The University of Texas at El Paso
College of Business Administration
Department of Information and Decision Science
Management Information Systems
CIS 3345 (CRN 21740)
SYLLABUS
Spring 2012

Course Information

Instructor:	Fernando Parra Reyes, M.I.T., parra@utep.edu
Class meetings:	TR 6:00 PM to 7:20 PM (BUSN 323)
Office Hours:	COBA Room 303: R 7:20 – 8:30 pm or by appointment please email parra@utep.edu or call 915.412.2586
Course Description:	Management Information Systems (3-0) This course integrates both computer concepts and information systems concepts, and provides a strong managerial emphasis focusing on the impact of technologies in different environments. The course provides the fundamentals of management of information systems including organizational, global and strategic issues. Restricted to majors: ACCT, BSAD, CIS, ECON, FIN, MGMT, and MKT. Prerequisite: Department placement exam.
Credits:	3.0

Required Materials

- Text: Management Information Systems: A Managerial End User Perspective, by James A. O'Brien - 9th Edition
- **Text: Business Driven Technology, 4th Edition, Paige Baltzan, (0077398017 / 9780077398019)**
- Subscription MacGraw Hill Online Connect™: http://tinyurl.com/ParraCIS3345
- Laptop, Tablet or iPad

Students with Disabilities: If you believe you may have a disability that requires accommodations, contact the Disabled Student Services Office at 747-5148; go to room 306 E. Union, or email: dss@utep.edu.

Student's Responsibility: Individual students must operate with integrity in their dealings with faculty and other students; engage the learning materials with appropriate attention and dedication; maintain their engagement when challenged by difficult learning activities; contribute to the learning of others; and perform to standards set by the faculty.

Academic Integrity: The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the worked produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.

Students must be aware that it is a violation of copyright laws to copy more than limited amounts of the textbook. Failure to honor the copyright laws will subject the student to appropriate disciplinary action.

GOALS AND OBJECTIVES FOR THIS COURSE

The objective of CIS 3345 is to increase the student's understanding of the role of IT in business so that he/she can be prepared for an active role in designing, using, and managing information systems. Upon successful completion of this course, the CIS 3345 students will be able:

- To describe how organizations use information technology for achieving business success
- To develop a systems view of the role of technology in exploring business intelligence
- To understand the transformational power of information systems and information systems ethics
- To comprehend the use of management information systems to enable, extend, streamline and build business organizations

Students' attainment of these objectives will be measured by the three examinations, quizzes, homework, class presentations and activities and the final project. In-class and outside assignments will be used throughout the course to develop the students' understanding of the course materials and ability to meet the objectives.

OBJECTIVES

Achieving Business Success

IS for Competitive Advantage

Students will be able to describe how organizations use information technology for competitive advantage. Describe the relationships among people, information technology, and information. Identify four different departments in a typical business and explain how technology helps them to work together. Compare the four different types of organizational information cultures and decide which culture applies to your school.

Identifying Competitive Advantages

Explain why competitive advantages are typically temporary. List and describe each of the five forces in Porter's Five Forces Model. Compare Porter's three generic strategies. Describe the relationship between business processes and value chains

Strategic Initiatives for Implementing Competitive Advantages

List and describe the four basic components of supply chain management. Explain customer relationship management systems and how they can help organizations understand their customers. Summarize the importance of enterprise resource planning systems. 3.4 Identify how an organization can use business process reengineering to improve its business.

Measuring the Success of Strategic Initiatives

4.1 Compare efficiency IT metrics and effectiveness IT metrics. 4.2 List and describe five common types of efficiency IT metrics. 4.3 List and describe four types of effectiveness IT metrics. 4.4 Explain customer metrics and their importance to an organization.

Organizational Structures That Support Strategic Initiatives

5.1 Compare the responsibilities of a chief information officer (CIO), chief technology officer (CTO), chief privacy officer (CPO), chief security officer (CSO), and chief knowledge officer (CKO). 5.2 Explain the gap between IT people and business people and the primary reason this gap exists. 5.3 Define the relationship between security and ethics.

Exploring Business Intelligence

Valuing Organizational Information

6.1 Describe the broad levels, formats, and granularities of information. 6.2 Differentiate between transactional and analytical information. 6.3 List, describe, and provide an example of each of the five characteristics of high quality information. 6.4 Assess the impact of low quality information on an organization and the benefits of high quality information on an organization.

Storing Organizational Information—Databases

7.1 Define the fundamental concepts of the relational database model. 7.2 Evaluate the advantages of the relational database model. 7.3 Compare relational integrity constraints and business-critical integrity constraints. 7.4 Describe the benefits of a data-driven website. 7.5 Describe the two primary methods for integrating information across multiple databases.

