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Summer 6-1-2023

### **BMIS 270.50: MIS Foundations for Business - Introduction to Business**

David R. Firth

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

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#### **Recommended Citation**

Firth, David R., "BMIS 270.50: MIS Foundations for Business - Introduction to Business" (2023). *University of Montana Course Syllabi, 2021-2025*. 940.

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**BMIS 270**  
*MIS Foundations for Business*  
*Introduction to MIS*  
**Summer 2023**

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**Course Information**

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Venue:	UMOnline - Moodle
Credits:	3
Grading Mode:	Traditional letter grade only
Pre-requisites:	None
Final Exam:	None – we have a final project

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**Instructor Information**

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Summer 2023	Instructor:	David Firth
	E-mail:	<a href="mailto:david.firth@umontana.edu">david.firth@umontana.edu</a>
	Phone:	(406) 243-5979
	Office Hours:	By appointment – send an email to schedule

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**Mission Statement and Assurance of Learning**

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The University of Montana’s College of Business (COB) is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace. As part of our assessment process and assurance-of-learning standards, the College of Business has adopted the following learning goals for our undergraduate students:

**Learning Goal 1:** COB graduates will possess fundamental business knowledge.

**Learning Goal 2:** COB graduates will be able to integrate business knowledge.

**Learning Goal 3:** COB graduates will be effective communicators.

**Learning Goal 4:** COB graduates will possess problem solving skills.

**Learning Goal 5:** COB graduates will have an ethical awareness.

**Learning Goal 6:** COB graduates will be proficient users of technology.

**Learning Goal 7:** COB graduates will understand the global business environment in which they operate.

**Mission of the MIS Department:** To help our students get great careers in MIS.

The MIS department is extremely invested in helping our MIS majors do well when they graduate. This is reflected in the highest placement rate for all majors in the entire College of Business for undergrads at 94%, and also the highest starting salary of over \$72k.

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## Course Description

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The field of Management Information Systems (MIS) is an exciting academic discipline that is integral to all business activities. This course is designed to introduce students to MIS and examine how these powerful systems have fundamentally reshaped modern organizations, as well as our society. This course focuses on the key components of MIS – people, software, hardware, data, and telecommunications, highlighting how these components can be integrated and managed to create and sustain competitive advantage.

Throughout the semester we will be drawing on some of the most influential writings in the MIS field, including the works of Scott Latham, Chris Anderson, Nick Carr, and Clayton Christensen. The aim of these 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 a video production, editing and uploading, and web site assessment and development. As a result, students will be exposed to a multitude of powerful *ideas* from the field of MIS, 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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## Required Materials

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### Textbook

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**None.** The field of information systems is changing too rapidly for a textbook to be continuously relevant. Also, we feel the pricing of textbooks has gone way beyond the value they add.

### Moodle

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The instructor makes extensive use of the Moodle course management system, which can be accessed at <http://moodle.umt.edu/>. Course materials (announcements, course schedule, handouts, assignments, grades, etc.) will be posted on Moodle. If you experience difficulties accessing Moodle, please visit the help desk (located in GBB 209) for assistance.

### Computing Resources

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Students must have access to the following computing resources:

- Access to a computer (or campus lab) that has Internet connectivity, as well as the applications required to complete course projects, namely the Web Page Project and Video Project.
- For the Video Project, you will need the ability to record simple videos. This can be accomplished through technologies such as a cell phone, digital camera, or video camera. If you do not have access to such technologies, make arrangements to borrow one from friends, family or IT Central.
- USB (or flash) drive to store pictures, videos, lecture slides, assigned readings, and other supplemental material provided throughout the semester.

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## Course Grading

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Student performance will be measured along four (4) distinct achievement criteria, broken down as follows:

<i>Criterion</i>	<i>Percentage</i>	<i>Points</i>
Examinations (4)	35%	140
Quizzes (7)	17.5%	70
Projects (3)	32.5%	130
Assignments (6)	15%	60
	<b>100%</b>	<b>400</b>

Grades will be conferred on a  $\pm$  basis and comply with the ranges shown below. Please note that the College of Business requires students to attain a C or better in all lower core classes.

