

MBA 211: Management Information Systems

California State University, Fresno

Fall 2018

COURSE

Class Number: 71993

Number of units: 3

Location: PB 12

Time: Thursday, 6:00 pm – 8:45 pm

INSTRUCTOR

Sasan Rahmatian, Ph.D. (sa-san' ra-ma'-ti-yan)

Peters Building 247

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Office Hours: Tuesday/Thursday, 3:00-4:00 pm

Consultation Hours: Monday-Friday 9:00 am – 5:00 pm, by email, phone, or video, as appropriate. There should be no expectation of email responses to questions or requests during weekends.

Please notify me in advance by email if you need to visit me in my office, so I keep that time slot open only for you. Otherwise other students may take my office time, leaving no time for you.

DESCRIPTION

Most managers are informationally *overfed* but *undernourished*. While they tend to be bombarded with tons of irrelevant data, they seldom get the right information in the right form at the right time. They don't receive the right information to set goals, to find out if they are meeting those goals and, if they are not, to understand why not, and what to do about it. Sometimes they are not even sure what information they want. To make it worse, the information they say they want may actually not be the information they really *need*!

But information systems are more than mechanisms for providing information. They are systems and technologies that transform organizations, their competitive strategies, how people work, and they offer new opportunities/threats.

This course will explore the various business application domains of information systems in detail, how information systems are created, how that process is managed, and what ethical and security issues arise when systems are in operation in a global environment.

Without understanding this set of complex issues, you cannot be an effective manager in today's world.

TEACHING MATERIAL

- “*Management Information Systems: Managing the Digital Firm*”, Kenneth/Jane Laudon, Pearson, 15 Edition, 2018. Earlier editions are not acceptable. This is a stand-alone book, not accompanied by any software program. If you buy a “Global” or “International” edition of this book, you need to assure that it has identical pagination and contents to the standard edition.

- Any material to which there is a link in this syllabus.
- Any material that may be posted on Blackboard.

PERFORMANCE EVALUATION

- A. 60% 4 Tests
- B. 25% 30 Assignments
- C. 5% Lumira Hands-on Project
- D. 10% 2 SAP Hands-on Projects

Note that each assignment is worth slightly less than 1% point, although in Blackboard it will receive a maximum of 1 point for convenience. Hence the Total Points automatically calculated in Blackboard at the end of the semester **will not be quite accurate** due to this rounding effect.

A. Tests

These are multiple-choice tests, testing the knowledge gained of the material covered since the previous test. None of these tests are cumulative. Please bring an **882 Scantron** form which has not been folded, particularly at the edges.

B. Assignments

There are two types of assignments: Case studies from the textbook, and external assignments (to which links are provided).

The guidelines for case studies from the book are explained in a document posted in BB, with the second page of it applying them to the case ***American Water Keeps Data Flowing*** (posted in BB for you) for illustration purposes. For each case study, one student will be chosen randomly to present to class their summary of the highlights of the case entirely from memory in about ***two minutes***. This will be done **without** the use of Powerpoint slides, or any notes. The emphasis will be on understanding, not memorization. Therefore, you will not be expected to remember (or mention) any particulars, such as names of people, names of organizations, dates, or numbers. You will be expected to remember the gist of the story and what is to be learned from it. Your two-minute presentation will essentially be an elaboration on your one-sentence summary contained in your written analysis.

External assignments are self-explanatory.

General Rules Pertaining to All Assignments

- Type each assignment in Times New Roman 12 font, single-spaced, with no cover page.
- There is no length requirement (maximum or minimum) for your response.
- Each assignment is to be done first as a MS-Word (or similar) document and then converted to the pdf format. **It is this pdf file that you will submit by uploading it on Blackboard**; no print version will be accepted. Also, it is **NOT** acceptable to write your comments directly into BB in a box called "Submission" (or something similar).
- Your deadline for uploading each assignment is 6:00 pm on the day it is due. Late submissions will not be accepted under any circumstances. In the unlikely event that you experience difficulty posting an assignment to BB, or an error occurs, and the deadline is approaching, you may email it to me as an attachment **prior to** its 6:00 pm deadline; it will not be accepted after 6:00 pm.
- Do **NOT** write your name on any assignment or as part of the name of the file itself. Just name the document by the assignment number, such as "Assignment 1". Blackboard will automatically post it under your name. The point of anonymity is that I may randomly bring up and read certain submitted

assignments in class for the purpose of discussion; I prefer to do so anonymously without identifying the student.

