**CALIFORNIA STATE UNIVERSITY, BAKERSFIELD**

**School of Business and Public Administration**

**Management and Marketing Department**

# MIS 3000 Sections 1 & 2

# Management Information Systems: Concepts and Applications

# Spring, 2020

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| **Course Meetings** | |
| **Days/Times of Class Meetings: M-W 2:30-3:45 SECTION 1 & 4:00- 5:15 SECTION 2** | **Classroom: BDC 163B** |
| **Instructor Information** | |
| **Name: Dr. Hossein Bidgoli** | **Dept/Dept Office: Mgmt & Mktg Dept, BDC 142A** |
| **Phone Numbers: 654-2331** | **Office Hours:**  **MW 2:15-2:30 PM, 3:45-4:00 PM, 6:45-7:00 PM and T: 8:15-11:45 AM, and by appointment** |
| **Email Address:** [**hbidgoli@csub.edu**](mailto:hbidgoli@csub.edu)  **Website:** [**https://www.csub.edu/~hbidgoli/**](https://www.csub.edu/~hbidgoli/) | **Office Location: BPA 201** |

**MIS 3000 Management Information Systems: Concepts and Applications (3)** This course will provide an overview of the computer-based information systems, their components, and the process of development and implementation. The role of information systems will be taught from an interdisciplinary perspective. A heavy emphasis will be given to information management, database design, collection and manipulation of data, sharing data among the functional areas and relational database concepts. New developments in MIS and how they affect the functional areas of business that improve the competitiveness of a business organization will be explored and developed. Issues such as decision support systems, geographic information systems and group support systems will be explored. MIS 3000 may be taken as a corequisite with the lower division core.

**REQUIRED TEXT AND COURSE MATERIALS:**

H. Bidgoli.*MIS 9 (Management Information Systems)*. Ninth edition. Mason, Ohio: Cengage Learning, 2019. Mason, OH. ISBN: 9781337625982 (student edition).

Appendices A, B, and C of *MIS 9* textbook available online with your access code.

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[**https://www.linkedin.com/groups/4199712/**](https://www.linkedin.com/groups/4199712/)

**IMPORTANT NOTE:**

**Student Registration for the Textbook**

[**https://www.cengage.com/dashboard/#/course-confirmation/MTPN97FNFLZ7/initial-course-confirmation**](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.cengage.com_dashboard_-23_course-2Dconfirmation_MTPN97FNFLZ7_initial-2Dcourse-2Dconfirmation&d=DwMGaQ&c=8Ipd-S27WuaKn7LZs55QTnbDbMQSs_VN5Yh9G3ue5PM&r=ujVJjoW4i9E180X-G_l5mFYpOCUdu56zcBB5Xvi2lC8&m=tvxfYqMfzEcQ_XcWhsM1cAf545iIpxSEu2ZrBc-JbKU&s=iZe3zzIKBr8hVXTsykvXvqcW5vlgQJEZrrFBhuvGg1c&e=)

**Course Key:  MTPN-97FN-FLZ7**

**PROGRAM LEARNING OBJECTIVES.** This course meets the following learning objectives for the BS in Business Administration:

*PLO 1: Communication Skills.* Students will be able to communicate in a professional manner. Priority areas: written and oral communication skills, including effective software deployment.

*PLO 2: Critical Thinking and Quantitative Methods.* Students will be able to think critically and use quantitative methods to solve business problems. Priority areas: selecting appropriate methods to frame problems and decisions (design), calculating accurately (calculation), and effectively summarizing and analyzing qualitative and quantitative data (analysis).

*PLO 3. Functional Knowledge.* Students will be able to apply functional knowledge to solve business problems. Specifically, the management of information systems function is addressed. See Course Themes and Course Learning Objectives for the specifics.

