Canisius College
Richard J. Wehle School of Business
Marketing and Information Systems Department
Fall Semester, 2016

Course: MBA 501B, Management Information Systems
Date/Time: Monday’s, (starting 08/29/2016) @ 6:00pm – 8:45pm
Location: Churchill Academic Tower 203
Instructor: Jamel C. Perkins
Email: perkinsj@canisius.edu or jamelperkins@gmail.com
Phone: (716) 465-0098

Required Texts:

Optional Texts/Materials:
• NOTE: Use of Desire2Learn and email is mandatory. Students are required to check frequently.
• Wall Street Journal (online or print – http://WSJ.com/studentoffer - student discounted prices)
• CIO Magazine: http://www.cio.com
• Reference guide for Microsoft Office Applications (helpful but Google search is also there)

Office Hours:
After class on Monday’s or by appointment, please call or email for appointment: (716) 465-0098 or by email.

Course Description:
In this course, graduate students will learn how Information Technology (IT) and Information Systems (IS) help companies improve profitability by increasing competitive advantage, customer service, collaboration, and operations; while at the same time decreasing the costs of non-compliance and unethical behavior. Students will utilize analytical skills to determine and understand how the various facets of information technology: Internet, electronic markets, mobile devices, and social networks are transforming industries and businesses. Through information literacy exercises, students will uncover how information systems are utilized throughout all levels of leadership throughout organizations as well as understanding how the internet and the use of technology has globalized organizations around the world giving them a true international presence and reach. We will also explore ethical aspects of information technology including, information security, privacy risks, legal issues, compliance requirements, and other ethical challenges. Through the analysis of case studies, students will demonstrate the ability to relate to real world examples and interact with other students involved in such group and individual assignments, projects and labs.

Course Objectives:
1. Develop an understanding of general Information Systems, the underlying technology and their application to business and other such institutions.
2. Achieve an understanding of how changes in technology, especially information systems used by business today have spawned a global/international aspect to every entity.
3. Explore and comprehend how new technologies are changing the way companies do business, how
customers act, but also how they are creating security, ethical and various other nuances/challenges.

**Course Level Learning Goals:**

1. Each student can discuss how modern computer hardware and software, digital devices and other information technologies are used as a tool for communication, management and business problem solving.
2. Students will exhibit a command of general information literacy skills
3. Students will demonstrate the necessary computer literacy skills with application software to effectively research, locate, extract, structure and organize the information needed to assist in the decisions-making process.

**College, Program and Major Learning Goals:**

This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or Major level learning goals and objectives associated with the course from this page on the College website: [http://bit.ly/bcoreLG](http://bit.ly/bcoreLG)

**Class Participation / Attendance:**

Students are expected to attend all scheduled classes. Reductions in final grade will occur for numerous absences. Attendance is taken every class. Class time will often be spent on lecture, delivering team presentations, class discussions and working individually or in groups on various projects designed to illustrate the topics covered in the text. To fully benefit from these activities, it is important that you come prepared to participate. My subjective assessment of how well you participate in class will be based on things like the frequency and quality of your participation in class discussions, the degree to which it appears you have studied the text before coming to class, how well you work with others, and finally, attendance. Frequently, you may be asked to complete assignments outside of class. These will usually relate to some in class lecture, discussion or project. Performance on these assignments affects my assessment of your class participation.

**Presentations:**

Learning how to make effective presentations is an important part of your business skills training. You will participate in a group presentation as part of this class. Some of things that will improve your presentation grades include: accuracy of the material being presented, effective speaking skills, use of multi-media technology, appropriate dress and demonstration of group coordination and organization.

**Written Assignments:**

The clarity of your writing will have a significant impact on the grade you receive for these assignments. Please make every effort to proof read your papers and correct spelling and grammatical errors prior to submitting them to the instructor. I highly recommend use of the college writing lab for all students.

**Submitting Assignments:**

All assignments are to be submitted to the instructor via the Desire2Learn - Drop Box functionality unless otherwise specified. Typed in Microsoft Word (or a compatible word processor) or in the case of the Information Literacy Lab’s be completed using other Microsoft Office tools (Excel, etc.)

**Make-up Exams, Assignment Due Dates:**

Make-up exams are only given when you have been absent due to documented medical problems. In addition, I reserve the right to administer oral or essay exams. If you need to miss class for reasons other than medical problems, you should contact the instructor at least 2 weeks in advance to take the exam early. All assignments are due on the date listed in the schedule. **Assignments will never be accepted late.** Please arrange to complete your assignments early to avoid the typical “last minute” problems (computer lab too crowded, left it on my work computer, car broke down, Desire2Learn would not let me upload, etc.)

