the assignments in class, **late assignment will NOT be accepted and will receive a zero grade**. Electronic submissions are expected to be submitted before class, thus assignments turned in after that will be treated as late. Please prepare in advance so that you will not encounter technical difficulties that will result in

your work not being accepted. If you cannot attend class on the day an assignment is due, please make prior arrangements to turn in the assignment early.

Group Case Discussion: Case discussion is an important part of the students' learning process. During the semester, all students will read and participate in the discussion of two cases. For each case, the discussion questions will be posted on the course wiki. All students will be assigned to a group of five or six and submit a case report for one of the two cases. Each group will provide a brief, 1-2 paragraph answer to each question for the case it chooses through the course Wiki. I may select one or two groups to present the case. Be ready to articulate and defend your answers in class. Group membership and the choice of a case should be posted to the course Wiki by Wednesday, Sept. 21th.

Group Project: The end-of-semester project will require you to apply the Excel and Access skills that you have learned from this course to help make a business decision. Each group will present their project at the end of the semester.

Peer Evaluation: The ability to work with others in a team is an important skill in business. All students will submit peer evaluations on their teammates' contribution to the group assignments. Note that your grade for the group assignments will depend on the peer evaluations from your teammates. Usually, if your peer evaluation grade is reasonable, you will receive the full grade for your group assignments. However in cases when a student's peer evaluation grade is noticeably low, the student's group assignment grades will be adjusted downward accordingly.

Exams: There will be two exams during the semester. No make-up examinations will be provided unless required by the school policy that governs make-up exams. Written documentation describing the reasons for the student's make-up request must be submitted and meet the policy's requirements. Both exams are held in the regular classroom. The midterm exam will be held during normal class time. The final exam schedule is:

9:30am section: Wednesday, Dec 21 8:00am-10:00am

12:30pm section: Tuesday, Dec 20 8:00am-10:00am

3:30pm section: Saturday, Dec 17 1:30pm-3:30pm

Absence: Please note that it is the students' responsibility to inform the instructor of any intended absences prior to class. It is also the students' responsibility to review all materials posted on Blackboard and the course Wiki to make up for the missed class and turn in the assignments on time.

Evaluation

The grade distribution for this course is not fixed. Grading is based on rank order performance relative to your peers, and the cutoffs for the various letter grades will vary depending on how the class as a whole performs. **Note that it is the latest Smith School policy that the average GPA for a 300-level core course should be about 3.10.**

Assignments will be graded by the TAs. If you have a question about your grade on an assignment or you believe that you were graded incorrectly please first contact the TAs. If the

problem is not resolved with the TAs, contact me by writing a note describing the situation and the reasons that justify your opinion. **Students have one week from the date an assignment or exam is returned to submit a grade rebuttal** – after one week, no further action is accepted.

Students with disabilities: If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact me and Dr. Jo Ann Hutchinson at Disability Support Services (314-7682), as early as possible in the term, **but not later than the second week of class**. Dr. Hutchinson will verify your disability and determine reasonable accommodations for this course.

Technology Use in the Classroom

Cell phones, pagers, and similar electronic communication devices should be turned off during all classes. Leaving the room to take a cell phone call is inappropriate, and can cause a disruption to the learning environment. You are welcome to use notebook computers to take notes as long as it does not hinder your ability to actively participate in the class discussion. There may be times, such as when you are learning Microsoft Excel and Access, where having a computer in class is helpful for following the material. However, when computers are not needed – for example, during a guest speaker's presentation – you are expected to close your machines.

We will use Microsoft Excel, Access and Word (version 2010) in this class. This software runs only on a computer with the Microsoft Windows operating system. During this class, we are unable to provide advice and support for the use of Macintosh computers and other versions of this software. For homework, if you do not have a computer with Excel, Access, and Word 2010, the PC's in our Smith School computer labs are equipped with Office 2010.

Clickers: You will need a TurningPoint clicker for this class. We will use clickers for in-class exercises and practice questions, so you should bring it to every class. If you have a clicker for another class, you may use the same one for this class. If you do not have one, you may buy the latest model, RF-LCD model, from the Bookstore (\$40.55) or directly from TurningPoint online store at <https://store.turningtechnologies.com/> (school code: **gGRS**, \$32.00 + \$4.49 shipping). For information on how to purchase a clicker or how to use a clicker, please visit <http://clickers.umd.edu>. You must register your clicker at the UMD portal page at <http://my.umd.edu> under the Academics & Testudo tab.

Academic Integrity

The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students. As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit <http://www.shc.umd.edu>.

Tentative Class Schedule*Please note that this schedule is subject to change*

	Dates	Session	Topic	Assignment Due	Readings
Wed	31-Aug	1	Course Introduction		Ch1
Mon	5-Sep	2	No class - Labor Day		-
Wed	7-Sep	3	Information Goods		Extra **
Mon	12-Sep	4	Information Goods*		Extra **
Wed	14-Sep	5	Information Goods*		Extra **
Mon	19-Sep	6	Disruptive technology*	Wiki Exercise (effort)	Extra **
Wed	21-Sep	7	Disruptive technology*		Extra **
Mon	26-Sep	8	IT and Strategy*	Excel Exercise (effort)	Ch2
Wed	28-Sep	9	IT and Strategy*		Ch2
Mon	3-Oct	10	Network Effect	Excel Exercise	Ch6
Wed	5-Oct	11	E-commerce		Extra **
Mon	10-Oct	12	E-commerce		Extra **
Wed	12-Oct	13	Case Discussion - Netflix	Case Report	Ch4
Mon	17-Oct	14	Mid-term Exam		-
Wed	19-Oct	15	Managing Organizational Information*		Ch11
Mon	24-Oct	16	Managing Organizational Information*		Ch11, Extra **
Wed	26-Oct	17	Access I* (Laptop with MS Access 2010 required in class)	Access Exercise (effort)	Extra **
Mon	31-Oct	18	Access II* (Laptop with MS Access 2010 required in class)		Extra **
Wed	2-Nov	19	Network & Internet*	Access Exercise	Ch12
Mon	7-Nov	20	Network & Internet*		Ch12
Wed	9-Nov	21	IT and Organizations*		Ch5
Mon	14-Nov	22	IT and Organizations	Web Assignment	Ch9
Wed	16-Nov	23	Web 2.0		Ch7
Mon	21-Nov	24	Web 2.0		Ch7
Wed	23-Nov	25	No class - Thanksgiving		Extra **
Mon	28-Nov	26	Case Discussion - Wikipedia	Case Report	-
Wed	30-Nov	27	IT and the Business World		-
Mon	5-Dec	28	Guest Speaker		-
Wed	7-Dec	29	Final Project Poster Presentations	Group Project Report	-
Mon	12-Dec	30	Review		-

It is recommended that you bring a laptop with Microsoft Office 2010 to class on this date.**Extra reading materials will be distributed through blackboard, under Course Document.*