**COURSE THEMES AND LEARNING OBJECTIVES**

1. Demonstrate subject matter knowledge of information systems management. Specifically,
   * + 1. To understand information concepts, technologies, trends
       2. To understand decision support systems for functional areas
       3. To understand privacy, security, ethical considerations
       4. To understand Internet, e-commerce, and client-server
       5. To understand information requirements in a global environment
       6. To understand the importance of data and converting it into information for effective decision making
       7. To understand issues involved in the development of information systems and database management systems in functional areas
       8. To understand the new trends in the information systems field for effective

decision making

1. Integratively apply the above knowledge and skills to decision making and to analyzing and formulating policies and strategies

**CLASS PROCEDURES AND ASSIGNMENTS:**

*<See detailed below.>*

**ASSIGNMENTS AND COURSE GRADING**

*< See detailed below.>*

**ATTENDANCE, EXAM, AND MAKE-UP POLICIES**

*< See detailed below.>*

**RIGHTS AND RESPONSIBIITIES**

Civility, understanding, and mutual respect toward all persons are intrinsic to the existence of a safe and healthy campus. The University prohibits acts or threats of violence, and any person who commits such acts is subject to disciplinary action, and/or civil or criminal prosecution. For further information, word search “Policies on the rights of individuals” in the “Policies and Regulations” section of the online *CSUB Catalog.*

Students are expected to do all work assigned to them without unauthorized assistance and without giving unauthorized assistance. CSUB policy stipulates that I report suspected cheating incidents (along with evidence) to the campus disciplinary officer and impose a grade sanction I consider appropriate. For further information, word search “Academic Integrity” in the “Policies and Regulations” section of the online *CSUB Catalog*.

**Accommodations for Students with Disabilities**

To request academic accommodations due to a disability, contact the Office for Services with Disabilities (SSD) as soon as possible. Present me with an accommodations letter from SSD as soon as possible to receive accommodations. Do a word search for "Services for Students with Disabilities" in the “Student Services” section of the online *CSUB Catalog* for further information.

**IMPORTANT DATES:**

Last day to withdraw without a "W" being recorded (no justification required): February 17, 2020

Last day to withdraw (requires a serious and compelling reason): April 6, 2020

Last Day of Classes: May 11, 2020

**TENTATIVE COURSE SCHEDULE:**

**Week #1 (1,20)**

* **Information Systems: An Overview**
* Computers and Information Systems in Daily Life
* Computer Literacy and Information Literacy
* The Beginning: Transaction Processing Systems
* Management Information Systems
* Major Components of an Information System
* Using Information Systems and Information Technologies
* The Importance of Information Systems
* Using Information Technologies for a Competitive Advantage
* Porter’s Five Forces Model: Understanding the Business Environment
* Future Outlooks

**Assignment: Read Chapter 1**

**Company Profile and Term Paper will be assigned**

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**Week #2 (1, 27)**

* **Computers: The Machines Behind Computing**
* Defining a Computer
* The History of Computer Hardware and Software
* The Power of Computers
* Computer Operation
* Input Devices
* Output Devices
* Memory Devices
* Classes of Computers
* Ubiquitous Computing
* What Is Software?
* Operating System Software
* Application Software
* Computer Languages

**Assignment: Read Chapter 2**

**Preliminary oral presentations of Company projects**

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**Week #3 (2, 3)**

* **Database Systems, Data Warehouses, and Data Marts**
* What is a Database?
* Logical Database Design
* Components of a DBMS
* Recent Trends in Database Design and Use
* What are Data Warehouses and Data Marts?

**Assignment: Read Chapter 3**

**Preliminary oral presentations of Research projects**

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**Week #4 (2, 10)**

* **Personal, Legal, Ethical, and Organizational Issues of Information Systems**
* Risks Associated with Information Technologies
* Privacy Issues
* Ethical Issues of Information Technologies
* The Impact of Information Technology in the Workplace

**Assignment: Read Chapter 4**

**Test #1 (second session over chapters 1 through 4)**

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**Week #5 (2, 17)**

* **Protecting Information Resources**
* Computer and Network Security: Basic Safeguards
* Security Threats: An Overview
* Intentional Threats
* Security Measures and Enforcement: An Overview
* Guidelines for a Comprehensive Security System
* Business Continuity Planning

