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Summer 6-1-2007

### IS 270.01: Management Information Systems

David R. Firth

*University of Montana, Missoula*, [david.firth@umontana.edu](mailto:david.firth@umontana.edu)

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# IS 270

## *Management Information Systems*

### *Summer 2007*

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**Dr. David Firth**

**Email:** david.firth@business.umt.edu

**Phone:** (406) 243-5979

**Office:** GBB 360

**Website:** www.business.umt.edu/faculty/firth

**Office Hours:** Monday, Tuesday, Wednesday and Thursday from 7:15am – 7:30am or by appointment

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**Prerequisites:**

CS 172: Introduction to Computer Modeling (**strictly enforced**)

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**Course Description:**

The field of information systems is an exciting academic discipline that is integral to all business activities. This course is designed to introduce students to information systems and examine how these powerful systems have fundamentally reshaped modern organizations along with our society. This course focuses on the key components of information systems – people, software, hardware, data, and telecommunications, and how these components can be integrated and managed to create competitive advantage. Throughout the semester we will supplement the textbook by drawing on some of the most influential writings in the area of information systems including work by Tom Friedman, Chris Anderson, Nick Carr, and Clayton Christensen. The aim of the supplemental readings is to help students refine and enhance their own thoughts on some of the most significant business and technological issues of our time. In addition, students will gain hands on experience with several key business applications including MS Excel, MS Access and MS FrontPage. As a result, students will be exposed to a multitude of powerful *ideas* from the field of information systems along with the opportunity to enhance their skills with basic business tools that serve as the foundation for creating and disseminating knowledge in the 21<sup>st</sup> century.

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**Course Goals:**

Upon successful completion of this course, students should be able to:

1. Understand how and why information systems are used in contemporary organizations.
2. Explain the technology, people and organizational components of information systems.
3. Explain how businesses are using information systems for competitive advantage vs. competitive necessity.
4. Demonstrate a deep understanding of the ideas contained within the writings of Tom Friedman, Chris Anderson, Nick Carr and Clayton Christensen.

5. Understand the systems development lifecycle and the different systems development methodologies.
6. Discuss the ethical issues posed by sophisticated information systems.
7. Be able to build, populate and use spreadsheets and databases to make business decisions.
8. Create, display and communicate content on the web.
9. Demonstrate working knowledge of business applications and demonstrate proficiency with the following applications:
  - a. Spreadsheet/Modeling with MS Excel
  - b. Relational databases with MS Access
  - c. Webpage design and management with MS FrontPage

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**Required Textbook and Software:**

Information Systems Today 2<sup>nd</sup> Edition, Jessup and Valacich (2003), Prentice Hall, **AND** Train and Assess IT 2.4 (TAIT). A **new** version of TAIT is always needed by every student as a unique access code is required.

*Must be purchased at the UM Bookstore*

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**Optional Textbook:**

Essentials MS Office 2003 Brief. Basic introductory text covering MS Word, Excel, Access, and PowerPoint. ISBN: 013-143675-9

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**Required Resources:**

Students must have access to a computer (or to a campus lab with a computer) that has Internet connectivity as well as Microsoft Office Professional and FrontPage installed. Students who don't have access to these resources will not be able to complete the course.

**Web space on SOBA's servers**

**USB Key**

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**Graded Course Activities:**

<b>Activity</b>	<b>Points</b>	<b>% of Course Grade</b>
<b>Course Exams</b>		
Exam 1	50	15.625%
Exam 2	50	15.625%
Exam 3	50	15.625%
Exam 4	50	15.625%
<b>Exam subtotal</b>	<b>200</b>	<b>62.5%</b>
<b>Microsoft Office Module Assessments</b>		
MS Excel Module 1 Assessment	20	6.25%
MS Excel Module 2 Assessment	20	6.25%

