

**WILLIAM PATERSON UNIVERSITY
COTSAKOS COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS**

Course Number & Title: MGT3050 – 80 – Management Information Systems
Semester: Winter 2022
Professor: Dr. Mehmet Turkoz
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Office hours: By email

COURSE DESCRIPTION

In today's highly competitive business environment, technological innovation and the effective planning, deployment and management of IT, are critical to an organization's success. By enhancing these areas of business operations, organizations develop a strong lasting relationship that benefits both their customers and the organization itself. If sustained over time, organizations can strengthen their competitive position, create demand for their products and services, innovate and contribute, grow their share of the market, all resulting in an increase in its profitability.

This course examines the most prevalent and current applications of Information Technology in Marketing and Management. Basic concepts, theories and best practices in key strategic processes, will be explored. The goal is to give the student experience and skill to explore potential solutions, design and deploy IT systems that build value and sustainable growth. Focusing on today's popular technologies, this course leads students from a core understanding of the fundamentals through the process, strategy and implementation of best practices in Marketing and Management.

COURSE OBJECTIVES

- Develop a basic knowledge and understanding of basic Information Systems and its impact on business.
- Explain how Information System helps improve the Synergy and Organizational Behavior.
- Introduce and analyze a number of real business cases.
- Enhance skills needed to solve complex, real- business problems.

COURSE MATERIALS

Required Textbook: Business Driven Information Systems, 6th edition

Paige Baltzan
McGraw Hill Education
ISBN 978-1-260-16586-9

***This text comes in multiple formats, with different ISBN numbers. Make sure you get the 6th edition.**

COURSE FORMAT

This course will be delivered on-line via Blackboard. On Blackboard, you will find folders corresponding to each week of this course. In general, each folder will contain the week's plan, chapter overviews (PowerPoint notes), and additional readings (if any). I will post the folder for the week on Monday morning so you will have a full week (Monday through Sunday) to work on the assigned content. After reading the book chapters and reviewing the chapter overviews, you will continue your learning through completion of quizzes and exercises. **Reading your text will be critical** as this course does not involve lectures or oral explanations. I suggest you read the book chapters in advance so you can start completing assignments and quizzes as soon as they are posted. Please refer to the course schedule below for assigned readings.

The course is designed so that you can access chapter overviews, exercises, quizzes and exams at a time that is convenient for you. However, all exercises, quizzes and exams must be submitted by the specific deadline indicated below. You will not be able to submit exercises, quizzes and exams pass the deadline as they will be locked promptly right after the deadline.

COURSE COMMUNICATION

Email Communication

If you have a question or situation that requires a private discussion please email me through the **WPU email system**. Using regular email, instead of Blackboard email, ensures that you get a reply within 24 hours, and it avoids your message and my reply going to spam or getting 'lost' in the clutter.

Email Etiquette

As future business professionals, you should be aware of the importance of professional email communication. As such, all the emails you send me during the course should meet the basic email etiquette requirements. That is, your **emails should include** an appropriate subject line, a greeting, a closing line, and your full name. If you send me an email that does not meet these requirements, I will have to ask you to re-send it in the proper format. Again, please ensure your emails meet the requirements to avoid delayed responses.

Assignment/Quiz Submissions

Assignments should be submitted through Blackboard. Submission through Blackboard will automatically save your assignments in the system. Submissions by email will generally NOT be accepted. However, should there be a circumstance where you need to submit an assignment via email (e.g. the system is down), ALL emails of class files that are sent to me NEED to be SAVED. This will help you in the rare case that an email is lost, as the date on the original sent email can be referred to. There will be absolutely no exceptions in the case of emails lost if you cannot produce the original sent email. But please make a rule of submitting assignments through Blackboard.

COURSE REQUIREMENTS

Each week's folder will contain a PDF file named "Week ## Plan," which contains the detailed list of all activities you should do in the given week. Make sure to browse this file at the beginning of the week to make sure you won't miss any assignments.