- The assignments will be graded on a pass/fail basis. Since there is an element of subjectivity involved in this, you are urged to err on the side of caution and put your best foot forward in tackling these assignments.

Any assignment posted in Blackboard in a format other than pdf will automatically receive a grade of zero without any further explanation.

C. Lumira Hands-On Project

This project gives you hand-on experience with information visualization from a non-technical, user-driven perspective, using a popular software package. The detailed guidelines will be posted later.

D. SAP Hands-On Projects

There are two major SAP assignments having to do with the procurement and sales business processes. In a couple of weeks, after class enrollment stabilizes, you will receive:

1. instructions for downloading SAP
2. your unique user-id
3. instructions for the two assignments
4. the documents in which you will record your answers.



These are self-explanatory, self-paced, self-taught tutorials due at the very end of the semester.

SAP (pronounce it as Es-A-Pea, and not as rhyming with *map*) is the third largest software company in the world, and their enterprise software for managing business operations is the most popular globally, with over 293,500 customers in 190 countries. They have around 77,000 employees, and regional offices in 130 countries. Writing on your resume that you have worked with SAP, have carried out two complete transaction cycles in some detail, and are somewhat familiar with its user interface will be “a feather in your cap”.

Policy on Class Attendance

Attendance is required and will be taken at all classes; you are expected to attend each and every class. You are entitled to **one** unjustified cut. Beyond that, you will lose three percentage points for every cut, unless the absence is for a legitimate reason, and is fully documented and turned in. Please make every effort to attend all classes, as exposure to lecture material and student participation are crucial to the success of this course.

If you leave after the mid-class break, that will count as a session-long absence, unless it is for a legitimate reason and you obtain my prior permission.

Minimum Required Preparation Outside of Class

According to University policy, for every hour of class meeting, you are expected to spend at least two hours of preparation per week outside of class. Hence, for this course, you are expected to spend at least six hours of preparation per week outside of class.

Policy on Academic Misconduct

Cheating is the actual/attempted practice of fraudulent/deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the University.

The policy on academic misconduct is stated in the university catalog. You need to become familiar with the above information, and also with the University Honor Code:

Members of the CSU Fresno academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities. You should:

- *understand or seek clarification about expectations for academic integrity in this course (including no cheating, plagiarism and inappropriate collaboration)*
- *neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading.*
- *take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action.*

It constitutes cheating/plagiarism for students to upload any material from this course (such as exams, their own responses to assignments, and any instructor-provided material) on external document-sharing websites such as CourseHero, or to download from such websites homework done by others and use all or parts of that content verbatim in their own submissions. This behavior, if caught, will be officially reported to the University administration as cheating, and will also result in an automatic grade of "F" in this course.

Grading Scale

- A: 90-100%
- B: 80-89%
- C: 70-79%
- D: 60-69%

Miscellaneous Rules

1. Arriving late or leaving early can be very disruptive. Please arrive on time and do not leave early.
2. Be courteous to those around you.
3. Do not carry on personal conversations or goof off during class. Both are very disruptive to students sitting around you as well as to your professor.
4. Do not work on other assignments during lectures.
5. Extra-credit assignments are usually irrelevant and counterproductive. You are encouraged to base your performance on the mastery of the mainstream material covered in class.

