PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

GARY WESSELY

BSM 481.35

MANAGEMENT INFORMATION SYSTEMS

Fall 2003

SATURDAYS: 8:30 am to 5:00 pm
Sept 6, Oct 11, Nov 8

San Fernando Valley Center

SYLLABUS
Introduction

This course is designed to introduce students to the fundamentals of computer systems and the role of information processing in today’s E-Business environment. These subjects will prepare the student to integrate their management expertise with information technology. The successful student will be prepared to work with information system professionals and department computer specialists to integrate business functions with information technology.

Course Description

This course emphasizes an understanding of the use, management and impact of computer-based information systems within organizations. Trends and issues of concern to businesses working in a global environment will be covered. Special attention will be given to business applications of information systems and the relationship between management, technology and interpersonal issues as well as technology and strategy. Students will be able to develop their own information and communications strategies based on a foundational understanding of the technology, the macro-framework, management issues and practice using case studies.

Specific course topics include: trends in telecommunications and networking; the role of information systems in enterprise development, knowledge management, e-commerce and the Internet, and globalization. Through practical work, key management challenges and opportunities involving information systems will be explored.
Course Objectives

1. To understand the strategic importance of information and communications technologies and systems in an E-Business Enterprise.
2. To learn what information systems are, their primary business applications, what problems they can address, and how they affect organizations.
3. To gain an increased awareness of the value of information systems in managerial decision-making, organizational change and sustainable strategic advantage.
4. To develop a greater awareness of the business opportunities and challenges, as well as the social and ethical challenges related to e-business and information systems
5. To become familiar with key concepts and gain experience through practical exercises for using and managing information systems
6. To sharpen critical thinking, oral communication, research, writing and teamwork skills through course assignments and presentations.

Texts and Course Materials

A text is required reading and assessment will involve testing on your familiarity with the contents:


Pre-requisites

All related courses recommended by the Academics department. Competency in MS Windows-based applications software (Word, PowerPoint, and Excel) is expected. An email address is required for the course as is access to the Internet. If you do not have an email address, you can get one without charge through either Pepperdine or the Internet (www.hotmail.com, etc.). Experience with on-line discussions and the required software is a plus.
Grading

All papers for the class will be graded as follows: 60% content, 20% organization and structure, and 20% APA format, spelling and grammar. It is expected all papers will have an introduction stating what the assignment will address, a body of the paper, and a conclusion which summarizes the body of the paper and presents conclusions. The papers will be written in the third person. All facts in the papers must be quoted, and if the fact does not have a quote, then the fact must be stated as opinion by the author. All papers will have a reference page with references in APA format.

Assignments are due by midnight on the sessions indicated and will not be accepted late. A missing assignment will receive zero points.

There are no extra credit assignments.

The final grade will be based on the following points for each individual and team assignment, participation, and team presentation:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Due Date</th>
<th>Points</th>
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<tbody>
<tr>
<td><em>Individual Assignments (60 points)</em></td>
<td></td>
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<tr>
<td>Information System Proposal</td>
<td>Saturday, Sept 6, 2003</td>
<td>5</td>
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<tr>
<td>Databases Paper</td>
<td>Saturday, Sept 6, 2003</td>
<td>10</td>
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<tr>
<td>Networking and Telecommunications Paper</td>
<td>Saturday, Oct 11, 2003</td>
<td>15</td>
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<tr>
<td>E-Business Paper</td>
<td>Saturday, Oct 11, 2003</td>
<td>15</td>
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<tr>
<td>Participation</td>
<td>Saturday, Oct 11, 2003</td>
<td>15</td>
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<tr>
<td><em>Team Assignments (40 points)</em></td>
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<tr>
<td>Team Information System Proposal</td>
<td>Saturday, Sept 6, 2003</td>
<td>5</td>
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<tr>
<td>Information System Proposal Section 1 &amp; 2</td>
<td>Saturday, Oct 11, 2003</td>
<td>15</td>
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<tr>
<td>Information System Proposal</td>
<td>Saturday, Nov 8, 2003</td>
<td>15</td>
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<tr>
<td>Oral Presentation</td>
<td>Saturday, Nov 8, 2003</td>
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<td><strong>Total</strong></td>
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<tr>
<th>Overall Points</th>
<th>Letter Grade</th>
<th>Quality</th>
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<tbody>
<tr>
<td>95-100</td>
<td>A</td>
<td>Outstanding</td>
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<tr>
<td>91-94</td>
<td>A-</td>
<td>Excellent</td>
</tr>
<tr>
<td>87-90</td>
<td>B+</td>
<td>Very Good</td>
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<tr>
<td>83-86</td>
<td>B</td>
<td>Good</td>
</tr>
<tr>
<td>79-82</td>
<td>B-</td>
<td>Above Average</td>
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<td>75-78</td>
<td>C</td>
<td>Average</td>
</tr>
<tr>
<td>71-74</td>
<td>C+</td>
<td>Less than Average</td>
</tr>
<tr>
<td>67-70</td>
<td>C-</td>
<td>Fair</td>
</tr>
<tr>
<td>63-66</td>
<td>D+</td>
<td>Less than Fair</td>
</tr>
<tr>
<td>55-62</td>
<td>D-</td>
<td>Barely acceptable</td>
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<tr>
<td>54 &amp; below</td>
<td>F</td>
<td>Fail</td>
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Attendance Policy

