# Course Syllabus

**ISM3011 – CRN 50416 - INFORMATION SYSTEMS – 3 CREDITS**

Professor Walter Rodriguez, PhD  
**SUMMER C * 2012 * May 7 to July 16**  
Rev. 4-23-2012

<table>
<thead>
<tr>
<th>General Information</th>
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<tr>
<td><strong>Course Number/CRN</strong></td>
<td>ISM 3011 – CRN 50416 (fully-online)</td>
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<tr>
<td><strong>Course Title</strong></td>
<td>Information Systems</td>
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<tr>
<td><strong>Semester/Year</strong></td>
<td>Summer 2012</td>
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<tr>
<td><strong>Offering College/Department</strong></td>
<td>Lutgert College of Business (LCOB)/Information Systems and Operations Management (ISOM)</td>
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<tr>
<td><strong>Credit Hours</strong></td>
<td>3</td>
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<tr>
<td><strong>Meeting Times/Location</strong></td>
<td>This course is delivered fully-online in asynchronous mode.</td>
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<tr>
<td><strong>Is this a DL Course?</strong></td>
<td>Yes and here is the Calendar of Activities and Assignments: <a href="http://www.fgcu.edu/wrodriguez/ISM3011_Calendar.pdf">http://www.fgcu.edu/wrodriguez/ISM3011_Calendar.pdf</a></td>
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<tr>
<td><strong>Method of Delivery</strong></td>
<td>This ISM 3011 course is delivered in asynchronous (anytime/anywhere) mode using the Angel system at URL <a href="http://elearning.fgcu.edu">http://elearning.fgcu.edu</a>. Therefore, please review the Angel student tutorials at the same URL.</td>
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<tr>
<td><strong>Student-Student/Faculty-Student Interaction Strategy</strong></td>
<td>To guide the learning process, the instructor will be sending e-mails* containing detailed tasks (assignments). These tasks usually include textbook and newspaper readings; independent research; case analysis; lectures; quizzes; simulations; videos; and interactive discussion forums, among other learning strategies</td>
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Students work will be assessed and evaluated based on both the quantity and quality of contributions---emphasizing the relevance of the particular contribution to the topic and objectives at hand---as well as the student's timely collaboration—i.e., interaction with his/her peers (For details, please see Evaluation column below)

*Important: If you don’t receive at least two e-mails per week, please contact Dr. Walter Rodriguez immediately at wrodrigz@fgcu.edu from your eagle.fgcu.edu account.*

| Course URL | [http://elearning.fgcu.edu](http://elearning.fgcu.edu) (select the “ISM 3011” course and click “Lessons”) |
| Prerequisites | CGS 1100 with a minimum grade of C or COP 1500 with a minimum grade of C |
| Instructor Information |  |
| **Instructor** | Professor Walter Rodriguez, Ph.D., P.E. |
| **Office Location** | Lutgert Hall 3350 |
| **Phone Number** | 239-590-7360 |
| **E-Mail Address** | wrodrigz@fgcu.edu |
| **Office Hours for ISM 3011** | Online: Anytime via e-mail at wrodrigz@fgcu.edu |
| **Course Information** |  |
| **College/Department Statement:** *ISM3011 is built on basic computer hardware and software knowledge taught in CGS1100 or COP1500. Business majors learn how business information systems are used to gather, integrate, share, and process information so that the organization operates more efficiently. This knowledge will be applied in ACG 3401, GEB4890, and other upper division business courses to evaluate business processes, solve business problems, and formulate business strategies.* |
| **Instructor Statement:** By building on the computer principles and applications learned in CGS 1100, the ISM 3011 course teaches how IT enable firms to become more efficient, effective and competitive. Business majors learn to |
gather, share, and analyze data, information and knowledge that will be applied in subsequent upper division courses.

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<tr>
<th>Catalog Description</th>
<th>Overview of information systems technology, including flow and control of information in an organization and use in decision making. Focuses on information systems’ strategy case studies, current security issues, and technology platforms to prepare students to utilize IT for exploring opportunities and solving problems in a global business environment. (Junior standing required)</th>
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| Student Learning Outcomes | After successfully completing this course, students will become able to:  

1. Communicate effectively. (Assessment Method: Exam, HW, Quiz, and Project)  
   - Be able to use correct IT terminologies properly.  
   - Be able to check spelling and grammar using a tool available in a word processor or editing tools they use when available.  
   - Be able to use a collaboration system to communicate with team members.  