**Assignment: Read Chapter 5**

**Student Presentations**

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**Week #6 (2, 24)**

* **Data Communication: Delivering Information Anywhere and Anytime**
* Basic Components of a Data Communication System
* Processing Configurations
* Types of Networks
* Network Topologies
* Major Networking Concepts
* Wireless and Mobile Networks
* Convergence of Voice, Video, and Data

**Assignment: Read Chapter 6**

**Student Presentations**

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**Week #7 (3,2)**

* **The Internet, Intranets, and Extranets**
* Navigational Tools, Search Engines, and Directories
* The Internet Services
* Web Applications
* Intranets
* Extranets
* New Trends: The Web 2.0 and 3.0 Eras
* Social Media Business Applications

**Assignment: Read Chapter 7**

**Student Presentations**

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**Week #8 (3, 9)**

* **E-Commerce**
* Defining E-Commerce
* The Value Chain and E-Commerce
* E-Commerce versus Traditional Commerce
* E-Commerce Business Models
* Major Categories of E-Commerce
* A B2C E-Commerce Cycle
* B2B E-Commerce: A Second Look
* Mobile and Voice-Based E-Commerce
* E-Commerce Supporting Technologies
* Electronic Payment Systems
* Web Marketing
* Search Engine Optimization

**Assignment: Read Chapter 8**

**Test #2 (second session over chapters 5 through 8)**

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**Week #9 (3, 16)**

* **Global Information Systems**
* Why Go Global?
* Global Information Systems: An Overview
* Components of a Global Information System
* Organizational Structures and Global Information Systems
* Obstacles to Using Global Information Systems

**Assignment: Read Chapter 9**

**Student Presentations**

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**Week #10 (3, 23)**

* **Building Successful Information Systems**
* Systems Development Life Cycle: An Overview
* Phase 1: Planning
* Formation of the Task Force
* Feasibility Study
* Phase 2: Requirements Gathering and Analysis
* Phase 3: Design
* Computer-Aided Systems Engineering
* Prototyping
* Phase 4: Implementation
* Request for Proposal
* Implementation Alternatives
* Phase 5: Maintenance
* New Trends in Systems Analysis and Design
* Rapid Application Development
* Extreme Programming
* Agile Methodology

**Assignment: Read Chapter 10**

**Student Presentations**

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**Week #11 (3, 30)**

* **Enterprise Systems**
* Supply Chain Management
* SCM Technologies
* Customer Relationship Management (CRM)
* CRM Applications
* Personalization Technology
* Knowledge Management
* Enterprise Resource Planning

**Assignment: Read Chapter 11**

**Student Presentations**

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**Week #12 (4, 6)**

* **Management Support Systems**
* Types of Decisions in an Organization
* Phases of the Decision-Making Process
* Decision Support Systems
* Components of a Decision Support System
* DSS Capabilities
* Roles in the DSS Environment
* Costs and Benefits of Decision Support Systems
* Executive Information Systems
* Reasons for Using EISs
* Avoiding Failure in Design and Use of EISs
* EIS Packages and Tools
* Group Support Systems
* Groupware
* Electronic Meeting Systems
* Advantages and Disadvantages of GSSs
* Geographic Information Systems
* GIS Applications
* Guidelines for Designing a Management Support System

**Assignment: Read Chapters 12**

**Test #3 (second session over chapters 9 through 12)**

**Spring Semester Break: April 13, 2020 – April 19, 2020**

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**Week #13 (4, 20)**

* **Intelligent Information Systems**
* What is Artificial Intelligence?
* AI Technologies Supporting Decision Making
* Robotics
* Expert Systems
* Components of an Expert System
* Uses of Expert Systems
* Criteria for Using Expert Systems
* Criteria for Not Using Expert Systems
* Advantages of Expert Systems
* Case-Based Reasoning
* Intelligent Agents
* Shopping and Agents
* Personal Agents
* Data-Mining Agents
* Monitoring and Surveillance Agents
* Fuzzy Logic
* Uses of Fuzzy Logic
* Artificial Neural Networks
* Genetic Algorithms
* Natural Language Processing
* Integrating AI Technologies into Decision Support Systems

