Instructor: Name  Mari W. Buche, Assistant Professor
Office  GO18  Academic Office Building
Office Hours  2:00 – 4:00 T/TH and by appointment (or whenever my office door is open)
Office Phone  906-487-3440
E-mail  mwbuche@mtu.edu
Class Time:  (R01) 8:05 – 9:20 am Tuesdays/Thursdays
(R02) 9:35 – 10:50 am Tuesdays/Thursdays
Location:  Fisher 232 (Bldg. 15) – Computer Classroom
Course Website  Go to:  http://courses.mtu.edu
Texts:  Please bring the textbook to every class period.
[Required]
Experiencing MIS (2008) by David M. Kroenke
ISBN # 0-13-233777-0 Companion Website:
http://wps.prenhall.com/bp_kroenke_experiencing_1/
Supplementary Material  Other readings may be assigned. Copies will be distributed in class, posted on the course site, or placed on reserve in the library.
Prerequisites  BA 1200, CS 1121, CS 1131, ENG 1101, or SAT 1610

Course Description

Today, in business, we see a growing dependence on digital information. Global business opportunities afforded by electronic business and electronic commerce have fueled the creation of this digital environment. Every aspect of the firm has been transformed by the digital process.

Managing information systems has become a priority for all levels of managers and all functional areas of the business. This course will focus on understanding the importance of information systems and the key issues in organizing and managing information within the business environment. This is not primarily a technical skills building course, although some assignments require use of various computer applications. Managers need to identify the challenges facing their firms; understand the technologies that will help them meet these challenges; design business processes to take advantage of the technologies available; and create management procedures and policies to implement the required changes.

Course Objectives

This course strives to provide students with a broad perspective for managing an organization’s information resources relevant to all business majors. Students completing BA 3200 are expected to be able to: (1) build and utilize a working vocabulary for technology and foundational concepts (technical jargon); (2) understand and describe how IS can be used to support business processes in an organization; (3) discuss why specific systems are needed for
various types of organizational work; (4) research and critically evaluate IT-based innovations from multiple perspectives (operational, managerial, and strategic); (5) explain ethical considerations inherent in IS; and (6) demonstrate acceptable oral and written communication skills essential for all business professionals.

## Course Format

This course will incorporate several teaching formats: lecture, in-class exercises, individual presentations, case/readings discussion, guest speakers (when available and applicable), and computer-based communication and assignments. Most classes will consist of interactive lectures of the assigned reading materials, often including a review of important issues or questions for discussion. A tentative class schedule outlining class sessions, topics, readings, and assignments is available on the course website on Blackboard (Bb). This will be a dynamic resource, so students should develop the habit of consulting the site often. Communication outside of class will primarily be through electronic mail. Students are expected to check their MTU e-mail account regularly (daily, if possible).

Students are expected to participate actively in discussions. In order to get the most value out of this course, it is imperative that reading assignments be completed before attending class.

## Course Expectations, Grading, and Requirements

- **Instructor expectations.** My standards and expectations for presentations and assignments are very high. Generally speaking, all course and project deliverables— including email messages—are expected to be of professional quality. A style sheet is provided in the Assignments folder on the course webpage detailing the format for written assignments. Noncompliance with the designated format can lead to forfeiture of the points for that assignment.

  Cell phones, iPods, PDAs, etc. should be turned off or silenced during class so that they will not provide a distraction to other students. Additionally, laptops should be used for class-related activities during the academic instruction period. Unless instructed otherwise, laptops must be closed during guest speakers’ presentations (this includes ‘special topics’ presented by your peers).

- **Written and oral communication.** Communication skills will be emphasized in this course. A common criticism of business school graduates is that they have poor communication skills, both written and oral. The ability to communicate effectively is a critical skill for all graduates. This course presents multiple opportunities for you to practice and receive constructive feedback on your communication skills. You will verbally present and defend your ideas during class sessions. The final project will encourage you to practice your written and oral communication skills, to seek feedback about your communication skills from other people, and to provide feedback about written reports and oral presentations to your peers.

- **Teamwork** Skills needed to work effectively in small teams will also be practiced in this course. Most small group assignments will be completed in class and will be included in final grade calculations. You will be asked to critique the contributions of fellow team members.
• **Overall Grading Guidelines**  Turning in all of the assigned work does not merit an A, unless that work is of excellent quality. Following is the interpretation of the scale that will be used for evaluating the work produced in this course:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
<td>Excellent performance (consistently thoughtful, insightful, creative, well-presented, exceeds expectations)</td>
</tr>
<tr>
<td>AB</td>
<td>88-92%</td>
<td>Good performance (usually thoughtful, well-presented work)</td>
</tr>
<tr>
<td>B</td>
<td>83-87%</td>
<td>Average performance (does assigned work, as would be expected of a SBE student, but of minimal quality)</td>
</tr>
<tr>
<td>BC</td>
<td>78-82%</td>
<td>Below average performance (“treading on thin ice”; careless or apparent inability to understand key material)</td>
</tr>
<tr>
<td>C</td>
<td>73-77%</td>
<td>Unsatisfactory (Hasn’t learned course material, or has not demonstrated this knowledge.) Excessive, unexcused absenteeism may earn a failing grade in the course. Do not rely on the instructor to inform you of failing performance.</td>
</tr>
<tr>
<td>CD</td>
<td>68-72%</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>0-59%</td>
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Grades of AB, BC, and CD are used to recognize performance between the anchors identified.