2. Recognize various information systems used for improving efficiency and effectiveness and decision-making. (Assessment Method: Exam, HW, Quiz, and Project)  
   - Recognize characteristics of various information systems.  
   - Recognize benefits from various information systems.  
   - Recognize cost and issues of various information systems.  

3. Explain how organizations leverage IT resources to gain competitive advantage in the global economy. (Assessment Method: 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.  

4. Select the strategies for acquiring and evaluating IT capabilities (IT/IS sourcing). (Assessment Method: HW and Project)  
   - Assess the necessary characteristics of IT infrastructure.  
   - Recognize and describe available options to acquire IS/IT capabilities (IT/IS sourcing).  
   - Recognize and describe pros and cons of available options to acquire IS/IT capabilities.  
   - Make a recommendation.  

5. Recognize the sources of information security threats and ethical implications associated with information security and privacy issues, and explain how organizations address these issues. (Assessment Method: Exam and Quiz)  
   - Recognize network and mobile technologies.  
   - Recognize issues associated with network and mobile technologies.  
   - Recognize or describe the sources of information security threats.  
   - Recognize information security and privacy regulations and standards business must comply with.  
   - Recognize or describe approaches and technologies that could be used by business to meet the information security and privacy regulations and standards (Technologies and employee training, etc.).  
   - Recognize ethical implications of information security and privacy.  

**Required Software:**
- Internet access and MS Internet Explorer or Mozilla Firefox web browser.
- Skype to communicate with your class peers and/or your final-project team members. You may download freely at [http://www.skype.com/](http://www.skype.com/)
- Microsoft Office for Windows: Word (word processor), Excel (Spreadsheet) and Access (Database) for Windows. [Note: You may NOT be able to complete some of the assignment with the Mac version and older versions of Microsoft Office for Windows. But Microsoft Office Word (word processor), Excel (Spreadsheet) and Access (Database) for Windows are available in most computer labs and Library on FGCU main campus.] And I understand that students are able to purchase a copy of Microsoft Office for just $9 at the FGCU bookstore. [FYI, FGCU Instructor Eugene Hoyt (ehoyt@fgcu.edu) coordinates the MSDNAA program which provides free Microsoft applications at: [http://e5.onthehub.com/WebStore/Welcome.aspx?vsro=8&ws=3646cc65-bf9b-e011-969d-0030487d8897](http://e5.onthehub.com/WebStore/Welcome.aspx?vsro=8&ws=3646cc65-bf9b-e011-969d-0030487d8897).]
- Google Docs at [http://documents.google.com](http://documents.google.com) and Microsoft Office Live Workspace at [http://workspace.officelive.com/en-us/](http://workspace.officelive.com/en-us/). This would require Internet access and creation of Google Docs account and Microsoft Live account using your FGCU Eagle e-mail address.
- iTunes at [http://www.apple.com/itunes/download/](http://www.apple.com/itunes/download/) You may freely download this software and then listen to the course’s podcast in your computer without having an iPod or iPhone or iPAD or an iEverything!

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**Course Topics**

**For Detailed Course Schedule and Assignments (click on Angel Lessons, after login on the course in Angel.**

- Various information systems commonly used by business including DSS, EIS, AI, OLAP, DW, database, data mining, SCM, CRM, ERP, Web2.0, Collaboration systems.
- Systems thinking, Porter’s 5-force model, generic strategies, value chain, IT impacts on business operations, impact of technology innovation on business operations, quality of data, e-business models, ethical, legal, security, global issues.
- IT infrastructure and enterprise architecture, IS development, buy on-premise applications, SaaS, and outsourcing, measuring IT success.
- Network and mobile technologies and associated issues, approaches and technologies to improve availability, flexibility and security of IT infrastructure.
- Digital Enterprise and eBusiness Development

**Course Contents**

Sources: M: Information Systems by Baltzan/Philips McGraw-Hill Irwin. ISBN: 978-0-07-337683-7 as well as numerous references to be announced during the instructor’s presentations.