6. INCOMPLETE grades will be given only under the most extenuating circumstances, such as serious health reasons, which ought to be fully documented.
7. If you miss a test, you can make up for it only if you contact me *within 24 hours of the time the class took their test* to make arrangements for taking a make-up test. Otherwise, you will automatically receive a grade of zero for that test.
8. Should you have a disability which may interfere with your performance in this class, please identify yourself to me as well as to the University so that reasonable accommodations for learning and evaluation can be made.
9. You are welcome to bring your laptop, or tablet, to class and use it for academic purposes. Please do not use it for non-class related activities, such as web surfing, emailing, texting, etc. It is not only distracting to you, but also to those around you.
10. All email messages will be sent to your official CSUF email address. It is important that you keep that account in good shape and check it daily at least once.
11. This syllabus is subject to change in the event of extenuating circumstances. If you are absent from class, it is your responsibility to check on announcements made while you were absent.

N O T E

You may communicate with me through multiple channels.

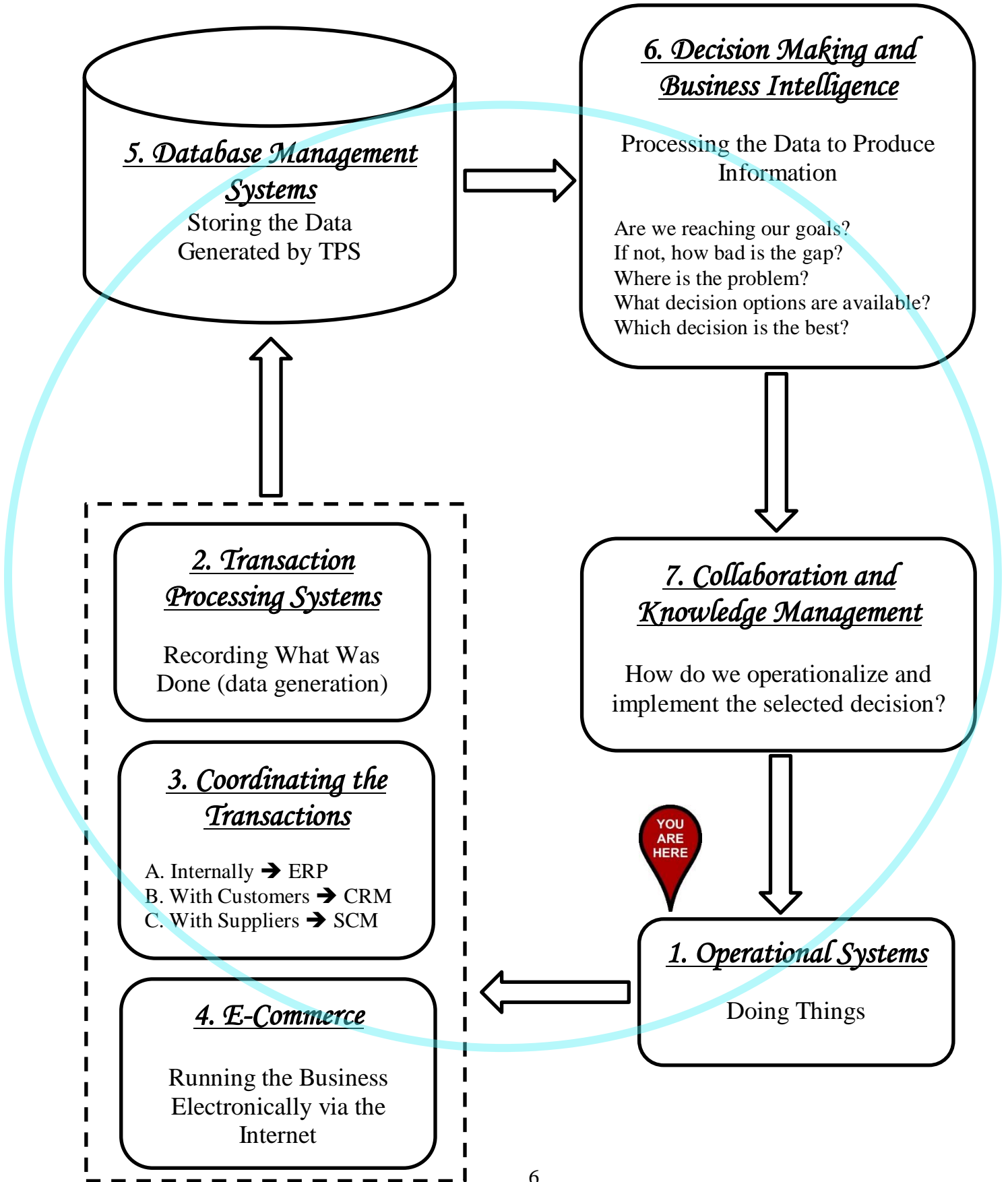
- My first preference is e-mail, either for me to answer your questions or for us to set up a time when your questions can be discussed in person.
- My second preference is the phone. If you call my office and need to leave a message, please speak slowly and clearly.
- My third preference is meeting in person. This is only for issues too complex to be resolvable through a technological medium.

