The purpose of this course is to provide an introduction to information systems (IS). In organizations today information technology has become a key component in accomplishing strategic and operational goals. As such, most organizations expect their new employees (college graduates) to have a minimum basic understanding of information technology. For a person to advance in a career, one must also understand how to use information technology to perform one’s job more effectively, efficiently, and creatively. Information technology is, therefore, an essential tool in today’s organizations.

This course is designed to familiarize you with the fundamental concepts and principles of information systems. It is targeted for undergraduate students who have little or no background in information systems. Therefore, it focuses on breadth of coverage rather than depth in any specific area. The topics that will be covered include: the strategic role of IT, the different types of IS applications, knowledge management, business process reengineering, managing IT-related organizational change, systems development and outsourcing, the Internet and electronic commerce, and enterprise systems.

A combination of discussion, in-class analysis, and problem solving will be used. PowerPoint slides for each chapter can be found on Angel — students may print these for use in note-taking.

It is particularly important that a good climate for learning be provided by the instructor and students. Please join with the instructor to help avoid any form of harassment in this class. Florida Gulf Coast University defines harassment as: "a form of discrimination in which unwelcome, severe, or pervasive speech or actions are directed to individuals or groups of people
on the basis of race, color, religion, sex, national or ethnic origin, age, disability, veteran or marital status, sexual orientation, or political views, either directly or indirectly." If a student feels that the instructor or any member of the class has said or done anything that offends someone, s/he should let the instructor know as soon as possible either during or after class (or anonymously with a note under the instructor's office door). Students are also encouraged to report such behavior to the instructor's department chair (Dr. Judy Wynekoop) and the Dean of the College of Business.

ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

FGCU is committed to a policy of honesty in academic affairs. Conduct that comprises a breach of this policy shall result in academic and/or disciplinary action. Academic action affects student assignments, examinations, or grades. Disciplinary action affects student enrollment status.

Violations of student academic behavior standards include:

A. Cheating whereby non-permissible written, visual, or oral assistance including that obtained from another student is utilized on examinations, course assignments, or projects. The unauthorized possession or use of examination or course-related material shall also constitute cheating.

B. Plagiarism whereby another’s work is deliberately used or appropriated without any indication of the source, thereby attempting to convey the impression that such work is the student’s own. Any student failing to properly credit ideas or materials taken from another has plagiarized.

NOTE: A student who has assisted another in any of the afore-mentioned breach of standards shall be considered equally culpable.

Violation of the Florida Gulf Coast University policy on academic honesty will not be tolerated. If students have questions regarding what constitutes cheating and/or plagiarism, they should consult the Undergraduate Bulletin for definitions and see the instructor if further clarification is needed.

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to
students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930

STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence. In lieu of including the full policy in the course syllabus, provide a link to General Counsel Policies at: http://www.fgcu.edu/generalcounsel/policies-view.asp

SCHOOL CANCELLATION:

If the University cancels classes for any reason, students should assume that whatever activity is missed will be rescheduled for the next class period.

COURSE ACTIVITIES:

1) Individual Home Page Project (Due: 2/7/2012, midnight) – 5%

During the course, students will develop a home page using HTML.

You will need to include the following four items in your home page:

(a) a brief introduction of yourself

(b) a photo of you

(c) links to at least three of your favorite web sites and a brief description on each of them (i.e., what is the web site about and why is it your favorite)

(d) your brief resume (just education and working experiences.)

Please feel free to include any other relevant information on your home page. Points will be deducted if your home page does not include all of the above four items (a-d).