Accessing Organizational Information—Data Warehouse

8.1 Describe the roles and purposes of data warehouses and data marts in an organization. 8.2 Compare the multidimensional nature of data warehouses (and data marts) with the two-dimensional nature of databases. 8.3 Identify the importance of ensuring the cleanliness of information throughout an organization. 8.4 Explain the relationship between business intelligence and a data warehouse.

Transforming Organizations and Ethics

Developing a 21st Century Organization

List and describe the four 21st century trends that businesses are focusing on and rank them in order of business importance. Explain how the integration of business and technology is shaping 21st century organizations.

Ethics

Summarize the guidelines for creating an information privacy policy. Identify the differences between an ethical computer use policy and an acceptable use policy. Describe the relationship between an email privacy policy and an Internet use policy. Explain the effects of spam on an organization. Summarize the different monitoring technologies and explain the importance of an employee monitoring policy.

Streamlining Business Operations

Enabling the Organization—Decision Making

9.1 Define the systems organizations use to make decisions and gain competitive advantages. 9.2 Describe the three quantitative models typically used by decision support systems. 9.3 Describe the relationship between digital dashboards and executive information systems. 9.4 List and describe four types of artificial intelligence systems.

Extending the Organization—Supply Chain Management

10.1 List and describe the components of a typical supply chain. 10.2 Define the relationship between decision making and supply chain management. 10.3 Describe the four changes resulting from advances in IT that are driving supply chains. 10.4 Summarize the best practices for implementing a successful supply chain management system

Building a Customer-centric Organization—Customer Relationship Management

11.1 Compare operational and analytical customer relationship management. 11.2 Identify the primary forces driving the explosive growth of customer relationship management. 11.3 Define the relationship between decision making and analytical customer relationship management. 11.4 Summarize the best practices for implementing a successful customer relationship management system.

Integrating the Organization from End to End—Enterprise Resource Planning

12.1 Describe the role information plays in enterprise resource planning systems. 12.2 Identify the primary forces driving the explosive growth of enterprise resource planning systems. 12.3 Explain the business value of integrating supply chain management, customer relationship management, and enterprise resource planning systems.

CLASSROOM GUIDELINES
Students are expected to read and understand the chapters prior to coming to class. Class is intended to serve only as a discussion of the chapter and to clarify and expand on the subject. Class discussions will center on the text, examples, problems and current events. Students must be prepared to answer questions when called upon in class to answer assigned problems and related extensions. Class participation will be evaluated by both quality and depth and counted towards the final grade. Absolutely no phone calls, texting or disturbing electronic devices will be allowed during class.

Attendance and Punctuality: Be punctual. No attendance will be taken; however, quizzes may be given in class at random. If a student misses a quiz, a grade of "0" will be assigned.   Students are also required to attend all exams; if an exam is not taken, a "0" will be assigned. Students will be automatically assigned to participate in classroom discussion when late.

Withdrawal Policy: The grade of "W" is available to all students until March 30th. Students will not be automatically dropped. It is the student's responsibility to drop the class if that is desired. After the University 'drop' deadline, a grade of "W" can be assigned only under exceptional circumstances and only with the approval of the instructor and academic dean. Such students must petition for the "W" grade in writing and provide necessary supporting documentation. Exceptions to the March 30th deadline will be rare and determined under exceptional conditions as noted in the University catalog.

ASSIGNMENT GUIDELINES
Homework Assignments: Assignments must be turned in at the start of the class period. Late work will be penalized at 20% if turned-in after the assigned due date and time, and will continue to be penalized per 20% per day. Electronic copies will be accepted if submitted before the set deadlines.

Quizzes: A quiz will be administered every week to assess the progress towards the learning objectives of the course. Absent students will be penalized.

Weekly Presentations: Students will be assigned to groups of no more than 4 students to conduct presentations on a weekly basis on the current field. Groups will be assigned to different weeks depending on the subjects starting on Week 2 and ending on Week 14. One team will present a subject and another team will present a rebuttal of this subject. A grading rubric will be provided to provide further guidance.

Exams: Exam questions will be a combination of multiple-choice, fill-in-the-blank, true/false and short answers. Students will be expected to be able to explain organizations use information technology for competitive advantage; their application to organizations,

fundamentals of computer hardware, software, database management systems, and telecommunications; types of information systems based on types of function they support; approaches to Information Systems development; and, understand the emerging technological issues facing management

Final Project: Groups will present a 3-5 page final report in a contemporary issue surrounding the application of management information systems. Such report will be due on May 1, 2012 and will be accompanied by a presentation of no more than 7 minutes. The purpose of this project is to take a real-life, current case scenario in which technology has been used to gain strategic advantages over other competitors, through ethical principles, and business intelligence.

Grading Criteria and Distribution

A:	90 + to 100	Exams (3)	30%
B:	80 + to 89	Homework (11)	20%
C:	70 + to 79	Group Presentations	20%
D:	60 + to 69	Quizzes (10)	20%
F:	Below 60	Daily Group Projects (10)	10%