<i>Overall Points</i>	<i>Overall Percentage</i>	<i>Letter Grade</i>
points $\geq$ 372	pct $\geq$ 93%	A
371 $\geq$ points $\geq$ 360	93% > pct $\geq$ 90%	A-
359 $\geq$ points $\geq$ 348	90% > pct $\geq$ 87%	B+
347 $\geq$ points $\geq$ 332	87% > pct $\geq$ 83%	B
331 $\geq$ points $\geq$ 320	83% > pct $\geq$ 80%	B-
319 $\geq$ points $\geq$ 308	80% > pct $\geq$ 77%	C+
307 $\geq$ points $\geq$ 292	77% > pct $\geq$ 73%	C
291 $\geq$ points $\geq$ 280	73% > pct $\geq$ 70%	C-
279 $\geq$ points $\geq$ 268	70% > pct $\geq$ 67%	D+
267 $\geq$ points $\geq$ 240	67% > pct $\geq$ 60%	D
239 $\geq$ points	60% < pct	F

### Examinations (35%)

Four examinations will be given during the course of the semester. Each exam is worth 30 points, except exam 4 which is worth 50 points for a total of 35% of your course grade. The examination will cover material presented in the readings, lectures, any discussions, and exercises if any. Examinations are an essay question which will be given to you in advance of the exam.

Students must take exams by the scheduled submission deadline unless they can provide documentation of an extenuating circumstance. Extenuating circumstances include (1) University-approved absences, (2) health emergencies, (3) civil service such as military duty or jury duty, and (4) other emergencies deemed appropriate by the instructors. In all cases, the instructors must be notified prior to the exam. Exams will have a time limit assigned to them for completion – you may start your exam at any time during the available period but must complete it within the allotted time once you have started it. The due dates for the exams are in the course schedule. No late submissions will be accepted.

Here are some additional rules to be aware of:

- Examinations are your own, personal work
- You may not collaborate with others, including other members of class, spouses or relatives, during the exam
- You may not submit someone else's work as your own

- Generative AI, including ChatGPT, must follow the guidelines provided below in the AI Policy.
- You may use reference material during the exam
- If you quote any reference material you must provide the citation showing that you are quoting reference material
- Failure to properly quote reference material (for instance Wikipedia or specific quotes from the assigned material) is considered plagiarism and is cheating
- Cheating will result in a failing grade for that exam, a review of all prior grades to determine if there has been prior cheating, and a report of academic misconduct. Note that cheating, particularly plagiarism is incredibly easy to detect, and indeed we have automated tools that we can simply cut-and-paste your text into in order to find it
- As the AI Policy below notes, you must disclose your use of any generative AI (ChatGPT is just one example), as well as the prompts you used to get the final results. Failure to do so is cheating, and will be treated as such.

Note, this AI Policy is from a colleague at the Wharton Business School, and references Canvas and Tutorials. One important change to this policy is that at UM we use Moodle not Canvas. A second important change is that I do provide resources in Moodle on the use of ChatGPT, but I do not provide tutorials.

### ***III. AI Policy***

I expect you to use AI (ChatGPT and image generation tools, at a minimum), in this class. In fact, some assignments will require it. Learning to use AI is an emerging skill, and I provide tutorials in Canvas about how to use them. I am happy to meet and help with these tools during office hours or after class.

Be aware of the limits of ChatGPT:

- If you provide minimum effort prompts, you will get low quality results. You will need to refine your prompts in order to get good outcomes. This will take work.
- Don't trust anything it says. If it gives you a number or fact, assume it is wrong unless you either know the answer or can check in with another source. You will be responsible for any errors or omissions provided by the tool. It works best for topics you understand.
- AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining what you used the AI for and what prompts you used to get the results. Failure to do so is in violation of academic honesty policies.
- Be thoughtful about when this tool is useful. Don't use it if it isn't appropriate for the case or circumstance.

