

9-2014

## BMIS 270.02: MIS Foundations for Business

David R. Firth

*University of Montana - Missoula*, [David.Firth@umontana.edu](mailto:David.Firth@umontana.edu)

Let us know how access to this document benefits you.

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

---

### Recommended Citation

Firth, David R., "BMIS 270.02: MIS Foundations for Business" (2014). *Syllabi*. 2121.  
<https://scholarworks.umt.edu/syllabi/2121>

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).

---

**Course Information**

---

Section 1: MW 8:10 – 9:30 am  
Section 2: MW 9:40 – 11:00 am  
Section 3: TR 2:10 – 3:30 pm  
Section 4: TR 3:40 – 5:00 pm  
Venue: Gallagher Business Building L26

Credits: 3  
Grading Mode: Traditional letter grade  
Pre-requisites: None  
Final Exam: None

---

**Professor Information**

---

Sections 1 & 2 Professor: Dr. David Firth  
and all sections for E-mail: david.firth@umontana.edu  
Movie project  
Phone: (406) 243-5979  
Office: Gallagher Business Building 360  
Office Hours: MW 2:00 – 3:00pm or by appointment

Sections 3 & 4 Professor: Dr. Clayton A. Looney  
and all sections for E-mail: clayton.looney@umontana.edu  
Website project  
Phone: (406) 243-5895  
Office: Gallagher Business Building 310  
Office Hours: TR 11:30am – 12:30pm or by appointment

---

**Mission Statement and Assurance of Learning**

---

The University of Montana's School of Business Administration 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 School of Business Administration has adopted the following learning goals for our undergraduate students:

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

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

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

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

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

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

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

---

### Course Description

---

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 supplement the textbook by drawing on some of the most influential writings in the MIS field, including the works of 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 Microsoft MovieMaker and Google Sites. 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.

---

### Teaching Philosophy

---

The primary objective of this course is to develop knowledge and skills to assist students in their upcoming careers. The professor will make every attempt to tailor course materials and the classroom setting to a real-world business environment. Students should come to sessions prepared to discuss relevant issues, proactively participating in the learning experience. A variety of learning techniques will be employed during class time including lectures, in-class discussions, hands-on exercises, videos, guest speakers, and labs.

The professor prefers to interact with students in a professional manner. As a matter of courtesy, please refer to the professor as “Professor” or “Doctor.” The professor views his relationship with the student as a typical relationship between a consulting manager and new consultant, where the consulting manager is responsible for providing the necessary tools for developing the required skills needed in the new consultant.

Should students have any questions concerning the course material, the professor welcomes students to visit during office hours, schedule an appointment, and/or communicate with the professor via electronic mail. The professor will make every reasonable effort to assist students in the learning experience and respond to student inquiries.

---

### Required Materials

---

#### Textbook

---

*Information Systems Today: Managing in the Digital World*, 5th Edition, Joseph Valacich and Christoph Schneider, Prentice Hall

This is a custom textbook, which is only available at the bookstore. The book has a companion web site containing useful information and can be located at the following URL. Be sure to take advantage of the on-line study guides. [http://wps.prenhall.com/bp\\_jessup\\_ist\\_3](http://wps.prenhall.com/bp_jessup_ist_3).

## Moodle

---

The professors make extensive use of the Moodle course management system, which can be accessed at <http://umonline.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

---

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 Google Sites and Microsoft Movie Maker.
- For the Movie Maker 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 or family or from IT Central at UM in Social Sciences 120
- USB (or flash) drive to store pictures, videos, lecture slides, assigned readings, and other supplemental material provided throughout the semester.

## Course Grading

---

Student performance will be measured along three (3) distinct achievement criteria, broken down as follows:

<i>Criterion</i>	<i>Percentage</i>	<i>Points</i>
Examinations (4)	50%	200
Quizzes (5)	22.5%	90
Projects (2)	27.5%	110
	<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 School of Business Administration 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 (50%)**

---

Four examinations will be given during the course of the semester. Each exam is worth 50 points, or 12.5% of your course grade. The examination will cover material presented in the assigned readings, lectures, classroom discussions, and in-class exercises. Examinations are a combination of multiple choice, True/False, and essay questions.

Students must take exams on their regularly scheduled days 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 professors. In all cases, the professors must be notified **prior** to the exam.

Here are some additional rules to be aware of:

- Examinations are **closed-book**, meaning that study materials such as textbooks, notes, lecture slides, or websites cannot be used while completing the examination.
- Classroom doors will be locked precisely when class starts. If you arrive late for an examination, you will not be allowed into the classroom and will receive an automatic zero.
- While completing the examination, students may not leave the classroom **for any reason**. Doing so will result in the conclusion of the student's examination.
- Students must bring their UM Griz Cards to all examinations.
- Only pre-approved, paper, foreign language dictionaries are allowed.
- No hats or personal electronic devices are permitted during exams.

## **Quizzes (22.5%)**

---

Five quizzes will be given during the course of the semester. Quizzes are worth either 10 or 20 points, representing 2.5% or 5% of your course grade, respectively. The quizzes will cover material presented in the assigned readings. Quizzes are a combination of multiple choice, True/False, and essay questions.

