



MERCER
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The Stetson School of Business and Economics (SSBE) promotes the advancement and integration of quality business education and practice. In support of Mercer University's mission, the School provides undergraduate and graduate programs that are designed to enable, enhance, and expand professional careers, civic responsibility and lifelong learning.

**BUS 349.1D1: Management Information Systems
Summer 1, 2010**

Professor: Dr. Arthur Rutledge

Office Hours: 3 hours before class, and by appointment

Office Location: Business 239 (Atlanta) 135 X6510 (Douglas)

Email: Start the subject line with "BUS 349" so I can easily find your email.

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Course Description A study of management information systems (MIS) and the impact that MIS has on management decision-making. The emphasis of this course is on data collection techniques, information flow within the organization, techniques of analysis and design, and implementation of a system.

Class Objectives Upon the successful completion of this course, the student will be able to:

1. demonstrate an understanding of what information systems are, how they affect the organization and its employees, and how they can make businesses more competitive and efficient.
2. demonstrate knowledge of how to include information system concepts and techniques in the development of competitive firms, managing global corporations, and providing useful products and services to customers.
3. demonstrate the ability to understand the role of decision support techniques and concepts for better decision making.
4. define commonly used terms associated with information systems and demonstrate a working knowledge of the terminology.

Prerequisites CSC 125 or INSY 102

Textbook and Other Materials Essentials of Management Information Systems, Laudon and Laudon, Prentice Hall; 9e (2011c); ISBN-13: 978-013-6110996

Class Assignments and Evaluation

Evaluation Criteria	Team Class Seminar	28%	Case Analyses	20%
	Mid-Term Exam	15%	Final Exam	15%
	Class Participation	12%	Team Peer Review	10%

Team Class Seminar Classes will be divided into teams. Each team will be responsible for conducting a seminar on an assigned topic during the semester. The seminar will include a written agenda, a detailed "complete thought" 3 - 4 page single spaced outline and bibliography for each subject, and a presentation of the subject matter selected. Each student will research one subject within the team's topic. The agenda will clearly show the sequence of presentations and indicate each student's name and presentation subject. Copies of the agenda and outline will be handed out to all students and the professor. Teams are encouraged to use IT demonstrations, multimedia, exercises, guest speakers, etc.; to stimulate discussion of the subject presented.

Case Analyses The teams' case analyses will be turned in to the professor in "complete thought" outline form. The case analysis will simply answer the questions provided by the textbook and offer any other insights the team may have. Each team will present their assigned cases to the class and lead class discussion.

Exams Exams will be questions drawn from the text, lectures, videos, and the seminar outlines.

Class Participation Attendance will be kept by the instructor and students will be graded on appropriate questions raised and contributions made in discussion of the subject presented as well as case studies assigned during the course. Participation is essentially impossible without attendance. One point will be deducted from the final grade for each half session (non-exam sessions only) missed by a student without a legitimate excuse.

Teamwork (Peer Review) Each student will be graded by their teammates at the end of the semester as to their support of and participation in developing and delivering their team's seminar presentations.

Grading Structure	A	90 - 100 pts.	
	B	80 - 87 pts.	B+ 88 - 89 pts.
	C	70 - 77 pts.	C+ 78 - 79 pts.
	D	60 - 69 pts.	
	F	below 60 pts.	

Mercer University - Stetson School of Business and Economic

BUS 349: Management Information Systems

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Instructional Design Learning techniques employed during this semester will include students' active participation; large and small group discussions and projects, possible guest speakers from consultants and/or practitioners in the course's particular topic area, possible case studies, and videos.

Special Notes from the Professor Please send all Emails to both addresses below. Start the subject line with "BUS 349" so I can easily find your email.
TO: rutledge_al@mercer.edu **CC:** arutledge@mindspring.com

Mercer University Honor Code and Council: (See Mercer catalog for detailed information)

Honor Code Mercer University Atlanta expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter. Violations include, but are not limited to, the following

Plagiarism: The use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material, which is not of the student's, own authorship is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper.

