ITT Technical Institute

BU131

Business and Information Systems

Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 50 (30 Theory Hours, 20 Lab Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisite: TB143 Introduction to Personal Computers or TB145 Introduction to Computing or TB150 Computing and Productivity Software

Course Description:

This course integrates fundamentals of information systems and technology with aspects of business operation and management. The importance of information systems and its relationship to business operations from an end-user perspective is also addressed in this course.

Syllabus: Business and Information Systems

Instructor:	_____
Office hours:	_____
Class hours:	_____

Major Instructional Areas

1. Fundamentals of information systems
2. Information systems in organizations
3. Solving business problems using information systems
4. Infrastructure of information technology
5. Key system applications to facilitate operational excellence, customer intimacy, decision making, and e-commerce
6. Development and management of information systems in organizations
7. Ethical issues raised by information systems and their social impact
8. Evaluation of information systems in an organization

Course Objectives

1. Describe the impact of information systems on businesses and on your career.
2. Use information systems to enhance a business's reach, competitive advantage, and operational efficiency.
3. Choose appropriate hardware, software, and information technology (IT) management infrastructure for a business.
4. Use databases for business decision making and operational efficiency.
5. Use electronic communication technologies for improved business decision making and operational efficiency.
6. Choose appropriate security and control measures for a business's information systems.
7. Use enterprise systems, supply chain management (SCM) systems, and customer relationship management (CRM) systems to achieve operational excellence.
8. Use e-commerce and m-commerce to achieve operational excellence and customer intimacy.
9. Use knowledge management techniques to improve the decision-making process and operational efficiency.
10. Design an appropriate information system to solve business problems.
11. Describe the ethical, social, and political issues raised by information systems.

SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Identify relevant data, obtain it from the existing sources or create it, and evaluate its relevance and accuracy.
2. Competently use computers to organize, process, and maintain information in a systematic fashion.
3. Specify goals and constraints, generate alternatives, evaluate risks, and choose the best alternative.
4. Set personal goals, monitor progress, and exhibit self-control.
5. Choose ethical courses of action.
6. Identify activities, allocate time and money, and prepare and follow schedules.
7. Work cooperatively with others and contribute to a group with ideas, suggestions, and effort.
8. Know how social, organizational, and technological systems work and use these effectively.
9. Choose procedures, tools, or equipment, such as computers and related technologies.
10. Receive, interpret, and respond to verbal messages.

Course Outline

Unit	Activities

1—Role of Information Systems in Business and Career	Content Covered:
	     Essentials of Management Information Systems:
	     Chapter 1, "Business Information Systems in Your Career," pp. 5–30
	 Analysis: 1
	 Writing Assignment:1
	 Lab :1

2—Achieving Competitive Advantage with Information Systems	Read from *Essentials of Management Information Systems*:
	     Chapter 2, "Global E-Business and Collaboration," pp. 47–68
	     Chapter 3, "Achieving Competitive Advantage with Information Systems," pp. 81–107
	 Analysis: 1
	 Writing Assignment: 1
	 Lab :1
	 Project Part 1: Start

3—IT Infrastructure: Hardware and Software	Read from *Essentials of Management Information Systems*: Chapter 4, "IT Infrastructure: Hardware and Software," pp. 114–138 Analysis: 1 Writing Assignment: 1 Lab :1
4—Databases and Information Management	Read from *Essentials of Management Information Systems*: Chapter 5, "Foundations of Business Intelligence: Databases and Information Management," pp. 159–183 Analysis: 1 Writing Assignment:1 Lab : 1 Project Part 1: Submit Project Part 2: Start
5—Electronic Communication Technologies	Read from *Essentials of Management Information Systems*: Chapter 6, "Telecommunications, the Internet, and Wireless Technology," pp. 193–225 Analysis: 1 Writing Assignment: 1 Lab : 1

Unit	Activities
6—Securing Information Systems and Ethical Issues	Read from *Essentials of Management Information Systems*: Chapter 7, "Securing Information Systems," pp. 235–263 Chapter 12, "Ethical and Social Issues in Information Systems," pp. 420-436 (Chapter 12 is located online at www.pearsonhighered.com/laudon. Locate 9/e and click on 'Online Chapter 12.' Analysis: 1 Writing Assignment: 1 Lab : 1
7—Enterprise Applications	Read from *Essentials of Management Information Systems*: Chapter 8, "Achieving Operational Excellence and Customer Intimacy: Enterprise Applications," pp. 273–296 Analysis: 1 Writing Assignment: 1 Lab : 1 Project Part 2: Submit Project Part 3: Start
8—Digital Markets and Digital Goods	Read from *Essentials of Management Information Systems*: Chapter 9, "E-Commerce: Digital Markets, Digital Goods," pp. 305–334 Analysis: 1 Writing Assignment: 1 Lab : 1
9—Knowledge Management Systems and Improved Decision Making	Read from *Essentials of Management Information Systems*: Chapter 10, "Improving Decision Making and Managing Knowledge," pp. 343–370 Analysis: 1 Writing Assignment: 1 Lab : 1 Project Part 3: Submit Project Part 4: Start
10—Building Information Systems	Read from *Essentials of Management Information Systems*: Chapter 11, "Building Information Systems and Managing Projects," pp. 381–409 Analysis: 1 Writing Assignment: 1 Lab : 1
11—Course Review and Final Exam	Project Part 4: Submit Final Exam

Instructional Methods

This course is designed to provide an overall understanding of the role of information systems in today's business operations, structures, and processes. The activities and assignments are practical in nature and are directly related to the objectives of the course.

