

MGMT 38200
Management Information Systems
Summer 2019 - Online

Course Syllabus

Class Times and Location: Online – All time references for the course will be based on Indiana EDT (Eastern Daylight Time)

Instructor: Dr. Yang Wang
Office: KRAN 504
Phone: 765-496-2911
Email: yangwang@purdue.edu
Office Hours: Help available via e-mail and online resources

Required Text: *Business Driven Information Systems* by Paige Baltzan, McGraw Hill, 5th Edition. ISBN – 9781259564734. Students **MUST** use this online version of the book which includes the Connect software, LearnSmart, and the Smartbook (the adaptive e-book) as elements of these will be used for course evaluation components. McGraw-Hill also provides an opportunity (upon the purchase of the required e-book and tools) to also purchase a loose-leaf version of the book for students who would like a paper copy of the material in addition to the required materials. I believe that you may also buy directly from the publisher as well (and it might be cheaper there too). Check out this link for more details: <http://www.mheducation.com/highered/product/1259675483.html>.

Additional Readings: Additional readings may be assigned during the course and may be obtained from journals located in the library or other sources as directed by your instructor.

Proctoring Service For Exams To enhance exam taking integrity, we will be using a proctoring service during our exams called ProctorU. ProctorU is a live online proctoring service that allows you to take your exam from the comfort of your home. ProctorU is available 24/7, however you will need to schedule your proctoring session at least 72 hours in advance to avoid any on demand scheduling fees. Creating a ProctorU account is very simple. All you will need to do is visit <http://proctoru.com/portal/purdue>.

ProctorU also provides free technical support to ensure you have the best testing situation possible. That is available at www.proctoru.com/testitout. On this page you will also be able to test your equipment, learn about what to expect during your proctoring session, and ask any questions you may have about the proctoring process with a ProctorU representative.

In order to use ProctorU, you will need to have a high-speed internet connection, a webcam (internal or external), a Windows or Apple Operating System, and a government issued photo id. ProctorU recommends that you visit proctoru.com/testitout prior to your proctoring session to test your equipment. For additional technical services needed before your exam, you can click on the button that says “connect to a live person.”

The cost associated with proctoring the exams will cost each student roughly \$22.50 per exam. Since we will have two exams for the online course, the cost of the proctoring for the two exams will cost students roughly \$45. The cost of proctoring is paid by the student at the time that they register for their exam and ProctorU takes Visa, MasterCard, Discover, and AmericanExpress. Please note that the cost assumes that students sign-up at least 72 hours prior to each exam time. Students who don't sign-up for each exam at least 72 hours before each exam are subject to an additional fee and may not have flexibility in exam scheduling.

Course Overview

This course is designed for ALL students who expect to work in the business world. Every industry, every business, and every functional area of business is affected by information and information technology. The days of plain old “data entry” and computer programmer “nerds” locked down in the basement are gone. In its place is the day of the information age where everyone is on the front lines. Today’s managers use information and information technology to aid in decision-making activities at EVERY level of the organization. Once relegated to just “typing in numbers,” information technology and the information that comes from its use are now being used to alter the business from the highest strategic offerings to the daily operational activities and at every level in between. Who is this class for? It is for all of those who are interested in accounting, finance, marketing and sales, general management, human resources, organizational behavior, economics, operations and supply management, computer science, information systems, industrial management.

We will see how information technology’s strength lies way beyond the “dot coms” and we will investigate how mainstream corporations use information technology to compete and survive in the real world.

The concepts covered in this course include:

- A. What is the role and value of data and information in today’s business world?
- B. What is the role of information technology in the strategic direction of companies? How are companies using information in the daily operations as well as to gain a competitive advantage?
- C. What is e-commerce and what is the difference between companies with only an Internet presence, companies with only a physical presence, and those who have both an Internet and physical presence?
- D. What is a database, how do companies use them, and how do I build one based on a particular business need or problem?
- E. How do I create a web presence for a business or company?
- F. How do companies go about developing systems and can this stuff be applied to something other than computers?
- G. What are the various threats to companies’ data and information and how do they protect it?
- H. What type of infrastructure is needed to support a company’s information needs?
- I. What are the ethical issues associated with information and information technology?
- J. How is technology going to impact me in my career?