**Professionalism / Conduct:**

Students are expected to conduct themselves in and ethical manner in this course, not limited to discussions, course work, etc. In addition to meeting, the academic standards articulated elsewhere in this syllabus, you will be required to behave in a professional manner when interacting with the instructor and your fellow students. Professionalism is an important aspect of your business education because it helps to foster an environment in which the focus is on learning and performance. The professional standards you learn in this class will contribute to your success in
the business world. In this class, professionalism will be evaluated on the following dimensions:

**Responsibility**: Responsible people meet their obligations, adhere to deadlines, communicate well with team members and their instructor, and make their best effort when it comes to work.

**Respect**: Professional people treat others with respect. You should address others using proper titles. You should avoid personal insults or derogatory comments when dealing with your classmates. You should be sensitive to the diverse nature of the campus community and avoid disparaging others based on race, religion, sexual orientation, etc.

**Grade Evaluation (Please Read Carefully)**:
Your final course grade will be a weighted average of your exam grades, attendance, assignment grades, literacy labs, written assignments, team case presentation and the instructor’s subjective assessment of your class participation.

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<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Team Case Presentation</td>
<td>20%</td>
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<tr>
<td>Assignments</td>
<td>20%</td>
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<tr>
<td>Exams</td>
<td>30%</td>
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<tr>
<td>Written Assignment(s)</td>
<td>15%</td>
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<tr>
<td>Literacy Labs</td>
<td>5%</td>
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<td>Instructor Evaluation</td>
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**Total**: 100%

**FINAL GRADES**: Final grades are available starting 12/22/2016 as published.

**Alternative Approaches to Instruction**:
This course is listed as a hybrid course, which means that it is a combination of face-to-face and online instruction. In reality, most of the course will be taught face-to-face. However, I am experimenting this semester with some alternative approaches to instruction and from time to time, you may be asked to participate in activities usually associated with online education. This might include watching presentations online instead of attending a class lecture, using social networking technologies (e.g. LinkedIn, Diigo) or the use of other innovative teaching methods. For the most part, however, class will be conducted in the traditional fashion.

**Academic Integrity**:
Students are expected to know and understand college policies with regard to Academic Integrity Code. Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

Integrity Code Link: [http://catalog.canisius.edu/graduate/academics/academic-policies/#academicmisconducttext](http://catalog.canisius.edu/graduate/academics/academic-policies/#academicmisconducttext)

**Note to students with disabilities**:
If you have any condition, such as a physical or mental disability, which will make it difficult for you to carry out the work as I have outlined it or which will require extra time on examinations, please notify me in the first two weeks of the course so that we may make appropriate arrangements. The GRIFF Center for Academic Engagement provides comprehensive programs, tutoring services, and resources to support student academic and career success. If you would like to learn more about academic support, please stop in Old Main 013 or call 716-888-2170. For more information, visit the GRIFF Center Webpage: [http://www.canisius.edu/griff-center/](http://www.canisius.edu/griff-center/) or Accessibility Support (716-888-2170), which is located in the Griff Center for Academic Engagement (OM 013). They are responsible for arranging appropriate academic accommodations for students with documented disabilities. If anyone in this course falls into this category, please contact Accessibility Support so that an appropriate course of action may be determined. For additional information, visit the Accessibility Support Webpage: [http://www.canisius.edu/dss/](http://www.canisius.edu/dss/)