To develop and edit your html file, you need to use Notepad (PC)/TextEdit (MAC). Please send me your home page file (.html/.htm) into the Homepage dropbox on Angel before the deadline. You will learn how to use HTML to develop a basic homepage in the class and you are encouraged to use any other computer languages (ASP, .net, C#, PHP, etc.) to develop your website. Please do not use any homepage design software, such as Microsoft Front Page (you may get Zero credit if you use any
home page design software). You need to write the code by yourself! Here is the website I recommend for HTML learning: http://www.w3schools.com/html/html_intro.asp

2) Quiz (Individual Assignments) – 10%

We will have 12 online open book quizzes during the semester (each quiz will count 1 point and the lowest two quizzes will be dropped at the end of the semester). There are 15 questions in each quiz and you are given 10 minutes to complete the quiz. To let you be familiar with the quiz system on Angel, you have five chances to try for Quiz #1. For the rest of the quizzes, you only have two chances for each quiz (questions in different quizzes, even for the same chapter, may not be the same; you won’t have third chance to take the quiz for the same chapter) and the higher grade for each quiz will be recorded by the system. I highly recommend everyone take the quizzes using computers on FGCU campus. This will give you much less technical problem when you take the quizzes. Remember to turn in each quiz on time (the quizzes will be due on the midnight).

ABSOLUTELY NO MAKEUP QUIZZES!

<table>
<thead>
<tr>
<th>Quiz #</th>
<th>Chapter</th>
<th>Due Date (midnight)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chapter 1</td>
<td>01/22/2012</td>
</tr>
<tr>
<td>2</td>
<td>Chapter 2</td>
<td>01/29/2012</td>
</tr>
<tr>
<td>3</td>
<td>Chapter 3</td>
<td>02/05/2012</td>
</tr>
<tr>
<td>4</td>
<td>Chapter 4</td>
<td>02/12/2012</td>
</tr>
<tr>
<td>5</td>
<td>Chapter 5</td>
<td>02/19/2012</td>
</tr>
<tr>
<td>6</td>
<td>Chapter 6</td>
<td>02/26/2012</td>
</tr>
<tr>
<td>7</td>
<td>Chapter 7</td>
<td>03/11/2012</td>
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<tr>
<td>8</td>
<td>Chapter 8</td>
<td>03/18/2012</td>
</tr>
<tr>
<td>9</td>
<td>Chapter 9</td>
<td>03/25/2012</td>
</tr>
<tr>
<td>10</td>
<td>Chapter 10</td>
<td>04/01/2012</td>
</tr>
<tr>
<td>11</td>
<td>Chapter 11</td>
<td>04/08/2012</td>
</tr>
<tr>
<td>12</td>
<td>Chapter 12</td>
<td>04/15/2012</td>
</tr>
</tbody>
</table>

3) Individual Assignments: -- 17%

Each student needs to complete several HW assignments during the semester.

4) E-Commerce Project (Group Assignment) -- 8%

Each group will complete an E-Commerce project design (with no programming requirement). You will have detailed project description on Angel.

5) Case Analysis and Presentation (Group Assignment) -- 5%

Groups will be formed for this assignment. Your group will analyze one case study from the textbook by answering the case study questions (NOT questions from MIS in Action) given
at the end of the case and discussing any other issues related to the contents in the chapter. The case analysis provides you an opportunity to apply what you have learned in this course to a real-life scenario/problem. For each case, each group will be given 9 minutes to present in the class. Since the rest of the class may not have read the case, your group is expected to cover the background of the case as part of your presentation. Your presentation (PowerPoint is required) should include 1) background of the case company, 2) description of the case in details, 3) answers of the case questions, 4) discussion of the case relating to the contents in the chapter, 5) conclusions. No reports needed for this assignment. (Presentation day is on Apr. 3rd. for all groups. Please see details in the following table)

6) Term Project (Group Assignment) -- 20%

Each group will conduct an Information Systems analysis study for a real business. Please see the guidelines for details. Each group needs to conduct two interviews. You need to college some basic information and business approval from the company during the first interview. Each group needs to turn in a project plan, including Business description, Business Approval, project implementation schedule, reporting responsibility, and brief system description, on Feb. 21st at the beginning of the class. During the second interview, you need to college detail information about the current systems the company is running, current issues about the systems, company’s future plan in Information Systems, and so on. Each group will have 20 minutes for the final presentation (including presentation and class discussion). Group 1-4 will present on Apr. 10th and group 5-8 will present on Apr. 17th. Each group needs to turn in a final report in following format: Font: Times New Roman, Font Size: 12; 15 pages (not including title page, Table of contents, appendix and reference pages), double space. For group 1-4, term paper is due on Apr. 10th at the beginning of the class; for group 5-8, term paper is due on Apr. 17th at the beginning of the class. (Credits: 1. Project plan: 5%; Presentation & discussion: 5%; 2. Group report: 10%).