**NOTE:** No “extra credit activities” will be available after the final class period. In other words, you cannot “make up” points at the end of the semester. Plan accordingly!

• **Grading evidence**  Your performance in this course will be evaluated in four major areas: participation, assignments, quizzes (or final exam), and final project. Points will be available as follows:

<table>
<thead>
<tr>
<th>Grading evidence item</th>
<th>Team or individual</th>
<th>Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation (not merely attendance)</td>
<td>Individual</td>
<td>5%</td>
</tr>
<tr>
<td>In-Class Exercises &amp; Assignments</td>
<td>Individual/Team</td>
<td>20%</td>
</tr>
<tr>
<td>Final project – Presentation/Discussion</td>
<td>Team</td>
<td>15%</td>
</tr>
<tr>
<td>Exams (150 points each x 4)</td>
<td>Individual</td>
<td>60%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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</table>
Class Participation:
Includes: questions and answers on course readings; participation in class/group discussions; and "Technology Journal Summaries" discussions.

- Students are expected to contribute to the course by asking questions, making substantive comments, and responding to instructor questions. Asking questions is beneficial to the entire class, because if you do not understand something, you are probably not alone. The better (but not necessarily more) you participate in class, the better you make the class for everyone. Active participation in class also permits students an opportunity to practice communication skills, a key requirement for today's businessperson.

- **Attendance alone does not satisfy the class participation requirement.** Students should be prepared to answer questions when called upon. The class atmosphere will emphasize mutual respect, tolerance for opposing views, and discovery of new ideas. Critical thinking is necessary to evaluate personal assumptions and entrenched ideas. When a classmate disagrees with your position, avoid reacting defensively. The verbal exchange should not be considered a personal attack.

- **Disruptive and/or disrespectful behavior will not be tolerated.** Perpetual tardiness is considered disruptive behavior. Business people value punctuality in the workplace; begin to practice this habit now. Speak with the instructor if you have a valid reason for routinely arriving late to class.

Assignments:
Objective: These assignments will develop your ability to think critically, solve business problems, support your conclusions based on evidence and quantitative analysis techniques, practice technical skills, and communicate your recommendations professionally. Homework will reinforce concepts covered in class and provide opportunities to practice technical skills.

Assignments will involve a variety of in-class and homework activities. Some tasks will involve teamwork and some will be individual effort. Detailed guidelines will be provided during the semester.

Final Project:
Objective: The semester project will allow students to work in teams, developing critical interpersonal skills while focusing on professional development activities. Individual group activities will vary.

Students will divide into teams and select a local company or organization. The purpose is to learn about information systems in practice, and to generate future solutions through creative problem-solving and analytical reasoning. The instructor will meet with teams on a regular basis. A limited amount of class time will be available for working on projects. The final week of class will be devoted to presentations where the groups will share their experiences with the rest of the class. (The final project will replace the final exam requirement.)

**Presentations**
Objective: Presentations allow students to practice public speaking skills and to use software tools appropriately.
Presentations will take no more than 15 minutes. You must use PowerPoint. **Professional, business attire will be expected** (i.e. no jeans, T-shirts, ballcaps, or bare midriffs will be tolerated). All members of the team must participate.

**Exams:**
Objective: The purpose of the examinations is to assess individual mastery of the concepts and terminology presented in the course.

Tests will be closed book and will consist of multiple choice and short answer questions. The exams are generally cumulative, since individual IS topics are often revisited in class. There are important concepts that are covered early in the class that form a basis for understanding later concepts and for applying knowledge to business situations.

**Note:** Students will not be allowed to use electronic translators or dictionaries during exams since learning the terminology is a key objective of the course.

**Extra Credit:** Opportunities for extra credit will be tied to professional development and/or educational value related to the course. EC will be offered to all students without preference and will be communicated in class and on the course website. In order to earn the points, students are required to submit a single page, typed, double-spaced summary of the event, including a personal reflection. This can be in a bulleted-list format. **CAUTION:** Do not use extra credit as a substitute for learning the course material.

**Grading Criteria**
Since this course is designed to assist students in improving their communications skills, the grading system for written and oral work addresses the following four questions:

- **Content:** Is it logical, insightful, and accurate?
- **Structure:** Is it easy to follow and gain information from?
- **Language:** Is it written, designed, and presented in an appropriate *business tone*? (i.e. Professional)
- **Mechanics** Is it free of error (typos) and visually appealing?