Since class discussion and interaction is an integral part of learning, particularly in this area, each student is expected to share their experiences and insights with the class. Please note that marks are given for valid input, not 'air time'. Your participation in your team project will also influence your participation grade. In addition, I will ask for participation in various activities which will also influence this grade. Therefore, absences can and will affect your grade. If circumstances arise which result in your missing a class session altogether, contact me and affected classmates, as early as possible.
Conduct

“The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

• Dishonesty in any form, including plagiarism, illegal copying of software, and Knowingly furnishing false information to the University.
• Forgery, alteration, or misuse of University documents, records, or Identification.
• Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
• Interference with the academic or administrative process of the University or any of the approved activities.
• Otherwise unprotected behavior that disrupts the classroom environment.
• Theft or damage to property.
• Violation of civil or criminal codes of local, state, or federal governments.
• Unauthorized use of or entry into University facilities.
• Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

Dismissal – separation of the student from the University on a permanent basis.
Suspension – separation of the student from the University for a specified length of time.
Probation – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”

Policy on Disabilities
Assistance for Students with Disabilities

“Students with disabilities, whether mental or physical, are encouraged to contact the Equal Opportunity Office before the academic year begins or soon after classes are in session. This office will assist each student by providing general information about campus facilities and available resources. The office will assist in providing reasonable accommodation to students with disabilities pursuant to applicable laws. Inquiries should be directed to equal opportunity officer, Trevor Reynolds, (310) 506-6500. (Students who wish to file a formal grievance should refer to the “Nondiscrimination Policy,” which is listed in the “Legal Notices” section of this catalog.”

Schedule of Classes
**Individual Assignments due for Session 1**  
**Sept 6, 2003.**

Read Chapters 1, 2, 3, 4, 5 and be prepared to discuss the material both in class and in team discussions. Scan chapter 10 regarding information systems development cycle.

**Information System Proposal** – Select a business situation which requires an information system or E-business solution. Include in the statement a description of the company, the area of the organization which needs an information solution, what is the business need, and what are the potential benefits to customers, employees, stakeholders, and partners. This should be 2 -3 pages in APA format.

**Databases**- Prepare a 2 – 3 page APA format paper explaining the use of databases in your organization. Include what database applications are used (Microsoft Access, DB2, Oracle, etc.). Conclude by proposing improvements. For large organizations, restrict the paper to the department in which you work.

**Team Assignment due Session 1**  
**Sept 6, 2003**

Identify teams for outside team project, with a team name, list team members with e-mail addresses.

Decide and submit which Information System Proposal the team will work on for the remainder of the course by the end of the session.
Individual Assignments due for Session 2  
Oct 11, 2003

Read Chapters 6, 7, 8, 9, 10 and be prepared to discuss the material both in class and in team discussions.

Networks and Telecommunications Paper- In a 2 -3 page APA format paper discuss how your organization uses networking and telecommunications. Conclude by proposing improvements.

E-Business Paper- In a 3 – 5 page paper in APA format discuss what E-Business means to you, give examples of E-Business both inside your organization and outside your organization. Also discuss, what are the main ethical issues in E-Business from your point of view.

Team Assignments due for Session 2  

Information System Proposal 7 to 11 pages in APA format which includes:

Business Need/ Impact section: a 3 to 5 page section which states the business need to be solved by information technology identifies the purpose of the project, the benefits to customers, employees, stakeholders, and partners, and list constraints and assumptions used in defining the project. Also include a projected cost and benefit analysis in terms of a return on investment discussion.

Business Requirements Definition section: 4 to 6 page section developing the business requirements definition in the form of business topics, such as but not limited to:

- Business process automation, workflow
- Marketing communications, research
- Sales forecasting, actual sales, sales person production
- Manufacturing MRP, ERP, shop floor control, inventory control
- Service level tracking
- Customer Relationship Management
- Partner Management
- On line support systems
- E-commerce

Besides a listing of requirements, you may want to use process flow charts, procedures, or policy statement to articulate the business requirement in terms of specific process or business development needs.
Individual Assignment due for Session 3
Nov 8, 2003

Read Chapters 11, 12 and be prepared to discuss material both in class and in team discussions.

Team Assignments due for Session 3
Nov 8, 2003

Information System Proposal 11 to 18 pages in APA format which includes:

Table of Contents

Executive Summary of Information System Proposal

Business Need/ Impact section: a 3 to 5 page section which states the business need to be solved by information technology identifies the purpose of the project, the benefits to customers, employees, stakeholders, and partners, and list constraints and assumptions used in defining the project. Also include a projected cost and benefit analysis in terms of a return on investment discussion.

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- Customer Relationship Management
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- E-commerce

Besides a listing of requirements, you may want to use process flow charts, procedures, or policy statement to articulate the business requirement in terms of specific process or business development needs.

Solution Design section: 2 to 3 pages which outlines the software and hardware for the information solution.

Implementation and Support section: 2 to 4 pages, which outlines a timetable for the implementation of the system, which includes training. Also addresses how the system will be supported; system users will be supported; ethical issues; and change management issues.

Prepare and present the Information System Proposal as team using 6 to 10 PowerPoint slides in a 15 minute presentation.