### **Projects (32.5%)**

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Students will undertake three individual projects during the course of the semester. One projects is worth fifty (50) points, one is sixty (60) points and one is worth twenty (20) points. Each project has

extensive guidelines and videos to support your ability to complete it. The due dates for the projects are in the course schedule. No late submissions will be accepted. The same policies and rules for examinations (e.g., this being your own personal work) also apply to projects (please refer to Examinations section above).

### **Quizzes (17.5%)**

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Seven quizzes will be given during the course of the semester. Each quiz is worth 10 points, representing together 17.5% of your course grade. The quizzes will cover material presented in the assigned readings, videos, website URLs or other material provided. Quizzes are a combination of multiple choice and True/False questions. Quizzes will have a time limit assigned to them for completion – you may start your quiz at any time during the available period but must complete it within the allotted time once you have started it. The due dates for the quizzes are in the course schedule. No late submissions will be accepted.

The same policies and rules for examinations (e.g., this being your own personal work) also apply to quizzes (please refer to Examinations section above).

### **Assignments (7.5%)**

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Three (3) assignments will be given right at the start of the class. Each assignment is worth ten (10) points. Due dates and point values are in the course schedule. Specifications to complete the assignments will be provided upon distribution. No late submissions will be accepted.

The same policies and rules for examinations (e.g., this being your own personal work) also apply to assignments (please refer to Examinations section above).

### **Salesforce Trailhead (5%)**

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We will have one (1) part of class where you will complete a short training session hosted by Salesforce.com, the world's #1 software as a service provider. All the details will be provided in Moodle and the training itself is online at salesforce.com. To show that you have completed this training you must take a screenshot of the Trailhead Badge (as it is called) and submit it to Moodle.

The due date for the Salesforce Trailhead is in the course schedule. No late submissions will be accepted.

The same policies and rules for examinations (e.g., this being your own personal work) also apply to Salesforce Trailhead (please refer to Examinations section above).

### **Innovator's Dilemma Chart (2.5%)**

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We will have one (1) part of class where you will duplicate a chart that I've covered in a video. The Innovator's Dilemma chart is fundamental to understanding disruptive innovation. Duplicating this chart will enhance your ability to understand this critically important theory.

The due date for the Innovator's Dilemma chart is in the course schedule. No late submissions will be accepted.

The same policies and rules for examinations (e.g., this being your own personal work) also apply to Innovator's Dilemma chart (please refer to Examinations section above).

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## **Expectations for Professional Conduct**

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Beyond imparting the course material, the instructor intends to prepare students to become business professionals. Consequently, the instructor expects students to exhibit professional behavior at all times. Students should treat class sessions, discussion forums, exams, quizzes, assignments, projects and such like actual business meetings and conduct themselves according to the SoB Code of Professional Conduct, which can be accessed at the following website:

<http://www.business.umt.edu/ethics/professional-conduct-code.php>

Students enrolled in SoB, as well as SoB faculty and staff, pledge to uphold these values. Students are expected to be familiar with the SoB Code of Professional Conduct and adhere to each value. Students who fail to follow the guidelines may lose attendance credit and/or be asked to leave the class.

## **Academic Misconduct**

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All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at [http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)). It is the student's responsibility to be familiar the Student Conduct Code.

The School of Business endorses academic honesty as a pillar of integrity crucial to the academic institution. Academic honesty is an important step towards developing an ethical backbone needed in a professional career. Failure to practice academic honesty is considered academic misconduct. Academic misconduct will be penalized to the fullest extent. Students are expected to:

- Be knowledgeable of activities that are considered academic misconduct, as defined in section V.A. of the UM Student Conduct Code,
- Practice academic honesty on all exams, quizzes, homework, in-class assignments, and all other activities that are part of the academic component of a course,
- Encourage other students to do the same.