The same policies for examinations (e.g., make-up examinations, late arrival, UM Griz Cards, etc.) also apply to quizzes (please refer to Examinations section above).

## **Projects (27.5%)**

---

Students will undertake two individual projects during the course of the semester. The first will use Google Sites to build a website. Google Sites can be accessed via the web. The next project will require the use of Microsoft MovieMaker, which is a free download from Microsoft. The application is also installed on all of the computers in the Gallagher Business Building. These projects will be talked about at length later in the term.

## **Extra Credit (To Be Determined)**

---

The professors will provide opportunities throughout the semester for students to earn extra credit points. Extra credit opportunities typically involve attending presentations outside of class or participating in research studies. The professors will notify students in advance of extra credit opportunities, as well as point values associated with each. Students are highly encouraged to take

advantage of these opportunities, as earning additional points may translate into a better overall grade in the course.

---

## Drops and Incomplete Grades

---

This course follows published university policies on drop dates and incomplete grades. Please be aware of the following drop date deadlines:

Mon., Sept. 15	Last day to drop a course in Cyberbear with no approvals required.
Mon., Oct. 27	Last day to drop a course with instructor and advisor signatures.
After Mon., Oct. 27	Drops are not allowed unless an extraordinary circumstance (e.g., illness) beyond the student's control occurs. Circumstances must be fully documented and acceptable to the professor. <b>Low grades or their consequences are not an acceptable reason for a petition approval.</b>

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.**"

---

## Expectations for Professional Conduct

---

Beyond imparting the course material, the professors intend to prepare students to become business professionals. Consequently, the professors expect students to exhibit professional behavior at all times. Students should treat class sessions like actual business meetings and conduct themselves according to the SoBA Code of Professional Conduct, which can be accessed at the following website:

<http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>

Students enrolled in SoBA, as well as SoBA faculty and staff, pledge to uphold these values. Students are expected to be familiar with the SoBA 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

---

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 Administration 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 SoBA 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.

## **Attendance**

---

As with any business profession, attendance is extremely important to succeed. Attendance is mandatory, meaning that students are expected to attend each class period. Class will start on time. Students must be seated and logged into Moodle when class begins.

Attendance will be taken on a random basis. The professors may take attendance at any time during the class session. Students are considered to be in attendance when the professor takes attendance. If you are not in your assigned class seat when attendance is taken, you will not be given credit for attending that day. If you need to leave class early, which is not recommended, please notify the professor at the beginning of class. Failure to do so may result in the loss of attendance for that day.

The professors understand there will be times when personal issues, such as medical issues and family emergencies, are unavoidable and take priority. Therefore, each student will be allowed three (3) absences without penalty. Students do not need to contact the professors to explain an absence. If you are absent, it is your responsibility to obtain missed material from your peers, so establish contact with other students in the class immediately.

Since students are allowed three absences, there is no such thing as an “excused” absence. If for any reason (including health issues supported by a doctor’s note) more than three absences occur during the course of the semester, the student will receive a penalty equal to one full letter grade.

## **Seating Chart and Name Tents**

---

Over 200 students are enrolled across four (4) sections of the course. In order to learn student names, the professors will give each student a name tent and assign the student to a particular seat in the classroom. A seating chart will be implemented during the second week of the semester. If you would like to be seated toward the front of the classroom, please notify the professor by the end of the first week of the semester.

Business professionals are expected to have business cards available at meetings. Students should view name tents as their personal business card, bringing it to each class session and prominently display it. If students lose their name tents, it is their responsibility to replace their name tents with a professional-

looking version, which specifies your full name and section number. Hand-written name tents are not acceptable in a business setting. **Failure to sit in your assigned seat or to bring an acceptable name tent to class will result in the loss of attendance for that day.**

### **Electronic Mail Communications**

---

Faculty may only communicate with students regarding academic issues via official UM electronic mail (e-mail) accounts. Accordingly, students must correspond with their professors 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 professor 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 professor via e-mail.

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

### **Personal Electronic Devices**

---

It is considered rude, distracting, and unprofessional to use personal electronic devices (e.g., cell phones, iPads, iPods) during business meetings. Therefore, personal electronic devices are prohibited during class. Putting your device, for instance, on “vibrate” or “silent” mode is insufficient, as it is difficult to avoid the temptation to check your device. **Prior to entering the classroom, turn off and stow all personal electronic devices. Keep your devices off at all times.**

For each offense, students will lose attendance credit for that day. Repeat offenders will also receive a one full letter grade deduction on the next exam. Students using a personal electronic device during and exam or quiz will automatically receive a score of zero and be subject to an academic misconduct review.

### **NetID Password**

---

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).

---

## **Disability Services for Students**

---

Students with disabilities may request reasonable modifications by contacting the professor. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “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>.

---

## **Grievance Procedures**

---

Students with concerns or complaints during the semester should first communicate these to the professor. This step almost always resolves the issue. If the student feels that the conflict cannot be resolved after meeting with the professor, the student should contact the MIS department chair. If, after speaking with the department chair and the instructor, the student still feels that the conflict has not been resolved, contact the Associate Dean of the School of Business Administration.

---

## **Course Schedule**

---

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.