**Having Trouble?**:
Please contact me, using the contact information at the top of syllabus or the tutoring center (716) 888-2485.
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<thead>
<tr>
<th>Week</th>
<th>Classroom Topic</th>
<th>Readings, Assignments, etc.</th>
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<tbody>
<tr>
<td>1.</td>
<td>8/29 Doing Business In Digital Times</td>
<td>• Text: Chapter(s): 1</td>
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<td>2.</td>
<td>9/5 NO CLASS – Labor Day – NO CLASS</td>
<td>NO CLASS – Labor Day – NO CLASS</td>
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<td>3.</td>
<td>9/12 Data Governance and IT Architecture Support Long-Term Performance</td>
<td>• Text: Chapter(s): 2 &amp; 3</td>
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<td>• Assignment 1: Chapter 1 - Critical Thinking Questions (even)</td>
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<td>• Assignment 2: Chapter 2 – Case 3: Video Case (all)</td>
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<td>• Assignment 3: Chapter 3 - Critical Thinking Questions (even)</td>
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<td>4.</td>
<td>9/19 Networks for Efficient Operations and Sustainability</td>
<td>• Text: Chapter(s): 4</td>
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<td>• Assignment 4: Chapter 4 - Video Case (all)</td>
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<td>• Information Literacy Lab 1 - Chapter 3: Apply IT Concepts to Business Decisions (all)</td>
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<td>• Team 1 Presentation: Chapter 4 – Opening Case (Sony Builds...)</td>
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<td>5.</td>
<td>9/26 Cybersecurity and Risk Management</td>
<td>• Text: Chapter(s): 5</td>
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<td>• Assignment 5: Chapter 5 - IT at Work – 5.1 Black (all)</td>
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<td>• Discussion Post Chapter 5 – D2L</td>
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<td>• Team 2 Presentation: Chapter 5 – Business Case (Lax Security....)</td>
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<td>6.</td>
<td>10/3 EXAM I</td>
<td>• Text: Chapter(s): Weeks 1-5</td>
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<td>• Exam 1 (Based on week’s 1-5)</td>
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<td>7.</td>
<td>10/10 Attracting Buyers with Search, Semantic, and Recommendation Technology</td>
<td>• Text: Chapter(s): 6</td>
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<td>• Assignment 6: Chapter 6 – Critical Thinking Questions (even)</td>
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<td>• Discussion Post Chapter 6 – D2L</td>
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<td>• Team 3 Presentation: Chapter 6 – Opening Case (Nike Golf.....)</td>
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<td>8.</td>
<td>10/17 Social Networking, Engagement, and Social Metrics</td>
<td>• Text: Chapter(s): 7</td>
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<td>• Assignment 7: Chapter 7 - Video Case (all questions)</td>
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<td>• Team 4 Presentation: Chapter 7 – Business Case (Social Customer....)</td>
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<td>Date</td>
<td>Topic</td>
<td>Notes</td>
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| 9. 10/24  | Retail, E-commerce, and Mobile Commerce Technology          | Text: Chapter(s): 8  
Assignment 8: Chapter 8 – Critical Thinking Questions (even)  
Information Literacy Lab 2: Chapter 8 Online and Interactive Exercises(all)  
Team 5 Presentation: Chapter 8 – Business Case (Chegg’s...........) |
| 10. 10/31 | Effective and Efficient Business Functions                  | Text: Chapter(s): 9  
Assignment 9: Chapter 9 – Online and Interactive Exercises (all questions)  
Discussion Post Chapter 9 – D2L  
Team 6 Presentation: Chapter 9 – Business Case (HSBC...) |
| 11. 11/07 | Strategic Technology and Enterprise Systems                 | Text: Chapter(s): 10  
Assignment 10: Chapter 10 – Video Case (all) |
| 12. 11/14 | EXAM II                                                    | Text: Weeks 1-12  
Exam 2 (based on week’s 1-12) |
| 13. 11/21 | Data Visualization and Geographic Information Systems       | Text: Chapter(s): 11  
Assignment 11: Chapter 11 – Video Case (all)  
Written Assignment: Due 11/23/2016 (before midnight) |
| 14. 11/28 | IT Strategy and Balanced Scorecard Project Management and SDLC | Text: Chapter(s): 12 & 13  
Assignment 12: Chapter 12 – Online and Interactive Exercises (all)  
Information Literacy Lab 3: Chapter 12 – Case 3 DATA ANALYSIS (all) |
| 15. 12/05 | Ethical Risks and Responsibilities of IT Innovations       | Text: Chapter(s): 14  
Assignment 13: Chapter 13 – Demo Case (all)  
Discussion Post Chapter 14 - D2L |
| 16. 12/12*| EXAM III - Final Exam Week                                  | Final Exam Week                                                     |

**Notes:**

1. **Expectation is that the chapters covered in class will be read by students prior to the class they are being discussed, as outlined in the syllabus above.**
2. **All assignments are due by the beginning of class on the date indicated above; it is the student’s responsibility to ensure that assignments are submitted/uploaded, etc.**
3. **Additional reading may be assigned through the semester from various online and printed sources available to students either through the Canisius College library or online.**
4. **Instructor reserves the right to change the course schedule throughout the semester. Changes to the schedule will be announced in class or via email.**