MS Access Module 1 Assessment	20	6.25%
MS FrontPage Module 1 Assessment	20	6.25%
<b>MS Office Assessments subtotal</b>	<b>80</b>	<b>25%</b>
<b>Final web project</b>	<b>40</b>	<b>12.5%</b>
<b>Total</b>	<b>320</b>	<b>100%</b>

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**Grading Scale: The following grade scale will be used in this course.**

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- A 90-100%**
- B 80-89.99%**
- C 70-79.99%**
- D 60-69.99%**
- F 59.99% and below**

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**General Exam Information:**

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Exams are a combination of MC, Fill in the blank, T\F and Essay.  
 You must bring your UM Griz Card to all exams  
 Only pre-approved, foreign language dictionaries are allowed.  
 No hats or music players can be worn during an exam.  
 No USB/Flash drives are allowed to be used during an exam.  
 You must take *all* exams and MS Office Assessments during your assigned time.

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**General TAIT Assessment Information:**

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TAIT is the tool we will use to ensure each and every student has met a certain “bar standard” in Excel, Access and FrontPage. On the TAIT assessments the “bar is set” at 70%. Any score below this “bar standard” will count as a zero. You will be given access to every question that is on each TAIT assessment in advance of the assessment. This means a well-prepared student will have the opportunity to work every question before they are assessed.

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**Missed Exams and MS Office Assessments:**

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Four examinations will be given during the semester. These four examinations will be non-cumulative midterms.

Please note that no make-up examinations will be given for any reason whatsoever. If a student misses a midterm examination, the student will have the opportunity to make up the exam during the hour after our final class on Thursday June 21<sup>st</sup> 2007, when a cumulative final exam will be administered.

A student who has completed the four non-cumulative midterms may elect (but is not required) to take the cumulative final. The highest four of five examination scores will

count toward your final grade. Therefore, if students are comfortable with their scores on the first four midterm examinations, they can elect to not take the cumulative final. Examinations will cover material presented in the assigned readings, lectures, classroom discussions, in-class exercises, and assignments.

A student can only makeup one missed MS Office Assessment during the term during the hour after our final class on Thursday June 21<sup>st</sup> 2007. Study material for the Assessment will not be made available after the scheduled Assessment date.

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**Class Attendance:**

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**Attendance:** Class attendance is extremely important to succeed in the course. Attendance is mandatory, meaning that you are expected to attend each class period. However, the professor understands that there will be times when personal issues are unavoidable and take priority. Therefore, each student will be allowed THREE excused absences without penalty.

If for any reason more than THREE (3) absences occur during the course of the semester, the student will be marked down 1 letter grade. Since students are allowed five excused absences, there is no need to contact the professor to explain an absence. Excused absences include sickness whether covered by a doctor's note or not, business trips, and family trips. For a further THREE (3) absences the student will be marked down 1 more letter grade.

If you are absent, it is your responsibility to obtain any course materials from your peers. Any assignments are still due on the due date. It is the student's responsibility to submit assignments when they are due.

Attendance will be taken on random days. It will be based on the "prisoner's dilemma" game theory approach, which means that I am much more likely to take attendance when there are fewer students in attendance, and much less likely to take attendance if all students are present. You are in attendance when your name is called. If you enter class after this time you will not be given attendance for that day – punctuality is important in business. **If you need to leave class early, you are required to notify me at the beginning of class. Failure to do so will result in the loss of attendance for that day.**

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**Note on email communication:**

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I try to be extraordinarily timely in my email responses. If you email me during the week you will almost always receive a response that day. However, your messages should be well written and grammatically correct. Furthermore, your messages should begin with a proper salutation, and close properly. When appropriate, a "thank you" is appreciated.

I will reject e-mails that do not comply with these specifications. In particular, I will not respond to your inquiry directly, but rather advise you to reformat and resubmit the correspondence. As a result, sending unacceptable e-mails will impair your ability to receive a timely response.