Chapter Quizzes (CQ) (100 points each)

Chapter quizzes are designed to allow you to review and assess your familiarity with key terms and concepts covered in the assigned readings of chapter/appendix. The quizzes consist of multiple choice and true/false questions and are based on each week's assigned readings. These quizzes are open book and not timed. Please, be aware that you will see the Chapter Quiz (CQ) of corresponding chapter in the corresponding week folder. You have to submit Chapter Quiz (CQ) on time. If you do not submit on time, you will get a zero on the Chapter Quiz (CQ), NO EXCEPTIONS. Missed Chapter Quiz (CQ) without a valid documented excuse, spanning the period during which the Chapter Quiz (CQ) is available, will be given a grade of zero. Please see below for more information on valid excuses. You will find links (or instructions) to quizzes in each Week's Folder. Your quiz will be graded and the announcement will be made when the grade is available. It is strongly recommended that you check your grades after taking each quiz to confirm it successfully posted.

Grades will be determined based on the following tables:

CQ1	10 %
CQ2	10 %
CQA	10 %
CQC	10 %
CQ3	10 %
CQ4	10 %
CQ5	10 %
CQ6	10 %
CQ7	10 %
CQB	10 %
Total	100%

Grade distribution is as follows:

Grade	Percentage
A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D+	67-69.99%
D	60-66.99%
F	<60%

COURSE SCHEDULE

Note: The following schedule is tentative and may be modified as the class progresses. The instructor will inform students of any changes; however, it is the student's responsibility to keep up with any modifications made.

DATES	TOPICS	Readings	Assignments
Unit 1 – Deadline: January 9, 11:59PM			
January 3– January 9	Management Information Systems: Business Driven MIS Decisions and Processes: Value Driven Business Hardware and Software Basics Designing Databases	Chapter 1 Chapter 2 Appendix A Appendix C	CQ1 CQ2 CQA CQC
Unit 2 – Deadline: January 16, 11:59PM			
January 10- January 16	Ebusiness: Electronic Business Value Ethics and Information Security: MIS Business Concerns Infrastructures: Sustainable Technologies	Chapter 3 Chapter 4 Chapter 5	CQ3 CQ4 CQ5
Unit 3 – Deadline: January 21, 11:59PM			
January 17 - January 21	Data: Business Intelligence Networks: Mobile Business Networks and Telecommunications	Chapter 6 Chapter 7 Appendix B	CQ6 CQ7 CQB

ONLINE ETIQUETTE / NETIQUETTE

Taking an online course and corresponding via the World Wide Web presents communicators with the task of overcoming the lack of nonverbals in communication. When taking a course online, it is important to remember several points of etiquette that will smooth communication between the students and their instructors.

1. Avoid language that may come across as strong or offensive. Language can be easily misinterpreted in written communication. If a point must be stressed, review the statement to make sure that an outsider reading it would not be offended; then post the statement. Humor and sarcasm may easily be misinterpreted as well, so try to be as matter-of-fact and professional as possible.
2. An online classroom is still a classroom. Though the courses may be online, appropriate classroom behavior is still mandatory. Respect for fellow classmates and the instructor is as important as ever.
3. Though still a fairly young type of communication, certain aspects of communication on the internet are becoming conventional. For example, do not write using all capital letters, because it will appear as SHOUTING. Also, the use of emoticons can be helpful when used to convey nonverbal feelings— example :-) or :-(, but avoid overusing them.
4. Consider the privacy of others. Ask permission prior to giving out a classmate's email address or other information.
5. No inappropriate material. Do not forward virus warnings, chain letters, jokes, etc. to classmates or instructors. The sharing of pornographic material is forbidden.

THE FOLLOWING POLICIES APPLY TO ALL STUDENTS IN THIS COURSE

- A. Prerequisite:** Students attending the course who do not have the proper prerequisite risk being deregistered from the class.
- B. Enrollment:** Students have responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule once semester starts to ensure you are properly enrolled in this class and section.
- C. Student Concerns:** Feel free to email the instructor should you have any concerns, comments or issues related to coursework. The Professor is quite understanding and appreciative of problems.
- D. Academic Honesty:** Any student who cheats automatically fails the course. Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. Proper citations are always required. It is the University's policy that cheating or plagiarism result in receiving a failing grade (0 points) for the work or course. Repeat offenses may result in dismissal from the University.
- E. Students with disabilities:** Students with disabilities should also meet with the officials in Accessibility Resource Center and provide the necessary documentation to instructor.