Main objectives you should have accomplished by the end of this course include:

1. Understand and interpret the main terminology/concepts of the information technology field.
2. Analyze the business needs and provide easier, technology-based solutions where appropriate.
3. Be familiar with basic conceptual data design and system development processes.
4. Understand IS strategies pursued by different companies.
5. Understand how technology can be put to effective use.
6. Further develop your Launching Business Leaders Personal Brand/Portfolio through activities such as teamwork, oral presentations, adaptability in team activities, trustworthiness and integrity, on-time and complete submissions of materials, personal responsibility by developing a education plan that relies less on instructor hand-holding, etc.



The course involves exams, quizzes, and activities. You will demonstrate your mastery of the material by applying what you learn. *Some activities will be well specified; others may be purposely less specific or less structured because an objective of these activities is for you to not only solve the problem posed, but also to learn how to be creative in using information systems.*





The instructor expects that you have read the appropriate reading assignment(s) prior to each exam, quiz, activity, etc. The primary reading assignments are mentioned in the course schedule. Other reading assignments, if any, will be posted on the course website. You should note that this course covers some technical material. Typically, you may not understand the material without reading – and in some cases, rereading – it carefully. Because this is an online course with less formal structure than is seen in a course with regularly-scheduled class/lecture periods, students will need to be much more self-driven and self-managing in their approach to covering the material. While there is software attached to the book to aid the student, ultimately the software is only a tool and the responsibility for reading, preparing, etc. resides with the student.

The syllabus, course schedule, and the course overview PowerPoint slides provide critical information as to the expectations, outcomes, and policies of this course. Students, as future professionals, are expected to review all of them in detail to decrease the potential for conflicts or problems and increase the opportunities for optimal success. If you don't understand a policy, guideline, etc., you are expected to contact your instructor immediately for clarification. Excuses for violation of policies that are based in not reading or understanding policies will not suffice in the business world and thus won't suffice in this class.

Students are responsible for making sure that they have access to unfettered technology necessary to support the online nature of the course and its requirements, including, but not restricted to, high-speed Internet access, a computer that meets the requirements to run the Connect software and other software associated with the textbook, correct settings on the computer/browser to access web-based resources including (but not limited to) Purdue's Blackboard, Purdue e-mail addresses, McGraw-Hill resources that support the e-book/software, YouTube, etc. Purdue University, Krannert School of Management, and the instructor are not responsible for considerations of technology problems stemming from resources outside of its authority including (but not limited to) latency/buffering issues on student machines, student ISP or country firewalls, viruses/malware, lack of computer processing power, outdated browser or operating systems, incorrect or incompatible add-ons installed, etc.

Grade Composition

You will be evaluated based on the following grading system:

	<ul style="list-style-type: none"> • 2 Exams (29% each) 58% <ul style="list-style-type: none"> ○ Exam #1 (See schedule for date/time) ○ Exam #2 (See schedule for date/time)
	<ul style="list-style-type: none"> • Timed Quizzes (3% per quiz) 21% <p>Students will have a limited amount of time to complete the quiz once started, so students should not attempt the quiz until they are well-prepared and completed the reading (and possibly the activity) for the respective chapter. Students should be prepared to complete the quiz at the time that they start it. These are closed-book, closed-note, individual-only activities any indication of outside source use will be subject to responses laid out in General Course Policies on pp. 6-7.</p>
	<ul style="list-style-type: none"> • Preparation (1% per book chapter covered) 7% <ul style="list-style-type: none"> ○ Students will receive 1% (per chapter) for a LearnSmart percentage of 65-100% ○ Students will receive 0% (per chapter) for a LearnSmart percentage less than 30% ○ All other LearnSmart percentages will receive .5% (per chapter)
	<ul style="list-style-type: none"> • Timed Activities (2% per activity) 14% <p>Students will have a limited amount of time to complete the activity once started. Students should make sure that they have adequately read and prepared before doing the activity. Students should be prepared to complete the activity at the time that they start it. These are closed-book, closed-note, individual-only activities any indication of outside source use will be subject to responses laid out in General Course Policies on pp. 6-7.</p>

Your letter grade for the course will be determined based on the overall weighted score computed using the percentage breakdown outlined above.