**Module Zero:** On Angel (doesn’t appear in the Baltzan’s textbook)

**Module One: BUSINESS DRIVEN INFORMATION SYSTEMS**
- Chapter 1 Information Systems in Business
- Chapter 2 Strategic Decision Making
- Chapter 3 Ebusiness

**Module Two: ESSENTIALS OF INFORMATION SYSTEMS**
- Chapter 4 Ethics and Information Security
Chapter 5 Enterprise Architectures
Chapter 6 Databases and Data Warehouses
Chapter 7 Networks, Telecommunications, and Mobile Technology

Module Three: ENTERPRISE INFORMATION SYSTEMS

- Chapter 8 Operations Management and Supply Chain Management
- Chapter 9 Customer Relationship Management and Business Intelligence
- Chapter 10 Enterprise Resource Planning and Collaboration Systems

Module Four: DEVELOPING INFORMATION SYSTEMS

- Chapter 11 Systems Development and Project Management
- Chapter 12 Globalization, Innovation, and 21st Century Organizational Trends

Module Five: On Angel (doesn’t appear in the Baltzan’s textbook)

Module Six: On Angel (doesn’t appear in the Baltzan’s textbook)

Additional Content and Review Materials (Posted on Angel Forums):
Systems Thinking, e-Business Basics; Hardware and Software; Networks and Telecommunications; Systems Development Life Cycle; E-Business Design and Development

Instructor's Role - The instructor (Prof. Walter Rodriguez) serves as facilitator in the learning process:

- Creating exciting learning opportunities for the students
- Assigning readings & challenging projects
- Assessing students' work and stimulating participation

Grader's Role - The grader will assign preliminary values to each of the assignments and projects, based on the criteria given below. [The instructor will review and validate.]

Student's Role - Students (you!) should be active participants in the learning process:

- Reading assigned chapters, articles and cases (by due date)
- Participating in group discussions (class chats or online forums and quizzes/exams) by the due date.
- Submitting assigned questions, projects and quizzes/exams on the indicated due date --- per Calendar at http://www.fgcu.edu/wrodriguez/ISM3011_Calendar.pdf.

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<tr>
<th>Grade Scale</th>
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<td>A</td>
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<td>A-</td>
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<tr>
<td>B+</td>
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<td>B</td>
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<td>B-</td>
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<tr>
<td>C+</td>
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**Percentage Distribution:**

50% Weekly Assigned Tasks--including, participation, i.e., interaction with peers in discussion forums, cases, essays, exercises, quizzes, IT “trivia” questions, and other learning activities.

25% Mid-Term Assessment (Part I: Case Analysis Forum Discussion and 3- to 5-page paper write-up; Part II Multiple Choice Exam);

25% Final Assessment (e-Business Project and Participation)

**Turnitin.com:**
Students who take this online class may be required to prepare electronic copies of some or all assignments and project to submit them to Turnitin.com for the detection of plagiarism. The University expects that all students will be evaluated and graded on their own work. If you use language, data or ideas from other sources, published or unpublished, you must take care to acknowledge and properly cite those sources. Failure to do so constitutes plagiarism. Write-ups and papers that are submitted to Turnitin.com become part of the Turnitin.com student paper database solely for the purpose of detecting plagiarism. **Validation:** Students may be contacted by the instructor via telephone or Skype (skype.com). In some cases, the instructor may ask a student to visit his office in order to validate the student’s performance in online tests or discussion forums.

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**COURSE EVALUATION**

**Attendance-Participation**

- Active and consistent participation in online forums discussions and other online class activities is required and monitored.
- Students are required to participate in the discussion forums and interact with their peers.
- The grading criteria for the discussion forums include both **quantity and quality of contributions---emphasizing the relevance** of the particular contribution to the topic and objectives at hand.
- Duplicity or unrelated comments are not penalized---but are not counted.
- We want to conduct a conversational-style, threaded discussion----that is, a dialogue that is as close as possible to a regular class conversation ... where the professor asks a question and one or two students respond to the questions ... then other students react to what has been said. To this effect, students should address only one of the suggested questions, at a given time, in sequential order, if possible. [Students may also develop their own questions!] Then, return later on and provide feedback on another student's comment. Below you will find how we evaluate your responses ... remembering that there is no right answer ... it’s rather rational/emotional process to arrive at general business conclusions or principles that can be applied to your own business situation. Therefore, the open question should always be: **what did we learn from this particular case or article?**
- It’s important to provide guidance to students desiring to maximize their final grade. Although assigning a value (number) to a discussion forum or chat comment (grading itself) is ultimately derived from previous experience, either teaching or evaluating items under similar circumstances, here are some guidelines: Usually, comments that have "**higher density**“ of thought are assigned higher value. For instance, very insightful and/or experiential (your own business experience) comments may earn a 9.5 or even a 10. But, say quoting the textbook, or restating the obvious, will earn maybe an 8.0, since it’s correct (but, obviously, not as valued as a higher density comment.) Of course, the slight 0.5 differences come with experience and it’s harder to
explain. But, an experienced grader is able to evaluate the difference between say an 8.0 and 8.5, in a fairly consistent manner thanks to the insights gained from reading hundreds of similar comments over an extended period of time. In summary, **fresh, relevant, high-density, accurate, creative, experiential and insightful comments will be assigned a higher value.** On the average students will have ups and downs depending on how familiar or interested students are in the current topic. So it all averages out real nicely. Although we ask you to address one question at a time, **we do count your cumulative submissions to each unit** ... so you can feel free to enter more than one quality comment at various times ... giving you opportunity to defend, clarify, rebut.

