

Syllabus
GSB 622 Management Information Systems
Fall 2014

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Text (required - pick the electronic version or one of the hard copy editions):

Laudon & Laudon, *Management Information Systems: Managing the Digital Firm*. 13th Ed. Prentice Hall . You can license an electronic copy for the duration of this course for about half the \$240 price of the hard copy text book. The link to license the electronic copy directly from the publisher is <http://www.coursesmart.com/0133050785>

OR

Laudon & Laudon, *Management Information Systems: Managing the Digital Firm*. 13th Ed. Prentice Hall . Retail for about \$240.

ISBN-13: 9780133050691 - available in the Dominican Book Store.

OR

Laudon & Laudon, *Management Information Systems: Managing the Digital Firm*. 12th Ed. Prentice Hall . ISBN 9780132142854 (13th Edition is recommended but this should work with only a few minor problems on quizzes)

OR

Laudon & Laudon, *Management Information Systems: Managing the Digital Firm*. 11th Ed. Prentice Hall ISBN-10: 0-13-607846-X ISBN-13: 978-0-13-607846-3 (13th Edition is recommended but this should work with only a few problems on quizzes)

Here is an analysis that compares the various Editions: (<http://www.millerjw.com/dom/gsb622online/spring2014/LaudonTextbookComparison.html>)

We will also utilize Microsoft Office software, especially Excel, Project and Access and Adobe Dreamweaver. This software is available in the Dominican Tech Center. It is also possible to obtain trial versions on Project and Dreamweaver. Information in Canvas will help you determine when to start the trials.

Course Description: This course explores and assesses the current and future role of information technology in business, from both a management and a user perspective. Topics include: the

strategic role of IT, hardware and operating systems, software development tools and processes, relational databases, big data, data warehouses, data analytics, security concerns, ethical issues, privacy issues, enterprise applications, intelligent systems, and the role and influence of IT on business processes. Hands-on experiences include, web site creation, database, data warehouse, data analytics, and spreadsheet. Case studies are also used to facilitate discussions focused on the course topics. Case studies are also used to facilitate discussions focused on the course topics.

Prerequisites: GSB 611, 612, 613.

Objectives:

- Upon completion of this course, students should be able to:
 - Describe the evolution, current state, and trends in information technology as well as their business implications.
 - Explain how information systems can be used for strategic competitive advantage.
 - Identify opportunities that exist for information technology applications in a particular business environment
 - Explain the issues involved in the effective management of information system resources, processes and systems.
 - Analyze and explain the applicability of various software applications within a particular business environment, including decision support systems, intelligent systems, and executive information systems.
 - Analyze and explain the applicability of database systems and data mining within a particular business environment, and explain the requirements and challenges associated with the management of same.
 - Analyze and explain the applicability of big data and data analytics within a particular business environment and explain the associated requirements and challenges.
 - Assess computer security concerns and vulnerabilities associated with information technology and systems within an organization
 - Develop a plan to support business process reengineering using an information systems planning approach
 - Explain the relevance and evaluate the potential of e-commerce, e-business, and m-business with respect to a particular business environment
 - Assess the ethical, legal, and privacy issues associated with information technology and information systems
 - Demonstrate and effective use and an understanding of the applicability of various systems and tools for managing data including relational databases, data warehouses, spreadsheets, and analytical engines.

Evaluation: (to be revised by September 10 to include data analytics)
Most assignments are already loaded in Canvas.

Summary of Evaluation Information

Description	Number	Points	Total	%
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Homework
Discussion
Quizzes
Short Paper
Final

100.0%

At the end of the course the final letter grade will be computed as follows:

Letter Grade	Corresponding Percentage
A:	93-100%
A-:	90-92.9%
B+:	88-89.9%
B:	80-87.9%
C+:	78-79.9%
C:	70-77.9%
C-:	68-69.9%
F:	0-67.9%

Academic Integrity

You are responsible for strictly following the Brennan School of Business Academic Integrity Policy. Please [link to this policy](#) and read it. It applies to all work in this course.

Logistics:

You will need a Dominican email address. Please see the Computer Lab aides if you do not already have the required accounts. Use of Canvas is required. Go to <https://dominicanu.instructure.com/>, find this course, go to Modules and begin work on the first module. If you cannot find this course, please email me immediately at jmiller@dom.edu.