You will have a much better chance of getting an immediate reply with e-mail than with phone messages. I am “on email” most of the time.

When sending me an e-mail, take the time to write it well and type it correctly. Your e-mail to me is a formal means of communication and should be distinguished from the informal, casual text messages you may send your friends in which you punctuate informally, write “u” for “you”, etc. The fact that e-mail messages are sent easily through an electronic medium should not be construed as grounds for sending sloppy messages containing typographical and/or grammatical errors.

If you are planning to come to my office during office hours, please drop me an e-mail in advance just in case other students have already made appointments for that same time slot. Your time is too valuable to wait for me.

How are the various applications of MIS related? → The MIS Cycle



DETAILED COURSE SCHEDULE

1. August 23 INFORMATION SYSTEMS

Any assignment posted in Blackboard in a format other than pdf will automatically receive a grade of zero without any further explanation.

Required Reading: Chapter 1, Section 13.3

Assignment due today in Blackboard by 6 pm:

- 1 • <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Information-System/logical-physical.html>
- 2 • Page 23: UPS
(Guidelines posted in BB)

One student will be chosen randomly to present to class their summary of the highlights of the case in about two minutes entirely from memory.

2. August 30 INFORMATION TECHNOLOGY

Required Reading: Chapters 5 and 7

Assignments due today in Blackboard by 6 pm:

- 3 • Page 188: Computing Takes Off in the Cloud

3. September 6 ORGANIZATION AND STRATEGY

Required Reading: Chapter 3

Assignments due today in Blackboard by 6 pm:

- 4 • <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/SIS/Batesville.html>
- 5 • Page 116: Sears

TEST 1

4. September 13 OPERATIONS AND TRANSACTION PROCESSING SYSTEMS *the MIS cycle begins*

Required Reading: Pages 46-47 on TPS, Section 13.1 (focus on figures 13.2, 13.3). Also:

<http://zimmer.fresnostate.edu/~sasanr/Teaching-Material/MIS/TPS/TPS.pdf>

A brief introduction to process mapping

<http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Operations/A-Brief-Intro-to-Process-Mapping.pdf>

Swimlane process mapping 101

<http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Operations/Swimlane-process-Mapping-101.pdf>



Assignments due today in Blackboard by 6 pm:

- 6 • <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Operations/Reverse-Process-Mapping-Assignment.pdf>
- 7 • <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Operations/Ford-vs-Mazda-Assignment.pdf>
- 8 • <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/TPS/TPS-Assignment.htm>

5. September 20

ENTERPRISE SYSTEMS

This session will cover (among other things) the conceptual basis for the SAP Procurement project.

Required Reading: pages 51-55 on systems linking the enterprise, Chapter 9.

Assignments due today in Blackboard by 6 pm:

- 9 • You will be receiving an invitation from DropBox to watch a video about Dell's Supply Chain. Watch it one or more times and take notes. Then, based on the contents of this video, draw a diagram (of any type, as long as it is comprehensible) showing the flow of material and information into the factory, within the factory and out of the factory, all leading to the fulfillment of a customer order. Do not use pen/pencil to hand draw the diagram; instead use a diagramming software program, such as MS-Word's Insert/Shapes capability. If you are not familiar with this capability, spend time and become familiar as it will serve you well in the future. It is doubtful that your very first version will work. So, in all likelihood, you may have to treat that first version only as a draft and keep producing better versions until you strike the right balance between readability and comprehensiveness.
- 10 • Page 366: Target Canada