**Assignment: Read Chapter 13**

**Student Presentations**

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**Week #14 (4, 27)**

* **Emerging Trends, Technolo­gies, and Applications**
* Trends in Software and Service Distribution
* Pull and Push Technologies
* Application Service Providers
* Virtual Reality
* Types of Virtual Environments
* Components of a Virtual Reality System
* CAVE
* Virtual Reality Applications
* Obstacles in Using VR Systems
* Virtual Worlds
* Radio Frequency Identification: An Overview
* RFID Applications
* Biometrics: A Second Look
* Trends in Networking
* Wi-Fi
* WiMAX
* Bluetooth
* Grid Computing
* Utility (On-Demand) Computing
* Cloud Computing
* Nanotechnology

**Assignment: Read Chapter 14**

**Student Presentations**

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**Week #15 (5, 4)**

* **Excel as a Decision-Making Tool**

**Assignment: Read Appendix A**

**Assignment: Read Appendix B**

**Assignment: Read Appendix C**

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**Week #16 (5, 11)**

**Test #4 (over chapters 13 through 14 and Appendices A, B, and C)**

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**GRADING POLICIES**

**Total of 610 Points**

Test #1 80 points

Test #2 80 points

Test #3 80 points

Test #4 90 points

Company Profile Written Report (Due Week 15, Second Session) 100 points

Term Paper Written Report (Due Week 16, First Session) 100 points

Oral 60 points

Class Presence and Participation 20 points

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# Important Notes

Note 1: Overdue assignments are not accepted without the instructor's consent!

Note 2: Try not to miss any class. It will be very difficult to catch up!

Note 3: All projects will be explained by the instructor in class.

Note 4: This course assumes a general familiarity with the Internet and Microsoft Office (MIS 2000). Basic Excel knowledge is particularly very important.

Note 5: Electronic copies must be saved in Word as one file with the following format before you send them to my e-mail address at **hbidgoli@csub.edu**:

**Your first name-Your last name-Your brief title**

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**Guidelines for Assignments (these two assignments are not related to one another. They must be researched independently)**

**Company Paper**

1) Length (about 10 pages) including everything

2) Point size 11 Arial, double-spaced

3) Six sources, 2 must be from outside of the company website

4) Cover page that includes the name of your company, the name of the course (MIS 3000), and your name as appears in the class roster and your student ID.

5) Table of contents page. The table of contents must include all the headings (subtitles) that are covered in your paper. These subtitles must also appear in the paper itself. Make sure that the subtitles match with what you have in the table of contents.

6) Page number bottom center

7) Bibliography page (at the end of the paper)

8) Date of access for website sources

9) If your company is a technology company such as Microsoft, then you should cover a brief history, 4-6 products and or services, and specific competitions for each product or service. If your company **is not** a technology company such as Wal-Mart, then you should cover a brief history, the roles and applications of information systems in that company (**80 % of the paper should be on this**). You also should identify 2-4 competitors for your given company.

11) APA format

12) Include at least one case study for technology companies. This means for example how a particular business (private or public) has utilized the products and or services of a particular technology company in order to gain a competitive advantage.

13) Print your student ID, the title of the course, and section number on the cover page

**Research Paper**

1) Length (about 10 pages)

2) Point size 11 Arial, double-spaced

3) Six sources, 3 must be from traditional sources such as books and articles. The other 3 could come from web sources. Traditional publications such as Business week can be counted in either group.

4) Cover page that includes the name of your research topic, the name of the course (MIS 3000), and your name as appears in the class roster and your student ID.

5) Table of contents page. The table of contents must include all the headings (subtitles) that are covered in your paper. These subtitles must also appear in the paper itself. Make sure that the subtitles match with what you have in the table of contents.

6) Page number bottom center

7) Bibliography page (at the end of the paper)

8) Date of access for website sources

9) APA format

10) Include at least one case study. For example, a real-life case of security breach or identity theft.

12) Print your student ID, the title of the course, and section number on the cover page

***Have a Pleasant Semester!!!***

**MIS 3000--- Dr. Bidgoli**

**====Please Fill this page out and give it back to me the day that you do your oral Presentation===**

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First Name

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Complete Title of your Topic

**MIS 3000--- Dr. Bidgoli**

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