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Spring 1-2016

BMIS 270.04: MIS Foundations for Business

Clayton A. Looney

University of Montana - Missoula, clayton.looney@umontana.edu

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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 and all sections for movie project | Professor: | Dr. David Firth |
| | E-mail: | david.firth@business.umt.edu |
| | Phone: | (406) 243-5979 |
| | Office: | Gallagher Business Building 360 |
| | Office Hours: | MW 2:00 – 3:00pm or by appointment |
| Sections 3 & 4 and all sections for website project | Professor: | Dr. Clayton A. Looney |
| | E-mail: | clayton.looney@umontana.edu |
| | Office: | Gallagher Business Building 310 |
| | Office Hours: | 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.

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

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 21st 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. 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 publisher’s website. Be sure to take advantage of the on-line study guides.

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.
- 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 four (4) distinct achievement criteria, broken down as follows:

| <i>Criterion</i> | <i>Percentage</i> | <i>Points</i> |
|------------------|-------------------|---------------|
| Examinations (4) | 50% | 200 |
| Quizzes (4) | 20% | 80 |
| Projects (2) | 20% | 80 |
| Assignments (4) | 10% | 40 |
| | 100% | 400 |

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, including to visit the restroom. 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 (20%)

Four quizzes will be given during the course of the semester. Each quiz is worth 20 points, representing 5% of your course grade. 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 (20%)

Students will undertake two individual projects during the course of the semester. Each project is worth forty (40) points. 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.

Assignments (10%)

Four (4) assignments will be given throughout the semester. Each assignment is worth five (5) or ten (10) points, depending on the complexity and effort required to complete the assignment. Specifications, due dates, and point values will be provided upon distribution. No late submissions will be accepted.

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.

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). 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 all class meetings and complete all assignments for this course. 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, or absent, 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.

If a student is absent for a quiz, exam, or other activity for which points are earned, no make-up will be available. Solely at the professor’s discretion, the professor may consider, for example, an official doctor’s note (the veracity of which may be checked by a phone call to the writer of the note) as sufficient reason for a student to make up missed quizzes, exams, or other gradable activities when it can be accomplished in a manner consistent with the educational goals of this course.

This attendance policy applies beginning the first day of class. Registering late is not considered a sufficient reason for a student to make up missed quizzes, exams or other gradable activities. Therefore, no makeups will be offered.

Seating Chart and Name Tents

Over 200 students are enrolled across all 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 have a valid medical issue that requires special seating, 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.

Student Resources

Study Jams

BMIS 270 has recently been designated as a Study Jam course, meaning that students have access to free study opportunities and tutoring two nights per week. Study Jams are offered on Mondays and Wednesdays from 6:30 – 9:30pm in the UC Commons. For more information, please visit http://www.umt.edu/oss/for_students/tutoring.php.

Writing Center

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>.

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>.

Drops and Incomplete Grades

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>. After 45th instructional day, students must petition to drop the course. 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 professor. ***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.***”

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).

Grievance Procedures

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

1. Try to resolve the conflict directly with the professor.
2. If you feel that the conflict cannot be resolved between yourself and the professor, contact the Chair of the Management Information Systems department, Dr. Lee Tangedahl.

3. If, after speaking with the department chair and the professor, you still feel that the conflict has not been resolved, contact the Associate Dean of the School of Business Administration, Dr. Terri Herron.

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.