

PHILANDER SMITH COLLEGE

DIVISION OF BUSINESS ADMINISTRATION & ECONOMICS COURSE SYLLABUS

Course number: BADM 443-02

Course name: Management Information System (M.I.S.)

Credit hours: Three Semester hours (from 6:00 pm – till 9:00pm)

Classroom location: Room BA-110

Instructor: Pierre Alusta (Adjunct Professor)

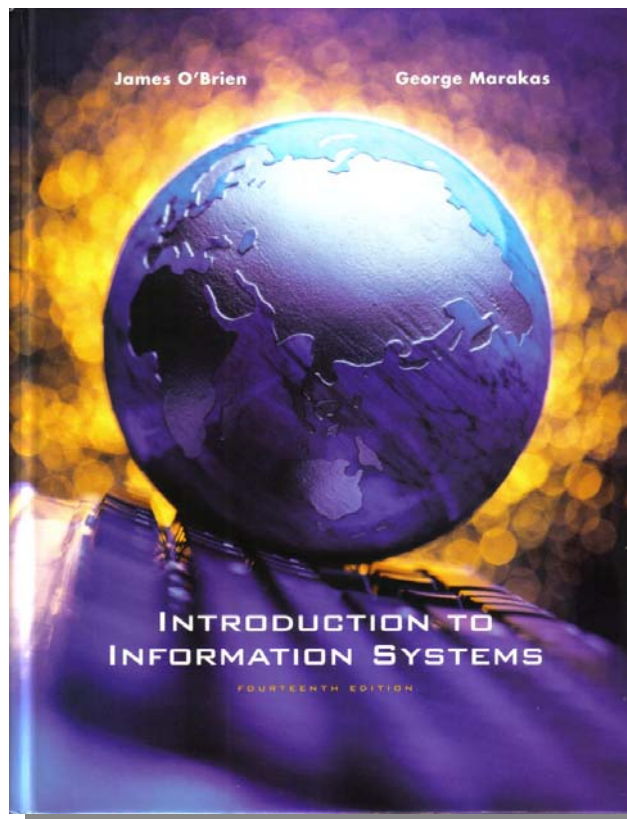
Office location: BA-110

Office hours: After class (till 9:00 pm)

Phone number: 501-749-7197 (texting encouraged)

E-mail: brooklyndigest@gmail.com

Required Text: O'Brien, James A., Introduction to Information System, 12th Edition, McGraw Hill, ISBN 0072977280



Course Description / Objectives:

This course is an introductory course that considers the design of Management Information Systems relative to various organizational needs in a modern economy and society. The student will develop familiarity with computer hardware and software applications including the terminology of both. The student will also learn to construct, write, execute, and integrate programs commonly found in a Management Information System.

Topic Outline:

CHAPTER 1

FOUNDATIONS OF INFORMATION SYSTEMS IN BUSINESS

- Sew What? Inc.: The Role of Information Technology in Small Business Success
- Autosystems: The Business Value of a Successful IT System for a Small Manufacturer
- Heidelberg, Honeywell, and Eaton: Using Information Technology to Build Smart Products and Services

CHAPTER 2

COMPETING WITH INFORMATION TECHNOLOGY

- FedEx Corporation: Investing in IT for Competitive Advantage in a Dynamic Global Environment
- GE Energy and GE Healthcare: Using Information Technology to Create Strategic Customer Relationships
- GE, Dell, Intel, GM, and Others: Debating the Competitive Advantage of Information Technology

CHAPTER 3

COMPUTER HARDWARE

- Northrup Grumman, Boeing, and Others: Connectivity Trumps ROI as Wireless Mobile Devices Change the Work Environment
- Apple Inc.: The iPod, the iMac and the Business Lessons of Closed Systems
- E-Trade, Verizon Communications, AAA, and Others: Advances in the Business Applications of Speech Recognition Technology

CHAPTER 4

COMPUTER SOFTWARE

- Wolf Peak International: Failure and Success in Application Software for the Small-to-Medium Enterprise
- Google, Microsoft, and Others: Transforming the Desktop With Web-Top Software Applications
- Microsoft and Others: Developing Software Products for How Companies Do Business

