

MIS 3321 – MANAGING SYSTEMS & TECHNOLOGY
SPRING, 2019 – DR. MCMURTREY



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

COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

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. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MIS 3321
Course Name:	Managing Systems and Technology
CRN:	27648
Semester:	Spring, 2019
Location:	College of Business 307
Class Hours:	9:00 a.m. – 9:50 a.m. M/W/F

Instructor Information

Name:	Mark E. McMurtrey, Ph.D.
Office Location:	COB 102-H
Work Email:	markmc@uca.edu
Phone:	(501) 450-5308
Office Hours:	1:15 - 3:15 p.m. daily. Or by appointment.

Prerequisites: None

Textbook and Instructional Materials Required:

Business Driven Information Systems (6th Edition) by Paige Baltzan. McGraw-Hill Irwin, 2019. ISBN 9781260165869. This is the hard copy (looseleaf) version of the textbook and it is optional for you to purchase.

CONNECT ACCESS CARD FOR BUSINESS DRIVEN INFO.SYS.-ACCESS. ISBN 9781260165838 This is the Access Card that you are required to purchase. **It includes the digital version of the textbook** so this is all you need unless you prefer having a hard copy version of the textbook. If this is what you want, see the note below.

A less expensive ALL-DIGITAL version of the bundle may also be purchased from the UCA bookstore online or in the store. The ISBN for this is: 9781260165838. The link to purchase online is:

<https://theucabookstore.com/textbook> Just select the term, department, course, CRN, etc. and you'll find it (if you get an error message, just hit "ok").

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. $\geq 89.5\%$
- 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	15%
Homework & Quizzes	<u>15%</u>
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 **

<u>Week of:</u>	<u>Topic</u>	<u>Assignment</u>
January 11	Introduction	CONNECT
January 18	Introduction Identity Theft	Preface Chapter 1
January 25	Identity Theft MLK Holiday (January 21) Business Driven IS Hardware, Software graph	Chapter 1 Chapter 2
February 1	Organizational Systems Graph & Pyramid	Chapter 2
February 8	Business Intelligence Organizational Pyramid	Chapter 6
February 15	Strategic Use of IS Competitive Advantage	Chapter 1 (pp. 15-41)
February 22	Computer Hardware Classification of Computer Systems	Appendix A & Chapter 5
March 1	* Mid-Term Exam * Friday, March 1st	Chapters 1, 2, 6, 5, App. A
March 8	Computer Software The Software Dilemma	Chapter 5 Appendix A
March 15	Enterprise Systems ERP	Chapter 8
March 22	* * Spring Break * *	
March 29	Electronic Commerce Social Media	Chapter 3
April 5	Telecom/Internet Internet Business Models	Chapters 3, 7 Appendix B
April 12	Telecom/Networks	Chapter 7 Appendix B

<u>Week of:</u>	<u>Topic</u>	<u>Assignment</u>
April 19	Database	Chapter 6 (pp. 211-229)
April 26	Database	Chapter 6 Appendix C

*** Project Due Thursday, April 25th @ 6:00 p.m.***

May 3	Final Exams Week	Chapters 5, 8, 3, 7, 6 Appendices A, B, C
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Final Exam: Wednesday, May 1st 2:00 p.m. – 4:00 p.m.

Evaluations (Fall & Spring)

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 for nonattendance. 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. Online homework is due at midnight (see Blackboard page for due dates).

Makeup Exams:

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

Classroom Policies:

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 beautiful 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 both CONNECT and the instructor's website (i.e., Blackboard), periodically, as needs dictate. Check them on class days, if possible, to ensure you're up to date. Almost everything you need for this class will be found there.

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals:

Higher Learning Commission (HLC)

N/A

Learning Objective:

Students will be able to deliver professional quality oral presentations.

Measure:

Students will give an oral presentation on a business topic. The assignment will be assessed with the Oral Communication Skills Rubric.

Benchmark:

The mean of all students assessed shall be at least 80% on the rubric.