7) Group Evaluation -- 5%

There is a group evaluation to evaluate the contribution of each group member for the group activities. Remember to write your name and group # on the evaluation sheet (failing to do that will cost your 2 points). (Due by midnight 04/17/2012).

8) Exams -- 20%

Exams are individual exercises. There will be two exams during the semester. A firm date of each date has been selected and printed in the syllabus—ABSOLUTELY NO MAKEUP EXAMS WILL BE GIVEN (except you are facing serious situation, such as severe sickness). Each exam will be worth 10%. Exam I (2/14/2010) will cover chapter 1-4, and Exam II (3/20/2010) will cover chapter 5-8.
9) Class Participation – 10%
You are expected to attend classes and participate actively in discussions. There will be a subjective evaluation of your contribution in class. The quality of your contribution is more important than the quantity. Class attendance will be randomly monitored and will be factored into the class participation points. You will lose all Class Participation credits if you miss the class Four Times or more!

COURSE EVALUATION
1. Homepage 5%
2. Quizzes 10%
3. Individual projects 17%
4. E-Commerce Project (Group Assignment) 8%
5. Case Analysis and Presentation (Group Activity) 5%
6. Term Project (Group Activity) 20%
7. Group Evaluation 5%
8. Exams 20%
9. Class Participation 10%
Total 100%

IMPORTANT NOTES:
1. In this course, No Late assignments will be accepted. So, do not wait till the last minute to do your assignment because you may encounter problems, such as computer crash or any other problems. If you turn in your assignment late, you will definitely lose all the points for the assignment. No excuse! Please do NOT send me emails to explain the reasons that cause you sending the projects late after the deadline!

2. For group projects, your grade will depend on your group evaluation. For example, if you get 4.5 out of 5 for your group evaluation, which will be 4.5/5=90%, and the final grade for your group project is 65, you, individually, will get 65*90%=58.5 for the group project. Of course, you will get 0 credit if all your group members give you 0 in their group evaluation form.

3. Everyone must complete group evaluation form and turn it in before the deadline! You will lose all your five points if you didn’t turn your own evaluation form in on time (even all the other students in your group might give your full credit of the project contribution)!

4. When you need to turn in assignments to the assignment drop boxes on Angel, Please make sure and double check that you send in the right file. You will get Zero point if you send in the wrong file. No Excuse! Those drop boxes will disappear after the due date. So, please try to complete your assignments as early as possible.
5. **Class attendance is important for this course.** You have 10 points for class attendance. My policy is: each missing class will count 2.5 points, which means if, according to my record, you missed one class during the semester, your class participation will be 7.5 out of 10. And, you would get Zero if you missed 4 or more classes according to my record!

6. **Doctor Notes** must be presented to the instructor within 7 days after your appointment day with the doctor or the day you are released from your doctor’s care.

7. Some examples of what is **NOT** acceptable:
   - Working with another student & turning in the same work (e.g. spreadsheet, database, etc).
   - Emailing or posting your work to let someone else “just see how you did it”.
   - Copying someone’s assignment or copying something from a book or the Internet.
   - Giving or receiving help from someone (in person, on line or on the phone) during an online test.
   - Telling someone else what is on a test.
   - Collaborating on the midterm exam

Examples of what is acceptable:
   - Discussing how to approach an assignment with another student.
   - Showing someone where they might have made a mistake on an assignment.
   - Asking the professor for assistance.

8. **Late submissions are NOT accepted. Technology problems (e.g. your computer or Internet is not working; ANGEL is down) are NOT excuses for late or missed assignments.**

9. Every student is responsible for checking his/her FGCU and ANGEL emails at least once a day. The instructor will respond your emails within 24 hours except weekends and holidays.