The course will be graded using a plus/minus system as presented below.

Course Grade Cutoffs	
Course Grade	Overall Performance
A+	≥ 97%
A	≥ 92%
A-	≥ 90%
B+	≥ 87%
B	≥ 82%
B-	≥ 80%
C+	≥ 77%
C	≥ 72%
C-	≥ 70%
D+	≥ 67%
D	≥ 62%
D-	≥ 60%
F	< 60%

In addition to overall requirements, a student must score at least 70% or higher on the cumulative average of all exams to be able to be awarded a course grade higher than a C. Students who receive less than a 70% on the cumulative average of all exams may score no higher than a C in the class, depending on the student's overall average. A student must score at least 50% or higher on the cumulative average of all exams to receive a passing grade in this course regardless of scores obtained from team activities or participation.

The additional requirements will insure that the grades that all students receive upon completion of the course adequately reflect not only the practical application knowledge that a student has obtained, but just as importantly, the academic knowledge. This is necessary because an understanding of information and information technology is not only knowing how to do something, but also knowing why it is being done.

The following table may be used to determine your grade in the course:

Students with a Cumulative Exam Average ≥ 70%

<i>Cumulative Exam Average</i>	<i>Overall Course Average</i>	<i>Final Course Grade</i>
≥ 70%	≥ 90%	A range based on overall average
	≥ 80% and < 90%	B range based on overall average
	≥ 70% and < 80%	C range based on overall average
	≥ 60% and < 70%	D range based on overall average
	< 60%	F

Students with a Cumulative Exam Average < 70%

<i>Cumulative Exam Average</i>	<i>Overall Course Average</i>	<i>Final Course Grade</i>
≥ 60% and < 70%	≥ 70%	C or grade associated with overall course average, whichever is lower
	≥ 60% and < 70%	Grade associated with overall course average
	< 60%	F
≥ 50% and < 60%	≥ 60%	D or grade associated with overall course average, whichever is lower
	< 60%	F
< 50%	N/A	F

In the event of a major campus emergency, course requirements, deadlines, and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances.

A. Exams

Two exams will be administered during the semester. If an exam will be missed because of a **University-excused absence**, you must notify the instructor **BEFORE** the exam in a reasonable fashion commensurate with the circumstances surrounding the absence. When an exam is missed due to a University-excused absence (and prior notice is provided), the exam will be rescheduled by the instructor based on the instructor's discretion. The format of the make-up exam and the content may vary from the formats of regularly-scheduled exams. The instructor has the sole right to make determinations concerning the potential for make-up exams. To be safe, **never assume that a make-up will be granted**; always discuss the situation with your instructor IN ADVANCE of the absence. Do not miss an exam, unless you are completely incapacitated in an emergency situation, without first obtaining confirmation from your instructor.

One day, toward the end of the semester, will be set aside to take make-up exams for any student that has been approved to take a make-up exam by the instructor.

Exams (along with quizzes and activities) will be closed books and closed notes (unless otherwise indicated by your instructor). The use of additional handheld/laptop/desktop computing devices (including cell phones and communication devices) is **prohibited**, except in special circumstances previously approved by the instructor. All books, notes, etc. are to be placed in another room from the location where exams/quizzes are being taken. In addition, no additional browsers, files, etc. are to be open/used at any time while an exam or quiz is taken. Students are expected to adhere to **ALL** honor and integrity codes expected of Purdue students.

B. Course Dates/Times/Deadlines

As mentioned above, all dates/times for the course exams, quizzes, and activity deadlines will be based on West Lafayette, Indiana (USA) date/times. Students are responsible for knowing the specific offsets for the location where they are taking exams/quizzes or submitting activity results. Excuses for late submission (or non-submission) of exams, quizzes, or activities due to incorrect conversion of time, including for students moving between zones, will not be entertained.

For activities (including exams) that occur on a specific date at a specific time, students are fully responsible for making sure that they have cleared their calendars to be able to complete the activities at the designated times. Planned or unplanned activities like trips, vacation, work conflict, concert/event activities, etc. are not excuses for not being able to complete/attempt said course activities. Students who are susceptible to these type of potential conflicts are strongly urged to drop the course to avoid negative impacts.

