MIS 3321 – MANAGING SYSTEMS & TECHNOLOGY
FALL, 2014 – DR. MCMURTREY

UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. **Intellectual Excellence.**
   1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
   1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
   1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
   1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.
2. **Community.**
   2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
   2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

   3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

   4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

   4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MIS 3321
Course Name:	Managing Systems and Technology
CRN:	18831
Semester:	Fall, 2014
Location:	College of Business Building 302
Class Hours:	11:00 a.m. - 12:15 p.m. Monday/Wednesday

Instructor Information

Name:	Mark E. McMurtrey, Ph.D.
Office Location:	COB 305-O
Work Email:	markmc@uca.edu
Phone:	450-5308
Office Hours:	Monday/Wednesday 10:00 a.m. - 11:00 a.m. and 2:00 p.m. - 4:30 p.m. Tuesday/Thursday 12:30 p.m. - 2:00 p.m. …or by appointment

Prerequisites   None.

Textbook and Instructional Materials Required

Kroenke, David M. (2014). Using MIS Plus 2014 MyMISLab with Pearson eText -- Access Card Package (7th Edition). ISBN 9780133806892. You will need the Access Card, unlike previous semesters. Our bookstores should have plenty of copies.

Course Description

This course is required for all business majors as a part of the business core (accounting majors must take Accounting Information Systems which can replace this course). The course introduces students to management information systems concepts from an enterprise-wide perspective. The course explores the integration of information systems in business to support decision-making in light of current information technology. The primary mode of instruction is discussion and lecture, with other activities serving a supporting role.

Course Objectives

To introduce the student to the practical applications of information technology to support business processes and decision making. Especially in the current dot.com environment,

particular emphasis will be placed on the strategic use of IT through e-commerce platforms. At the end of the course, the successful student will be able to identify and implement IT-based solutions to a wide variety of managerial and technical situations and problems.

Course Delivery Method

I will lecture for the first half of the class period, highlighting what I feel is important in the textbook. I will also cover additional material that may or may not be covered (thoroughly or perhaps not at all) in the book. The second half of the class we will look at websites, PowerPoint presentations, and other computer-generated content that relate to the material covered. All material covered during class is considered "fair game" for exam purposes.

Grading

Grades will be assigned according to the following scale:

A. >= 89.5%
B. >= 79.5 and < 89.5%
C. >= 69.5 and < 79.5%
D. >= 59.5 and < 69.5%
F. < 59.5%

The various components of your grade are weighted as follows:

Mid-term Exam	35%
Final Exam	35%
Team Project	20%
Homework & Quizzes	10%
Total	100%

Description of Major Deliverables/Course Requirements

Class Schedule: This syllabus represents a "best" plan for the course; but, as with most plans, it is subject to change. Any changes to the syllabus will be announced in class as necessary.

** Tentative Class Schedule **

Week of:	Topic	Assignment
August 25/27	Introduction	Preface
	Identity Theft	Chapter 1
September 1/3	* Labor Day Holiday *	
	Identity Theft	Chapter 1
September 8/10	Foundations of IS	Chapters 1, 2
	Hardware, Software graph	

September 15/17	Organizational Systems Organizational Pyramid	Chapters 2, 9
September 22/24	Organizational Systems Business Intelligence	Chapter 9
September 29/1	Strategic Use of IS Competitive Advantage	Chapter 3
October 6/8	Computer Hardware Classification of Computer Systems	Chapter 4
October 13/15	* Mid-Term Exam * Wednesday, October 15th *Fall Break *	Chapters 1, 2, 9, 3, 4
October 20/22	Computer Software The Software Dilemma	Chapter 4
October 27/29	Enterprise Systems ERP	Chapter 7
November 3/5	Electronic Commerce Social Media	Chapter 8
November 10/12	Telecom/Internet Internet Business Models	Chapters 8, 6
November 17/19	Telecom/Networks	Chapter 6

November 24/26	Database	Chapter 5
	* Thanksgiving Holiday *	
December 1/3	Database	Chapter 5
	* Project Due *	
December 8/10	Final Exam	Chapters 4, 7, 8, 6, 5

Final Exam: Monday, December 8th 2:00 p.m. – 4:00 p.m.