**STUDENT LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>After successfully completing this course, students will become able to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Recognize various information systems used for improving efficiency and effectiveness and decision-making.</td>
</tr>
<tr>
<td></td>
<td>• Recognize characteristics of various information systems. (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)</td>
</tr>
<tr>
<td></td>
<td>• Recognize benefits from various information systems. (Assessment</td>
</tr>
</tbody>
</table>
2. Explain how organizations leverage IT resources to gain competitive advantage in the global economy. (Assessed by e-Biz project).
   - Recognize or describe framework of competitive advantages and IS (Five forces, Value chain, systems thinking, generic strategies, etc.)
   - List problems or issues that could be solved by application of IS in business.
   - Make recommendation of adoption or ways to improve IS.
   - Explain how the expected result is related to creation of competitive advantage.

3. Select the strategies for acquiring and evaluating IT capabilities.
   - Assess the necessary IT infrastructure. (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)
   - Recognize and describe available options to acquire IS (IT capabilities). (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)
   - Recognize and describe pros and cons of available options to acquire IS (IT capabilities) (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)
   - Make a recommendation. (Assessment Method: Discussion, Short essay, Project)

4. Recognize the sources of security threats and explain how organizations address these issues.
   - Recognize network and mobile
technologies. (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)
• Recognize issues associated with network and mobile technologies. (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)
• Recognize or describe the sources of security threats. (Assessment Method: Exam, Quizzes, Homework, Discussion, Report, Project)
• Recognize security regulations and standards business must comply with. (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)
• Recognize or describe approaches and technologies that could be used by business to meet the security regulations and standards. (Technologies and employee training, etc.) (Assessment Method: Exam, Quiz, Homework, Discussion, Report, Project)

COURSE GRADING

<table>
<thead>
<tr>
<th>Grade Assignment</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-, A</td>
<td>90-93.99; 94-100</td>
</tr>
<tr>
<td>B-, B, B+</td>
<td>80-83.99; 84-86.99; 87-89.99</td>
</tr>
<tr>
<td>C-, C, C+</td>
<td>70-73.99; 74-76.99; 77-79.99</td>
</tr>
<tr>
<td>D-, D, D+</td>
<td>60-63.99; 64-66.99; 67-69.99</td>
</tr>
<tr>
<td>F</td>
<td>&lt;60</td>
</tr>
</tbody>
</table>

COURSE PREREQUISITE

The prerequisite for this course is CGS 1100 with a minimum grade of C or COP 1500 with a minimum grade of C and COP 1500 with a minimum grade of C.
## Temporary Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Case Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 10</td>
<td>Overview</td>
<td></td>
</tr>
<tr>
<td>1 – 17</td>
<td>HTML</td>
<td></td>
</tr>
<tr>
<td>1 – 24</td>
<td>Project Management &amp; Term Project</td>
<td></td>
</tr>
<tr>
<td>1 – 31</td>
<td>Information Systems &amp; Enterprise Resource Planning</td>
<td></td>
</tr>
<tr>
<td>2 – 7</td>
<td>Database</td>
<td>Homepage Project Due (Feb. 7th Midnight)</td>
</tr>
<tr>
<td>2 – 14</td>
<td><strong>Exam I</strong></td>
<td></td>
</tr>
<tr>
<td>2 – 21</td>
<td>Access Project Lab</td>
<td>Project Plan Due at the beginning of the class</td>
</tr>
<tr>
<td>2 – 28</td>
<td>Computer Lab</td>
<td></td>
</tr>
<tr>
<td>3 – 6</td>
<td><strong>Spring Break! Have Fun!</strong></td>
<td></td>
</tr>
<tr>
<td>3 – 13</td>
<td>Excel project lab</td>
<td></td>
</tr>
<tr>
<td>3 – 20</td>
<td><strong>Exam II</strong></td>
<td></td>
</tr>
<tr>
<td>3 – 27</td>
<td>Security &amp; Telecommunications</td>
<td></td>
</tr>
<tr>
<td>4 – 3</td>
<td>Case Study Presentation (All groups)</td>
<td></td>
</tr>
<tr>
<td>4 – 10</td>
<td><strong>Term Project Presentation (Group 1-4)</strong></td>
<td>Term paper due at the Beginning of the class</td>
</tr>
<tr>
<td>4 – 17</td>
<td><strong>Term Project Presentation (Group 5-8)</strong></td>
<td>Term paper due at the Beginning of the class</td>
</tr>
<tr>
<td>4 – 24</td>
<td>Watch Video during Final Time</td>
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</tr>
</tbody>
</table>
Term Project Guidelines