Additional information regarding the content and presentation of topics, project presentation, and final report, will be discussed in class.

**General Course Policies & Notes**

1. **Academic Misconduct:** Academic misconduct in any form will not be tolerated in this course. **Evidence of misconduct will result in zero credit for the assignment/exam, notification of appropriate School/College officials, and a filing of the incident with the University’s Office of Student Affairs.**

2. **Attendance:** Attendance is mandatory according to MTU’s Attendance Policy. Communicate with the instructor if you must miss class. You will not be permitted to make up missed assignments unless the situation warrants extraordinary consideration (and is supported by relevant documentation). In-class exercises cannot be made up. You are responsible for the material covered during your absence; you should get notes from a classmate.
4. **Make-up exams**: Given the advance notice for exam dates, a scheduling conflict with work is not regarded as a valid excuse for missing an exam. Notify the instructor of other conflicts as soon as you are aware of them.

5. **Late assignments**: All assignments must be turned in on time (or early)! For extenuating circumstances approved by the instructor, students may submit late work as long as the instructor has not returned assignments to students or posted a key/exemplar on the course webpage. The instructor reserves the right to assess a late penalty. **Under no circumstances will late assignments or extra credit opportunities be accepted after the last day of class.**

6. **Use of e-mail and Blackboard**: All students are expected to use their Michigan Tech e-mail account. The class list is based on your MTU e-mail account. E-mail and Blackboard CE will be used for posting of course announcements and clarification of course issues, assignments, concerns. E-mail will be the primary medium for communication outside of the classroom. Students should be familiar with proper “Netiquette”. Any e-mail messages determined to be unprofessional in content, tone, or appearance will be returned to the originator for edification. You can expect all communications from the instructor to be professional, as well. Always “sign” your email messages so there is no misunderstanding about the origin of the message. (Don’t rely on the message header information to establish authorship.)

7. **Discussions with Parents**: In accordance with FERPA regulation, **I will not discuss your class performance with parents, guardians, or significant others**. However, your parents are welcome to contact me to make donations to the SBE Scholarship Fund.

8. **Score/Grade Appeals**: It is important to recognize that a grade (like an employee evaluation) reflects another’s judgment of your work. In this sense, all grading is subjective and reviewers might view a paper, exam, or presentation differently. **Subjectivity is not the same as arbitrariness.** I am also willing to discuss your work with you before you turn it in, provided that the review is at least 2 days prior to the deadline for the assignment.

You are encouraged to meet with me at any time to discuss the strengths and weaknesses of your course work (i.e. to gain understanding of your performance). **However, score/grade changes are at the discretion of the instructor and may be up or down based upon a complete review of the work in question.** If the student and instructor are unable to resolve a disagreement on a grade, the student can appeal his/her grade through the established grievance procedure for the School of Business & Economics.

**University Policies**
Academic regulations and procedures are governed by University policy. Academic dishonesty cases will be handled in accordance the University’s policies.

If you have a disability that could affect your performance in this class or that requires an accommodation under the Americans with Disabilities Act, please see me as soon as possible so that we can make appropriate arrangements. The Affirmative Action Office has asked that you be made aware of the following:

*Michigan Tech complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. If you have a*
disability and need a reasonable accommodation for equal access to education or services at Michigan Tech, please call the Dean of Students Office, at 487-2212. For other concerns about discrimination, you may contact your advisor, department head or the Affirmative Action Office, at 487-3310

Academic Integrity:
http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html

Affirmative Action:
http://www.admin.mtu.edu/aa/

Disability Services:
http://www.admin.mtu.edu/urel/studenthandbook/student_services.html#disability

Equal Opportunity Statement:

## TENTATIVE COURSE SCHEDULE

A **tentative** week-by-week schedule of the course will be available on the course website calendar (Blackboard CE). The instructor reserves the right to revise this course schedule depending upon our rate of progress in covering material and taking into account unanticipated events (e.g., SNOW). Check the calendar often for changes and assignments.

### IMPORTANT DATES:

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT/ACTIVITY</th>
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<tbody>
<tr>
<td>Jan. 12</td>
<td>Classes Begin</td>
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<tr>
<td>Jan. 19</td>
<td>Martin Luther King, Jr. Day Recess</td>
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<tr>
<td>Feb. 4</td>
<td>Winter Carnival</td>
</tr>
<tr>
<td>Mar. 6 - 15</td>
<td>Spring Recess/Break</td>
</tr>
<tr>
<td>Apr. 24</td>
<td>Last day of class</td>
</tr>
<tr>
<td>Apr. 27 – May 1</td>
<td>Final Exams</td>
</tr>
<tr>
<td>May 2</td>
<td>Spring Commencement</td>
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