It is your responsibility to check your email account and Blackboard regularly. All email correspondence will be sent to your @grizmail.edu accounts. You are responsible for all material provided to you through these venues so you should check them both regularly. **You also need to keep all articles and supplemental material until the end of the semester.**

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**Academic Misconduct (Source: Student Code of Conduct)**

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Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. Academic misconduct is defined as all forms of academic dishonesty, including but not limited to:

1. Plagiarism: Representing another person's words, ideas, data, or materials as one's own.
2. Misconduct during an examination or academic exercise: Copying from another student's paper, consulting unauthorized material, giving information to another student or collaborating with one or more students without authorization, or otherwise failing to abide by the University or instructor's rules governing the examination or academic exercise without the instructor's permission.
3. Unauthorized possession of examination or other course materials: Acquiring or possessing an examination or other course materials without authorization by the instructor.
4. Tampering with course materials: Destroying, hiding, or otherwise tampering with source materials, library materials, laboratory materials, computer system equipment or programs, or other course materials.
5. Submitting false information: Knowingly submitting false, altered, or invented information, data, quotations, citations, or documentation in connection with an academic exercise.
6. Submitting work previously presented in another course: Knowingly making such submission in violation of stated course requirements.
7. Improperly influencing conduct: Acting calculatedly to influence an instructor to assign a grade other than that actually earned.
8. Substituting, or arranging substitution, for another student during an examination or other academic exercise: Knowingly allowing others to offer one's work as their own.
9. Facilitating academic dishonesty: Knowingly helping or attempting to help another commit an act of academic dishonesty, including assistance in an arrangement whereby any work, classroom performance, examination activity, or other academic exercise is submitted or performed by a person other than the student under whose name the work is submitted or performed.
10. Altering transcripts, grades, examinations, or other academically related documents: Falsifying, tampering with, or misrepresenting a transcript, other academic records, or any material relevant to academic performance, enrollment, or admission.

## Course Schedule

	Topic	Chapter Reading Assignment
May 21	Syllabus and Course Introduction Overview of Blackboard and TAIT	Purchase book. Purchase TAIT
May 22	Chapter 1: Why Information Systems Matter	
May 23	Chapter 2: IS for Competitive Advantage	<b>The World is Flat</b>
May 24	<b>The World is Flat: Friedman Video and Discussion</b> TAIT Excel lab time	
May 28	<b>Memorial Day – no class</b>	
May 29	1. <i>MS Excel Test 1</i> 2. <i>Exam 1</i>	
May 30	Chapter 4: The Internet and Security	
May 31	Chapter 5: Electronic Commerce, Intranets and Extranets <b>Chris Anderson: The Long Tail - Video</b>	<b>The Long Tail</b>
June 4	1. <i>MS Excel Test 2</i> 2. <i>Exam 2</i>	
June 5	Chapter 3: Data and Knowledge Management	
June 6	Chapter 7: Enterprise - Wide Information Systems	<b>The End of Corporate Computing</b>
June 7	<b>Nick Carr: IT Doesn't Matter &amp; The End of Corporate Computing Video</b> TAIT Access lab time	
June 11	1. <i>MS Access Test</i> 2. <i>Exam 3</i>	
June 12	Chapter 8: Information Systems Development and Acquisition	<b>The Rules of Innovation</b>
June 13	Clayton Christensen: The Innovator's Dilemma Video	
June 14	TAIT FrontPage lab time	
June 18	<i>MS FrontPage Test</i> <b>Exam 4</b>	
June 19	Web Project Lab	
June 20	Web Project Lab	
June 21	Web Project Lab	<b>Web Projects Due noon</b>
June 21	9:30am – 10:30am Make-up exam and TAIT make-up	

### Important schedule note:

Every attempt will be made to adhere to the schedule above. Due to extant circumstances, the professor reserves the right to change the course schedule above at any time during the semester. This may mean that exam or TAIT assessment dates may change from those presented here. Changes to the schedule will be a) announced in class, b) announced via e-mail to your grizmail account, and c) posted in the announcements section in Blackboard.