6. September 27

E-COMMERCE

Required Reading: Pages 55-56 on E-Business + Chapter 10

Assignments due today in Blackboard by 6 pm:

- 11 • <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/E-Bus/EBusiness-Assignment-Online-Grocery-Store.pdf>
- 12 • Page 403: Instacart

7. October 4

DATABASE

Required Reading: Sections 6.1/6.2

13

Assignment due today in Blackboard by 6 pm:

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/DBMS/database-assignment.htm>

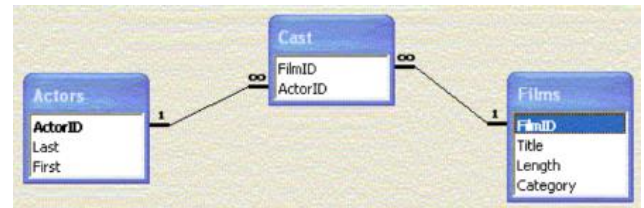
TEST 2

8. October 11

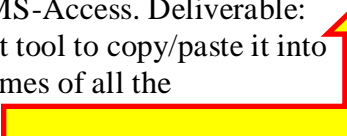
DECISION MAKING & BUSINESS INTELLIGENCE (I)

Required Reading: Pages 47-52 on business intelligence, etc., Sections 12.1-12.3, Section 6.3

Assignments due today in Blackboard by 6 pm:



14

- Implement the database in Assignment 13 (already discussed in class) in MS-Access. Deliverable: The entity-relationship diagram. Bring it up in Access, then use the snippet tool to copy/paste it into a MS-Word (later PDF) document, crop/enlarge it properly to show the names of all the tables/attributes as well as the relationships among the tables, similar to 

15

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/MRS/shrinkage.htm>

16

- Page 228: New York City

9. October 25

DECISION MAKING & BUSINESS INTELLIGENCE (II)

Required Reading: Section 12.3

Assignments due today in Blackboard by 6 pm:

17

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/DSS/hybrid-car-payoff.htm>

18

- Page 470: Starbucks

10. November 1

COLLABORATION AND KNOWLEDGE MANAGEMENT

Required Reading: Section 2.3 + Chapter 11

Assignments due today in Blackboard by 6 pm:

- **Information Visualization with Lumira (details posted in BB)**

19

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/KBS/Blinking%20Printer%20Lights.pdf>

20

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/ES/Investment-Expert-Assignment.pdf>

11. November 8

PROJECT MANAGEMENT

Required Reading: Chapter 14

Assignment due today in Blackboard by 6 pm:

- Page 553: The Philly311 Project
- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/SD-Mgt-Issues/Project-Management-Assignment.pdf>

TEST 3

12. November 15

BUILDING INFORMATION SYSTEMS

Required Reading: Chapter 13

Assignments due today in Blackboard by 6 pm:

23

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/SDLC/airport-matters.htm>

24

- Page 547: Snohomish County

13. November 29

SECURITY

Required Reading: Chapter 8

Assignment due today in Blackboard by 6 pm:

25

- Page 330: U.S. Office of Personnel Management

26

- <http://zimmer.fresnostate.edu/~sasanr/Teaching-Material/MIS/Security/horror-story.html>

14. December 6

ETHICS

Required Reading: Chapter 4

Assignments due today in Blackboard by 6 pm:

27

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Ethics/consider-ethical.htm>

28

- Page 158: Facebook Privacy

GLOBAL SYSTEMS

Required Reading: Chapter 15

Assignment due today in Blackboard by 6 pm:

29

- Page 586: Crocs

30

- <http://zimmer.csufresno.edu/~sasanr/Teaching-Material/MIS/Global/Amazon-Localization-Project.pdf>

Friday December 14: 11:59 pm

*Not the usual
deadline!*

Assignments due in BB:

• SAP Hands-on Projects 1 & 2



December 20: 8 pm

TEST 4

Note that each assignment is worth slightly less than 1% point, although in Blackboard it will receive a maximum of 1 point for convenience. Hence the Total Points automatically calculated in Blackboard at the end of the semester **will not be quite accurate** due to this rounding effect.