CHAPTER 5

DATA RESOURCE MANAGEMENT

- Amazon, eBay and Google: Unlocking and Sharing Business Databases
- Emerson and Sanofi: Data Stewards Seek Data Conformity
- Acxiom Corporation: Data Demands Respect

CHAPTER 6

TELECOMMUNICATIONS AND NETWORKS

- Best Buy, MedStar Health, and Unifi: The Challenges and Benefits of Wireless Mobile Applications
- Metric & Multistandard Components Corp.: The Business Value of a Secure Self-Managed Network for a Small-to-Medium Business
- SAIC, Hewlett-Packard, GE, and Others: The Business Case for Wireless Sensor Networks

CHAPTER 7

ELECTRONIC BUSINESS SYSTEMS

- Forex Capital Markets and Wyse Technology: The Business Benefits of Customer Relationship Management
- Yahoo, Google, and Chrysler: How the Internet is Changing Advertising and Marketing
- Tesco: Applying Lean Logistics to Supply Chain Management

CHAPTER 8

ELECTRONIC COMMERCE SYSTEMS

- eBay Versus Google and Microsoft: The Competitive Battle for E-Commerce Supremacy
- Entellium, Slashdot, Peerflix, Zappos, and Jigsaw: Strategies of Successful Second Movers in E-Commerce
- Yahoo, Flickr, and Others: Do Social Media and Social-Networking Provide a Competitive Edge on the Web?

CHAPTER 9

DECISION SUPPORT SYSTEMS

- Oracle Corporation and Others: Dashboards for Executives and Business Professionals: The Power and the Challenge
- Harrah's Entertainment, Lending Tree, DeepGreen Financial, and Cisco Systems: Successes and Challenges of Automated Decision Making
- IBM, Linden Labs, and Others: The Business Case for Virtual Worlds in a 3-D Internet

CHAPTER 10

DEVELOPING BUSINESS/IT SOLUTIONS

- Intuit Inc.: Innovation in Customer-Driven Development of Small Business and Consumer Software
- Infosys Technologies: The Implementation Challenges of Knowledge Management Initiatives
- Indiana University: Financial Aid System Implementation: Success or Failure?

CHAPTER 11

SECURITY AND ETHICAL CHALLENGES

- Cyberscams: Four Top Cybercriminals: Who They Are and What They Do
- Lowe's, TCI, Bank of America, ChoicePoint, and Others: Failures in Data Security Management
- Western Corporate Credit Union and Others: Managing Information Security

CHAPTER 12

ENTERPRISE AND GLOBAL MANAGEMENT OF INFORMATION TECHNOLOGY

- Hewlett-Packard: Managing Radical Change in IT to Meet New Business Goals
- IBM Corporation: Competing Globally By Offshoring IT Workers and Giving Away Technology
- Northwestern Mutual Life, GE, and Boeing: The Business Challenges of Outsourcing

Teaching Strategies:

Lectures (PowerPoint presentation for each Chapter)

In-class discussions

Summary of key terms (vocabulary) and concepts

Assignments (given at every class)

Mid-term exam

Final project (building website)

Final exam

Requirements:

1. Look at the next chapter before each class session
2. Participate in class discussions
3. Submit all assignment on time
4. Attend class as scheduled (sign the attendance sheet)
5. Use your USB flash drive (thumb drive, memory stick)
6. Carry out Web searches and exercises on the PC



Students with Disabilities:

It is the policy of Philander Smith College to accommodate students with disabilities, pursuant to federal and state law, and the Colleges commitment to provide equal educational opportunities. Any students with a disability, who needs accommodation, should inform the instructor at the beginning of the course. The Chair of the Division offering this course is also available to assist with accommodations.

Grading Policy:

100-90%	A
89-80%	B
79-70%	C
69-60%	D
Below 60%	F

Course Evaluation

8 x Assignments*	10 points ea. (= 80 points)
Mid-term exam	100
Project	30
Final exam	100
Total points possible	310

* Internet or in-class exercise