C. Course Fulfillment

Professional attention to fulfillment of course requirements is expected of all students. As mentioned previously, only University-excused absences (with advanced notice) will be considered for exams. Absences for any other reasons will be considered unexcused-absences and do not require any consideration by the instructor. These types of events include, but are not limited to,

- missing a scheduled exam to attend another class
- missing a scheduled exam to work on assignments or study for exams for other classes
- work schedules or activities
- weather (unless the University declares a weather emergency)
- interviews (before accepting/scheduling interviews, check the course schedule for required assignments, exams, quizzes, etc. ... schedule your interviews so as not to conflict with these events)
- transportation issues
- family reunions and family gatherings of a non-emergency status (see family emergency and bereavement above for exceptions)
- leaving early for travel or coming back later to get lower airfares (or to optimize a travel schedule) or to have more time over a break

According to the Academic Regulations and Procedures, "The University expects each student to be responsible for class-related work missed as a result of an unavoidable absence; this work may be made up at the discretion of the instructor."

Note: Students **SHOULD NOT** take chances with regard to absences on exam days (i.e., **DO NOT** schedule any events on these days or do anything that will/may cause you to miss these very important events). Lastly, the semester does not officially end until the end of the Final Exams Week. Because the University final exam schedule is not published until after the start of the semester, students should not schedule events or schedule plane tickets that require them to miss the final exam or leave parts of the course uncompleted. Students scheduling events (including purchasing plane tickets) that preclude them from taking an exam (or exams) will need to either reschedule their event or take a zero on the exam(s). **Students with pre-purchased airline tickets or event costs for any portion of the semester (including breaks, weekends, and dead week or finals week) who remain in the course assume all liabilities from said pre-purchase including re-scheduling ticket/event costs or zeros on missed assignments/exams due to tickets/events. If you do not want to risk these conflicts, students should plan to drop the course within the specified University add/drop or withdraw periods or, if they remain in the course, agree to potential penalties (up to and including a zero on the assignment/exam) caused by the conflict.**

Other Important Information

A. General Course Policies and Expectations

- Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor, as soon as possible, so accommodations necessary to ensure full participation and facilitate your educational opportunities can be discussed. In accordance with University guidelines, students requesting to activate an accommodation must do so, no later than the end of the third week of the semester (or third class period in a summer session). An activation may always be discontinued, but it cannot be activated after this time frame.

Students who are having problems with test taking (or any activities) in this class are strongly encouraged to contact their instructor for help as soon as there is a problem to obtain the necessary guidance.



- Any type of collaboration among students with regard to exams is ***strictly prohibited***, and will be dealt with harshly. More information concerning the Purdue Code of Conduct (including academic conduct) may be found at the Office of the Dean of Students website as well as the University's student regulations site:

https://www.purdue.edu/odos/osrr/resources/documents/academic_integrity.html

https://www.purdue.edu/odos/osrr/resources/documents/responding_to_academic_dishonesty.html

http://www.purdue.edu/studentregulations/student_conduct/regulations.html

These web pages are meant to be a guide and not an all-inclusive list of academic misconduct activities. The spirit of the law, in addition to the letter of the law (for example, talking during exams, looking at other unauthorized sources during an exam, having technology out whether on or not, etc.), will always be used.

Exams will be closed books and closed notes (unless otherwise indicated by your instructor). The use of additional handheld/laptop/desktop computing devices (including cell phones and communication devices) is ***prohibited***, except in special circumstances previously approved by the instructor. All books, notes, etc. are to be placed in another room from the location where exams/quizzes are being taken. In addition, no additional browsers, files, etc. are to be open/used at any time while an exam or quiz is taken. All work/activity in the course is to be **SOLELY** the work of the registered student. Students are expected to adhere to **ALL** honor and integrity codes expected of Purdue students.

