

**Mercer University – Stetson School of Business  
Fall 2009 (II)**

Bus 349 (A23) Management Information Systems  
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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 is on data collection techniques, information flow within the organization, techniques of analysis and design and the implementation of a system.

**Class Objectives**

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

1. Demonstrate understanding of what information systems are, how they affect the organization and its employees and how they can make business 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 terminology

**Prerequisites:** See Catalog

**Textbook :** Essentials of Management Information Systems, Laudon and Laudon, 8<sup>th</sup> edition, Prentice Hall

**Class Assignments and evaluations**

**Grading Structure:** A = 91-100%  
B+ = 86-90  
B = 80-85  
C+ = 76-79  
C = 70-75  
D = 60-69  
F = Below 60%

<b>Evaluation criteria:</b>	
Quiz	10%
Mid-term exam	30%
Research report	20%
Participation	10%
Final exam	30%
Total : 100 %	

### **Notes from the professor**

There will be a quiz covering the assigned readings and materials including the cases you will take on-line following the third class. It will contain 20 questions, five, from each of the chapters 2 – 5. The mid-term with 30 questions will cover all material through week 4. The research report is described below. The final exam with 30 questions will cover all material from weeks 5 through 7 including any material covered by guest speakers

### **Research report**

Each student will submit a five to seven page written report and present a five to ten minute summary of their results in class during weeks six, seven or eight. There are two different ways to complete this requirement.

1. Students may conduct, document and analyze an interview of a worker with 10 or more years experience using information systems. The interview format must be designed by the student and must be approved by the instructor, prior to week five.
2. Alternatively, a student may research a company and describe how they use management information systems in their business. In the latter case, the work should be based on published sources. Companies chosen must be approved by the instructor prior to week five.

In either case, your paper should:

1. include a company background section (2 points);
2. relate the usage of MIS to the topics covered in class and to major trends in the industry (8 points);
3. include a gap analysis identifying any types of systems not used and explain why you believe this is (3 points);
4. include references that will allow the reader to verify the contents using standard academic reference formats (3 points );
5. be professional in appearance, and grammatically correct (2 points). Students, who are unfamiliar with proper formats, should take advantage of the coaching services available through the university;

6. be posted five days prior to the presentation on the class web space (2 points);
7. be presented in class (5 points).

To recognize that early presenters have less time to complete their work, presentations made in week six will receive 3 bonus points, in week 7 one bonus point.

All exams, papers and other material collected by the instructor become the property of the instructor. Unless otherwise requested in writing, materials will be saved only until the first class of the following session and then destroyed. Please respect the intellectual property rights of others and properly credit the source of any material used in class.

### **Participation and Student Responsibilities:**

I will strive to make this class interesting and applicable to the real-world environment. To do this it is necessary for all students to come to class prepared, meaning that assignments are completed in advance.

It is essential that students attend class. If you know that you will miss a class ahead of time, you need to contact the professor. One participation point will be given for each class attended or for excused absences. Two additional points MAY be awarded depending on your in-class performance.

As part of the effort to keep the class current and interesting, I need your input and participation. I encourage all positive input and encourage you to share any experiences relating to the current topic with the class. Questions are ALWAYS encouraged! If there are any topics that you are interested in and we are not planning to cover, please bring this to my attention and I will make every effort to add them to the schedule.

### **Additional Note:**

We will be using Blackboard for this class. Blackboard can be accessed from the Mercer University login screen. Instructions for use are available online.

### **Mercer University 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 students own authorship is also considered plagiarism. Failure to reference any such material used is ethically and legally improper.

**Inclement weather Information**

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

**DISABILITY STATEMENT FOR MERCER UNIVERSITY ATLANTA AREA**

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, 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. Room 212 (phone 678-547-6823).

Course Readings and Learning schedule

	Date	Topics to prepare	Readings, materials and other items
1	10/21	Introduction	Chapter 1 Read Nicholas Carr “IT Doesn’t Matter.” <a href="http://www.roughype.com/archives/2007/01/it_doesnt_matte.php">http://www.roughype.com/archives/2007/01/it_doesnt_matte.php</a>
2	10/28	e- business, using MIS for competitive advantage	Chapter 2 and 3. Create a free account on Mckinsey.com and read: “Eight Business Trends to Watch”, <a href="http://www.mckinseyquarterly.com/High_Tech/Strategy_Analysis">http://www.mckinseyquarterly.com/High_Tech/Strategy_Analysis</a>
3	11/4	Infrastructure	Chapter 4 and 5 Browse <a href="http://www.intel.com/technology/index.htm?iid=gg_wor_k+home_technology">http://www.intel.com/technology/index.htm?iid=gg_wor_k+home_technology</a> Following class, quiz available on-line from 11/5 – 11/10
4	11/11	Communications, Security Exam review	Chapter 6 and 7, Read “Protecting Personal Information, A Guide for Business”, at: <a href="http://www.ftc.gov/infosecurity/">http://www.ftc.gov/infosecurity/</a> Read “Technology Overview” and browse the Case Studies and Research page at: <a href="http://www.cisco.com/en/US/products/sw/netmgtsw/products_category_customer_case_studies.htm">http://www.cisco.com/en/US/products/sw/netmgtsw/products_category_customer_case_studies.htm</a>
5	11/18	Exam and speaker – Steven Gray – Technology Specialist Microsoft Corporation	Mid-term exam
6	12/2	ERP and e-commerce, Student research reports	Chapter 8 and 9 Review the components of and ERP system (SAP) at: <a href="http://www.sap.com/usa/solutions/index.epx">http://www.sap.com/usa/solutions/index.epx</a>
7	12/9	Knowledge management and building systems, Student research reports	Chapter 10 and 11 Read Nicholas Carr “Is Google Making us Stupid?” <a href="http://www.theatlantic.com/doc/200807/google">http://www.theatlantic.com/doc/200807/google</a>
8	12/16	Ethical issues, Student research reports Final exam	Chapter 12