Confusion may arise in what is and is not academic misconduct. Students should ask if they are unsure if a behavior will be viewed as academic misconduct. A good rule of thumb is that any credit-earning activity in a course should represent the true skills and ability of the person receiving the credit. A partial list of situations that are considered academic misconduct is in the SoB Professional Code of Conduct. If at any point a student is unsure whether a particular activity is permissible, that student should contact the instructor before doing so.

## **Electronic Mail Communications**

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University of Montana policy dictates that faculty may only communicate with students regarding academic issues via official UM electronic mail (e-mail) accounts. Accordingly, students must correspond with their instructors using authorized UM accounts (e.g., umconnect.edu). E-mail received from non-UM accounts may be flagged as spam and deleted without further response.

Due to privacy and security issues, *confidential information (including grades and course performance) will not be discussed via e-mail.*

The instructor will try to be timely when responding to e-mail messages. If you send an e-mail during normal business hours, you will almost always receive a response within one business day. However, messages must be well-written and grammatically correct. Furthermore, messages should begin with a proper salutation and end with a thank you. Be sure to include your full name and section number when communicating with the instructor via e-mail.

Written communication skills are extremely important to succeed in business. Therefore, students should be aware that the instructors will reject e-mails that do not comply with the above specifications. In particular, the instructors 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.

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## **Student Resources**

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### **Writing Center**

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For students who wish to improve their written communication skills, the Writing Center offers free, one-on-one tutoring to undergraduate and graduate students in all disciplines. The center provides “a comfortable environment where students can engage in supportive conversations about their writing and receive feedback on their works in progress. Our professional tutors help students at any point during a writing process and with any writing task.” For additional information, please visit the Writing Center’s website at <http://www.umt.edu/writingcenter>.

### **Office of Disability Equity for Students**

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Students with disabilities may request reasonable modifications by contacting the instructor. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Office of Disability Equity (ODE). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For other options, please refer to <http://www.umt.edu/disability>.

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### **Drops and Incomplete Grades**

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This course follows published university policies, which can be found at the following website, on drop dates and incomplete grades <http://www.umt.edu/registrar/students/dropadd.php>. Please note drops are not allowed unless an extraordinary circumstance (e.g., illness) beyond the student’s control prevails. Circumstances must be fully documented and acceptable to the instructor. *Low grades or their consequences are not an acceptable reason for a petition approval.*



Regarding incomplete grades, the university catalog states: “Incomplete grades are not an option to be exercised at the discretion of a student. In all cases it is given at the discretion of the instructor within the following guidelines. A mark of incomplete may be assigned students when (1) the student has been in attendance and doing passing work up to three weeks before the end of the semester, and (2) for reasons beyond the student's control and which are acceptable to the instructor, the student has been unable to complete the requirements of the course on time. *Negligence and indifference are not acceptable reasons.*”

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### **NetID Password**

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All students must change their NetID passwords at least every 365 days. Otherwise, passwords expire for security purposes. If your password expires, you will be unable to access the course materials posted on Moodle. Therefore, students are encouraged to change their passwords at the beginning of the semester to avoid any potential logon issues. Students can change their passwords online at <http://onestop.umt.edu>. To maximize security, students are encouraged to create complex passwords including a combination of alpha, numeric, and symbolic characters (minimum of six characters).

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### **Grievance Procedures**

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Although conflicts between students and instructors are rare, they do occasionally occur. Please be aware that the standard operating procedure for dealing with such conflicts within the School of Business is as follows:

1. Try to resolve the conflict directly with the instructor.
2. If you feel that the conflict cannot be resolved between yourself and the instructor, contact the Management Information Systems Chair, Dr. Isho Tama-Sweet.
3. If, after speaking with the department chair and the instructor, you still feel that the conflict has not been resolved, contact the Associate Dean of the College of Business, Dr. Tony Crawford.

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### **Course Schedule**

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Since the course schedule is tentative and subject to change throughout the semester, it has been posted as a separate document on Moodle. The course schedule can be located on Moodle under *Course Schedule*. Please refer to the course schedule on a weekly basis to stay abreast of upcoming course events, lecture materials, and assigned readings.