Any good management student should understand cost/benefit analysis and any benefit that you might perceive about academic misconduct is far exceeded by its cost. Instructors for this course have been instructed to vigorously investigate and prosecute any cases of academic misconduct. Note that, in most cases, the penalties given by the instructor may be JUST THE BEGINNING. The Krannert School of Management and Purdue University, through the Dean of Students office, reserve the right to add penalties BEYOND those imposed by the instructor. These include failure of the course, suspension from the University or school, and potentially expulsion from the University or school. Students who observe or suspect academic or conduct violations are encouraged to get in touch with their instructor immediately and/or report the issue directly to the Dean of Students Office via the following online link: <https://publicdocs.maxient.com/incidentreport.php?PurdueUniv>.

Recently, Purdue has instituted an honor code that reads, “As a Boilermaker pursuing academic excellence, I pledge to be honest and true in all that I do. Accountable together - we are Purdue.” You are expected to be bound by this code in all of your actions regarding this course, including, but not limited to exams, assignments, interactions and communications with fellow students, faculty, third-party staff, etc. Academic integrity is one of the highest values that Purdue University holds. Individuals are encouraged to alert university officials to potential breaches of this value by either using the above online link, emailing integrity@purdue.edu, or by calling 765-494-8778. While information may be submitted anonymously, the more information that is submitted provides the greatest opportunity for the university to investigate the concern.

- As mentioned before, students are ***expected to take every exam at the scheduled time***. In a case where serious emergency prevents a student from doing so, the instructor must be notified immediately. Again, students must notify the instructor ***IN ADVANCE*** of any missed exam unless there is an emergency situation (such as having to go to the hospital by ambulance or getting in a car wreck on the way to the exam/presentation). All emergencies and absences must be fully documented by the appropriate authority (e.g., the health-care provider concerned in the case of a medical emergency). If you miss a class because of an illness, you must see the doctor ***NO LATER*** than the day of the absence. If you see the doctor before the day of the missed class period, your documentation from that visit must include some indication from the doctor that the illness or treatment is sufficient to keep you out of class beyond the day of the visit. Visits to the doctor after the day of the exam/presentation will be an indication that the “illness” was not severe enough to warrant missing the exam/presentation and thus will not be considered as valid supporting documentation.
- All students in the course are expected to have, and check frequently, an e-mail account that can be reached via Blackboard.
- Because of the flexibility in taking quizzes, activities, and LearnSmart modules (each chapter has roughly one week’s worth of time to complete), a limited illness/issue is unlikely to result in extra time or an excuse for an activity, quiz, or LearnSmart module. For example, A chapter is assigned on Monday, a student is sick on Wednesday. Because the student has until late Saturday night to complete the reading, complete the activity, and complete the quiz, there exists plenty of time in the week to have recovered and completed the items in the assigned time. Students **SHOULD NOT** wait until close to deadlines to cram in the reading, activity, and quiz. Life has plenty of surprises, so students should work to mitigate those by keeping up with the course and following a disciplined schedule in approaching the course.
- No deadline extension or extra credit will be granted for any aspect of the course. Graded submissions will be considered for re-grading ***only if*** turned in to the instructor, along with a written explanation, within five (5) business days of the grade being posted by the instructor. The instructor reserves the right, in such cases, to re-grade the entire graded submission. In the case of final exams, students should review these and submit the request for re-grading no later than the end of the first week of the spring or fall semester following the semester in which the grade was assigned.
- Students are expected to respect the rights of their classmates by exhibiting courteous and professional behavior that is conducive (or not disruptive) to the learning environment of the course. Each voice in the course has something of value to contribute. Please take care to respect the different experiences, beliefs and values expressed by students and staff involved in this course. We support Purdue's commitment to diversity, and welcome individuals of all ages, backgrounds, citizenships, disability, sex, education, ethnicities, family statuses, genders, gender identities, geographical locations, languages, military experience, political views, races, religions, sexual orientations, socioeconomic statuses, and work experiences.



Items in this syllabus highlighted with the LBL circle, , support components set forth by the Krannert School of Management Launching Business Leaders initiative including strategic thinking, decision making, oral communication skills, trustworthiness, integrity, professionalism, and personal responsibility. More information about the Launching Business Leaders initiative may be found at the [Launching Business Leaders webpage](#).

Students remaining in this course agree to abide by all guidelines as laid out within this syllabus and as directed by the University’s student guidelines, honor code, etc.