Evaluations (Fall)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

Attendance and Drop policies
Perpetual tardiness and absenteeism will not be tolerated. It is rude and very unprofessional behavior. Thus, two tardies equal one absence; after four unexcused absences you will be dropped from the class and given a "WF" (same as an "F"). Excused absences would include participation in official UCA functions (e.g., football players, band members, etc.) and illnesses verified by a physician (i.e., doctor's note).

Assignment Submission
Assignments are due at the beginning of the class period. No late assignments will be accepted.

Makeup Exams
There will be no makeup exams given except in dire circumstances.

<u>Classroom Policies</u>

Please do not leave the classroom once class begins. It is very discourteous and interruptive. If you need to use the restroom or get something to drink, do it before class begins. After all, if I can't get up and go…neither should you! ☺

As for snacks and drinks in class: since we are in a new building, we should all pitch in and strive to keep it looking nice and professional. To that end, I encourage you not to bring anything to eat in the classroom. Drinks are allowed, but only if they are in some kind of "spill-proof" container. For example, cokes and the like purchased from fast-food outlets (such as McDonald's or Wendy's) that come with straws and lids are not permissible. If you drop one of those on the floor, the contents go everywhere.

Each day, before class begins, we will inspect the classroom and pick up any trash left behind by the previous students - hopefully there won't be any! ☺ When our class ends, we will do a similar inspection and deposit all trash into the appropriate containers. If I find that we are leaving trash behind, I will suspend all eating and drinking in class for the remainder of the semester.

Please turn off your cell phones when you get to class. I am sure you will check your messages when we get done. ☺ If you are caught sending a text message during class, you will be asked to leave. Please pay close attention and take good notes during class; you can check your messages afterwards. I'd bet the farm that you will! ☺

As for laptop PCs, i-Pads, etc., note that many Ivy League schools have banned them from the classroom. If you must use your laptop during class, use it for taking notes and perhaps surfing the websites I show to the class. Anyone caught sending e-mail or visiting other websites during class will be asked to leave. This behavior is disruptive to both me and the rest of your classmates and will not be tolerated. Do it on your own time, not ours! ☺

One more thing concerning when class is about to end: I have a watch and I know when class is "almost" over. Please do not start putting up your books, notebooks, laptop computers, etc. and "zipping up" your backpacks, bookbags, and computer cases. To say the least, such behavior is very juvenile, rude, and unprofessional to both me and your classmates. If you don't think so, try doing that sort of thing when you are in a professional, corporate environment, such as during a team meeting at Acxiom. I promise you that such behavior in the business world is not tolerated and you won't get very far from a promotion standpoint.

It is against University policy to discuss grades either over the telephone or through e-mail. If you miss the class period when we go over the exam scores, you will have to come to my office to see your exam. No e-mailing about grades, whether particular exam grades, homework grades, project grades, or final percentage grades, will be done. Please remember this at the end of the term, when people tend to ask their instructors and professors to e-mail them their final grade and/or averages. You very well may have teachers that do this; they are in violation of

official UCA policy and are perhaps unwittingly setting themselves, or the University, up for possible litigation.

Academic Integrity Statement

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: http://uca.edu/titleix.

Emergency Procedures Summary (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at http://uca.edu/mysafety/bep/. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources

Additional course materials will be posted on the instructor's website (i.e., Blackboard), periodically, as needs dictate. Check it on class days, if possible, to ensure you're up to date. Almost everything you need for this class will be found here.

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class
__   There is no formal assessment activity scheduled in this class.
X_   There is formal assessment activity scheduled in this class.

Learning Goals
Higher Learning Commission (HLC)
Promote Responsible Living

Learning Objective
Goal #1: Describe ways in which ethical principles affect human choices
Goal #2: Analyze the effect decisions have on self, others, and the environment.

Measure
Responsible Living Rubric

Benchmark
The class scores an average of "3" or better.