In-class time will be utilized as follows:

1. **Review of concepts:** This section is included in all units of the course to ensure that you have grasped the concepts. This section also ensures that there are periodic check points for all work to be completed. Instructors can track progress and follow up immediately with those of you who do not complete the assignments on time. The review activity will involve the following:
    a. A discussion of homework assignments that you completed
    b. An ungraded quiz, including a set of objective type questions (true/false and multiple choice questions)

2. **Lectures:** Units 1 to 10 include lectures that cover the key concepts. Instructors are encouraged to use the Image Library, Instructor's Manual, and PowerPoint Presentations included in the textbook package.
3. **Analyses:** Units 1 to 10 include analyses based on case studies and video cases. These activities will help you discuss, analyze, choose, and solve business and information systems-related problems.
4. **Labs:** The labs in Units 1 to 10 include hands-on assignments, which will enable you to solve business problems by using spreadsheets, databases, and electronic presentation software. Some of these assignments require you to use Web research tools and explore business resources on the Internet. Labs include business problems dealing with supply chain management, inventory management, and customer relationship management.
5. **Final Exam:** A final exam is included in Unit 11 to evaluate your overall performance.

Homework assignments in this course take the form of:

Writing Assignments: Writing assignments consist of case studies, business problem solving using information systems, and review questions based on the concepts covered in each unit.

Project: The project is based on the running case study "Dirt Bikes U.S.A." from the textbook. The project has been divided into four parts, and it provides you with opportunities for solving problems in a real-world business scenario.

Instructional Materials and References

Student Textbook Package

- **Textbook**: Laudon, Kenneth C., and Jane P. Laudon. *Essentials of Management Information Systems*. Custom 9th ed. Upper Saddle River, NJ: Pearson Prentice Hall, 2011.

- **Web sites**: http://www.pearsonhighered.com/laudon/
  (It includes study guides, learning tracks, video cases, case studies and analyses, Hands-On-MIS data files, and glossary.)

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at http://www.library.itt-tech.edu/ to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click "Books" or use the "Search" function on the home page to find the following books.

- Books> Ebrary> Abramowicz, Witold, and Jozef Zurada. *Knowledge Discovery for Business Information Systems.* USA: Kluwer Academic Publishers, 2000.

Periodicals

You may click "Periodicals" or use the "Search" function on the home page to find the following periodicals.

- ACM Queue
- Computerworld
- Database Journal

- Digital Web Magazine
- eWeek
- Information Security Magazine
- InformationWeek
- IT Architect
- Network Computing
- PC Magazine
- PC World
- ProQuest Computing
- Technology Innovations
- Technology Review
- Ubiquity: An ACM IT Magazine and Forum

Reference Resources

You may click "Reference Resources" or use the "Search" function on the home page to find the following reference resources.

- Bloomberg.com
- Brint.com
- Corporate Information
- globalEdge

School of Study > School of Business

You may click "School of Study" on the home page to find the following program links.

- ABA> Professional Organizations> Business Technology Association
- ABA> Recommended Links> Inc.com
- BBA> Recommended Links> CasePlace.org

Other References

The following resources can be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy. Follow the URLs below to view the Web pages of the books. Table of Contents, student resources, and instructor materials are available for ordering or download.

Books

- Gupta, Uma G. *Information Systems: Success in the 21st Century*. Upper Saddle River, NJ: Prentice Hall, 2000.
  http://vig.prenhall.com/catalog/academic/product/0,1144,013010857X,00.html
- Jessup, Leonard M., and Joseph S. Valacich. *Information Systems Today*, 2nd ed. Upper Saddle River, NJ: Prentice Hall, 2006.
  http://vig.prenhall.com/catalog/academic/product/0,1144,0132190443,00.html
- Miller, Lisa. *MIS Cases: Decision Making with Application Software*, 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2007.
  http://vig.prenhall.com/catalog/academic/product/0,1144,0132214385,00.html

- Senn, James A. *Information Technology: Principles, Practices, and Opportunities*. 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2004.
  http://vig.prenhall.com/catalog/academic/product/0,1144,0131436260,00.html
- Wheelen, Thomas L., and J. David Hunger. *Strategic Management and Business Policy*. 10th ed. Upper Saddle River, NJ: Prentice Hall, 2003.
  http://vig.prenhall.com/catalog/academic/product/0,1144,0131494597,00.html

<u>Websites</u>

- Baseline: The Bottom Line in IT
  http://www.baselinemag.com
- Business Integration Journal
  http://www.bijonline.com/Default.asp
- Communications of the Association for Computing Machinery (ACM)
  http://www.acm.org
- IBM Systems Journal
  http://www.ibm.com/us/
- McKinsey & Company
  http://mckinsey.com
- Boston Consulting Group
  http://www.bcg.com
- Booze, Allen and Hamilton
  http://www.boozallen.com
- American Institute of CPAs
  http://www.aicpa.org
- CIO Magazine
  http://www.cio.com

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

Course Evaluation and Grading

Evaluation Criteria

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Analyses	10%
Writing Assignments	15%
Labs	25%
Project	30%
Final Exam	20%
Total	**100%**

Grade Conversion Table

The final grades will be calculated from the percentages earned in the course, as follows:

A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

(End of Syllabus)