- Although the requirement in many forums is to answer one or two questions, these forums are open-ended discussions involving the full class and the students are encouraged to expand in order to try to maximize their grades ... that is, students should add comments later on, or ask and answer other questions to create a discussion similar to a real class. As mentioned earlier, the grader mainly looks at the quality of the answers, i.e., density of thought and relevance to the topic at hand as well as the general discussion. But, please note that the items above indicate that the grading criteria include "both quantity and quality of contributions---emphasizing the relevance of the particular contribution to the topic and objectives at hand." Please read again these grading criteria very carefully and do not hesitate to contact me again, if you want to discuss further.

- **Important:** **Before posting your comments on Angel forums, please check your spelling and grammar using your word processor’s editing tools:** Since spelling and grammatical errors will affect your grade on the assignments, it’s important to stress the use a spelling and grammatical checker on both formal and informal assignments. Of course, we understand that a word processor does not fix all mistakes, so you must proofread the document before cutting-and-pasting on Angel (or when sending e-mails; creating the speaker notes for the final project; or any other written communications.) The use of both computer tools and personally proof-reading your documents should be practiced until it becomes a habit. In short, spelling and grammar is a significant part of the overall grading criteria in all writing assignments.

| Policy regarding missed tests or assignments | No late assignments or examinations will be accepted--except for the authorized and excused absence specified in the university catalog. A student who seeks an authorized or excused absence must submit documentation (such as a physician’s note) to the instructor. Please be aware that being "dropped by the university for not paying the full tuition" is NOT a reason for an authorized and excused absence specified in the university catalog. |
| Policies regarding in-class use of textbook, cell phones, PDAs, laptops, and other personal electronic devices | Except while taking online exams or quizzes, you may use the textbook as well as personal electronic resources and devices in this class, as long as it doesn't interfere with your attention to the tasks and lessons at hand. And if it does not interfere with the attention and performance of other students and the instructor. |
| Statement on e-mail usage in Eagle mail and/or ANGEL email | To assure that your e-mails are delivered, you must use either Eagle e-mail or Angel messaging to communicate with the instructor and other students. |
| Last day to drop/withdraw without academic | Please find the information at [http://www.fgcu.edu/Registrar/academiccalendar.asp](http://www.fgcu.edu/Registrar/academiccalendar.asp) |
University Statements

Academic Behavior Standards and Academic Dishonesty
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.

Sanctions for academic dishonesty may include receiving an "F" in this course – FGCU may impose additional penalties. Any incidents of academic dishonesty may be referred to the FGCU Office of Judicial Affairs. Please look up the definition of plagiarism – it includes copying something off the Internet & submitting it as your own work.

Some examples of what is NOT acceptable:

- Working with another student & turning in the same work (e.g. tests, papers, 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.

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.

How To Log Into the Course in ANGEL

- Activate your FGCU Eagle Mail Account (if you have not done this yet). Your FGCU EagleMail account MUST be activated to log in to ANGEL. If you are a first time student, you will need your PIN and Eagle ID, both of which are assigned at registration.
  - If you don’t know your PIN, you will need to go to the Registrar’s office to retrieve it.
  - To activate your account, visit http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp.
  - Log in to ANGEL at http://elearning.fgcu.edu. You need to use FGCU EagleMail account and password to log in; expand, if not displayed; Click ISM3011 Info Sys

"History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. They won because they refused to become discouraged by their defeats."