



INSTEP-WFU London

MANAGEMENT INFORMATION SYSTEMS
BEM 251

Description

Introduction to the business issues associated with information systems, designed to provide a broad perspective for utilizing and managing an organization's information resources. Frameworks are presented for understanding the placement and relationship of different types of information systems within an organization. Includes an overview of computing technology currently used in business organizations, techniques for developing and implementing information systems, advanced applications of information technology, and the strategic implications of information systems and technology for business.

Course Objectives

The purpose of this course is to provide you with an understanding of how technology is employed by corporations. There is a particular emphasis on the importance of data and information systems in the context of decision making.

Course Format

The course is taught through a combination of class lectures, case discussions, and presentations as well as links to tutorial videos such as Lynda.com and other sources.

Course Materials

For this course, we will use the following materials:

1. Textbook: Austin, Nolan and O'Donnell, *The Adventures of an IT Leader*, 2016 (available from Amazon, Prime price: \$18.47) also available through the bookstore.
2. Case studies will be provided either in class or via links to specific articles in various business periodicals such as *The Wall Street Journal*, *The Economist*, etc. The links and/or PDF versions will be posted on the course Sakai site.

Class Schedule

- Session 1: Course Introduction, Introduction to Management Information Systems; Information Goods; VLE Readings
- Session 2: Components & Role of MIS in Businesses, Closed Loop Marketing; VLE Readings

- Session 3: Knowledge Management – Where does it live? Data v. Information v. Knowledge; VLE Readings
- Session 4: Big Data, Granularity of Data; VLE Readings; Austin Chapters 4-5
- Session 5: Web 1.0, 2.0, and 3.0; Prosumers; VLE Readings
- Session 6: Branding and Tech; Switching Costs; Barriers to Entry; VLE Readings; Austin Chapters 6-9
- Session 7: Enterprise Systems and ERPs; Legacy Systems and Transitions; VLE Readings
- Session 8: Monetization of Data; Data Analytics and Leveraging; Austin Chapters 2-3
- Session 9: Management Info Systems and Competitive Advantage; Porters 5 Forces; VLE Readings
- Session 10: Network Effect; SEO; Machine Learning; VLE Readings; Austin Chapters 10 – 12
- Session 11: Midterm Exam
- Session 12: Emergent, Convergent, Disruptive Technologies – Part 1; RFID; EPC; VLE Readings; Austin Chapter 14
- Session 13: Midterm Exam Review; Emergent, Convergent, Disruptive Technologies – Part 2; VLE Readings; Austin Chapter 1
- Session 14: The Role of the CIO; Trials and Tribulations; VLE Readings; Austin Chapters 2 – 3
- Session 15: Security and the Cloud; The role of Social Media in Business; Austin Chapter 13
- Session 16: MS Excel – Part 1; The Basics; Practical Exercise; bring your laptops
- Session 17: Future Technologies; Affective Computing; VLE Readings
- Session 18: MS Excel – Part 2; Advanced Functions; Practical Exercise; bring your laptops
- Session 19: The Virtual Organization; Clicks and Mortar Businesses; VLE Readings
- Session 20: Final Exam

The Use of Technology in Class

Use of Laptops during Lectures and Discussions: The use of laptops for notetaking is permitted. However, any disruptive behaviour such as streaming entertainment and/or shopping during class time WILL have a SIGNIFICANT impact on your final course grade and may result in your being dropped from the course. (Refer to the Classroom Decorum section of the syllabus)

Windows versus Mac Operating Systems: The Excel section of this course will be taught based on a Windows operating system. If you choose to use a Mac, it is your responsibility to learn the specific functionality – the course will **not** be taught to Mac users. There are some functional differences between the two operating systems, and I will not address Mac related differences.

Cell Phone Use: Use of your cell phone during class time is not permitted. Use of cell phones during class will have a negative impact on your final grade and could result in your being dropped from the course. (Refer to Classroom Decorum section of the syllabus)

Assessment

To determine if the learning objectives of the module have been met there will be two exams.