The purpose of this project is to apply the materials discussed in this course in an actual company setting. You will conduct an Information Systems analysis study for a business. The company you choose can be one for which a group member is currently employed, or any other company of interest or accessible to you. You must obtain permission from the company for the study. Your group needs to schedule interviews with the IS or IT manager to discuss the market issues, details about the company Information Systems and related topics. This is a group project with four or five students in a group.

The project includes seven sections:

1. Summary and Study Permission from the company (1 page)
2. Market Segment Analysis (2-3 pages)
3. Information Systems Description (3-6 pages)
4. Systems discussion and diagnoses (4-7 pages)
5. Alternative Solutions and discussion (4-7 pages)
6. Conclusions. (1-3 pages)
7. References (APA).

Your final project report should begin with an executive summary followed by a detailed report of the entire project as an attachment. The detailed report should describe the entire project and should include general and specific conclusions and recommendations. It is strongly suggested that you look at the literature on the topics you will be discussing and cite those in your paper.

1. Summary and Study Permission from the company

The first section must include a description of your project (the summary of your project) and a permission to study the organization (with the information of the manager’s name, position, signature showing the interview permission, and a business card). Each group needs to arrange at least two face-to-face interviews with the IT manager. Additionally, each group needs to see the system in real, which means you need to let the IT manager show you the demo (or real) system they are using (It’s impossible to understand an Information System without seeing the real system). You can study any type of information systems we mentioned in the class from the organization you choose, such as SCM, ERP, CRM, etc.

2. Market Segment Analysis

Following are several questions that act as a guide in preparing a Market Segment Analysis. Not all projects will require all of this information, but may require alternative information. You should use this as a set of guidelines and develop your own set of questions necessary to perform the analysis.

- What market segments are targeted by the firm? How is each market segment defined?
- Who are the major competitors in each market segment and what are their major strengths?
- What are examples of representative customers in each market segment?
For each market segment studied you will need to collect information such as: the characteristics of the customer base, the types of products sold, product features, sales volumes during the past several years and sales forecasts for the relevant future periods, sales timing during the year, customer needs concerning lead times, pre and post sales customer service needs, pricing, technology requirements of the customers, quality requirements, etc. Additionally, you need to study the competitors in the same market (you can get some information from the interview and online search). The purpose of this analysis is to define the usefulness of the information systems to support the corporate in the market. **This part is NOT the biggest part in your report, so don’t write too much in this chapter.**

3. Information Systems Description

The third section of the project is to collect information about the firm's information systems (from interviews and documents) and to prepare an analysis of the systems. This is necessary to understand the nature of the information systems and its capabilities. Following are a number of items you can ask during the interview. This should guide you in the preparation of the Process Analysis:

- functions of the systems (main part),
- importance of the systems,
- vendor,
- version of the software,
- system maintenance,
- system support team, etc.

4. Systems discussion and diagnoses

In this section, you need to figure out problems of the current systems, or anything need be improved according to your interview results and your group opinions based on what you learned from the textbook and the lectures in class. The problems with current Information Systems could be caused by managerial issues, technical issues, marketing issues, customer issues, or employment issues. You need to discuss them in details (what happened, why it happened, why it’s a problem, etc.).

5. Alternative Solutions and discussion

In this section, you have to find out alternative solutions for the problems and make your final decision to choose the most appropriate one as the final solution. You need to explain each solution in details and how it can help to solve the problems, and what your choice is and why you choose this solution. **Remember, Section 4 & 5 are the most important sections in the report and your report grade will be mostly depended on these two sections.**
6. Conclusions

Finally, you need a conclusion to summarize your paper and discuss future activities for this organization about the information systems they adopted.

7. References

All the references are required to be under APA style.

**Format of your report:**

Font: Times New Roman, Font Size: 12; 15 pages (not including title page, Table of contents, appendix and reference pages), double space.