Cheating, Lying, Stealing: The use of unauthorized sources of information.

Mercer University Disability Assistance:

Mercer University Disability Assistance Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life, 678-547-6823, for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately. The office is located on the second floor of the Sheffield Student Center in Room 212.

Inclement Weather Information:

Mercer University Hot Line If severe weather occurs, classes will be cancelled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

Course Reading & Learning Schedule
 (Syllabus subject to change at the discretion of the Professor)

Class	Activity/Seminar Subject	Text Part	Subject
1 05/24	<ul style="list-style-type: none"> • Course Introduction • Formation of Teams • Video 1 	1, 2, 3	<ul style="list-style-type: none"> • The World Market Today • Information Systems in the Digital Age
05/31	HOLIDAY		
2 06/07	<ul style="list-style-type: none"> • Lecture • Team Meetings • Video 2 • Case Presentations (Teams 1, 2, 3) 	4, 5	<ul style="list-style-type: none"> • Information Technology Infrastructure
3 06/11	<ul style="list-style-type: none"> • Lecture • Team Meetings • Video 3 • Case Presentations (Teams 4, 5, 6) 	6, 7	<ul style="list-style-type: none"> • Information Technology Infrastructure continued.
4 06/14	<ul style="list-style-type: none"> • MIDTERM EXAM • Lecture • Team Meetings 	8, 9 10	<ul style="list-style-type: none"> • Key System Applications for the Digital Age
5 06/21	<ul style="list-style-type: none"> • Lecture • Team Meetings • Case Presentations (Teams 1, 2, 3) 	11, 12	<ul style="list-style-type: none"> • Building and Managing Systems
6 06/28	SEMINARS <ul style="list-style-type: none"> • Case Presentations (Teams 4, 5, 6) 		RESEARCH OUTLINES DUE
07/04	HOLIDAY		
7 07/12	FINAL EXAM (Seminars if needed)		

BUS 349 BUSINESS PROBLEM-SOLVING CASE ASSIGNMENTS

CLASS 2

Team 1: Page 34
Team 2: Page 74
Team 3: Page 111

CLASS 3

Team 4: Page 152
Team 5: Page 187
Team 6: Page 229

CLASS 5

Team 1: Page 267
Team 2: Page 299
Team 3: Page 337

CLASS 6

Team 4: Page 374
Team 5: Page 413
Team 6: Page 449 online at www.pearsonhighered.com/laudon

ACCEPTABLE OUTLINE FORM

Complete Thought Outline:

- A. Value Added Networks (VANs)
 - 1. Are private 3rd party owned and managed networks.
 - 2. Offer network and data transmission services to subscribers.
 - 3. Provide secure email, data transmission, and electronic data interchange (EDI)
 - 4. Provide lower cost networking capabilities without high investment requirements.
 - a. User pays a subscription fee, and
 - b. pays only for the amount of data transmitted
 - 5. Are not as inexpensive as Internet based networks, but are more secure.

UNACCEPTABLE OUTLINE FORMS

Narrative Outline:

Value Added Networks

- Value Added Networks (VANs) are private, third party managed networks that offer data transmission and network services to subscribing firms. Subscribers pay only for the amount of data they transmit plus a subscription fee. Customers don't have to invest in network equipment and software and may achieve savings in line charges and transmission costs.
- Many companies are using the internet to transmit data because it is less expensive than using VANs. In response, VANs offer secure e-mail management and data transmission, management reporting, and electronic document interchange.

Incomplete Thought Outline:

Value Added Networks (VANs)

- 1. Private 3rd party
- 2. Network services
- 3. Secure email, data transmission, and electronic data interchange (EDI)
- 4. Lower cost
- 5. No high investment.
- 6. Cost more than Internet
- 7. More secure