Assessment Item	Point Value
Midterm Examination	35
Final Examination	55
Class Participation	10
Attendance	As per below
Total	100

Class Participation

The aim of assessing class participation is to encourage you to participate in discussion, and to motivate you to engage with background reading and preparation for a learning session. Participation can take different forms – face to face; online; written; spoken; as groups; as individuals, or a combination thereof. There is a clear difference between attendance and participation – attendance is a UKVI requirement whereas participation involves actively contributing to specifically developed class activities. Participation allows you the opportunity to reinforce and clarify your understanding of the material as well as prepare you for the exams. Class participation is expected and will comprise 10 points of your final grade. Your score will be based on a range of 0 to 10. Although the quality of your participation is more important than the quantity, minimal participation will result in a score of 0. You are expected to participate in a meaningful and constructive manner throughout the semester.

Waiting until two weeks before the end of the semester to begin participating will result in a score of 0.

Do not expect me to call on you! It is your responsibility to take the initiative and seek opportunities to make a favourable and strong impression throughout the semester – just as it will be your responsibility throughout your career. Consider this course your opportunity to learn how to make your presence known.

Attendance is not a substitute for participation!

Grading Scale

For most courses carrying undergraduate credit at WFU, there are twelve final grades: A (exceptionally high achievement), A-, B+, B (superior), B-, C+, C (satisfactory), C-, D+, D, D- (passing but unsatisfactory), and F (failure).

Grade	Points
A	95 - +
A-	90 - 94
B+	87 - 89
B	84 - 86
B-	80 - 83
C+	77 - 79
C	74 - 76
C-	70 - 73
D+	67 - 69
D	64 - 66
D-	60 - 63
F	Less than 60

Policies

Attendance: Attendance in this course is required as is punctuality. Unlike the US campus, we are under the auspices of the UKVI here who require full attendance to maintain the validity of your study/work visa. There are no permitted or excused absences for the semester and missed classes will affect your grade. Illness must be medically documented, and the student must inform the Anglo Education office prior to missing the class. Travel is and/or travel delays are not considered an appropriate justification for missing a class session. Missing more than three class sessions will result in a full letter grade deduction for each missed class beginning with the fourth missed class. Also, each student is permitted up to three incidents of arriving late to class. Each late attendance after three will result in a half-letter grade deduction from your final course grade. Coming to class late by ten minutes or more will count as a full missed class. Also, missed classes will have an indirect impact on your class participation grade.

With respect to exams, other than documented medical events, absences during an exam will result in a score of zero. Be aware that an email from a parent does not constitute medical documentation! It is the responsibility of the individual student to contact the INSTEP-WFU office and provide proper documentation for each medical absence.

Attendance	Grade Impact
Up to 3 missed classes	No impact

4 th missed class	Full letter grade reduction
5 th missed class	Additional letter grade for each instance
Late attendance (10 minutes or less) 3 instances	No Impact
4 th late class	Half letter grade reduction
5 th late class	Additional half letter grade for each instance

Classroom Decorum

You are expected to conduct yourselves in a professional manner. Professionalism is a critical component your career success. It is important you begin practicing professional skills prior to beginning your career. Unprofessional behaviour such as conducting individual conversations during lectures, using cell phones, misusing laptops, and other disruptive behaviours will have a negative impact on your final grade, and could result in your being dropped from the course. Think of the class sessions as a business meeting and conduct yourself accordingly.

Unprofessional behaviors include:

- Cell phone use during class.
- Sleeping
- Reading or studying material unrelated to this class.
- Talking unrelated to the class content.
- Eating and bringing food into the classroom.

During times when laptops are used in the classroom – you are expected to use professional discretion. Activities such as checking email, surfing the web, streaming videos, on-line shopping and other non-class related uses of your computer are considered unprofessional behavior and will have a negative impact on your final course grade. **NOTE! Disregard of classroom decorum expectations will affect your grade.**

Cheating: Cheating is defined as (1) copying and/or submitting another person’s work as your own, (2) aiding someone who is attempting to do so, or (3) fabricating data or research results. All exams, the project, and presentations are subject to the Wake Forest University Honour Code. If you have any doubt regarding the appropriateness of your action, I suggest you refrain.