

# Introduction to Business Information Systems, SOM 210

## Sections A and C

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**Office Hours:** M & W 11:30-12:30

### Course Overview

Strategic, tactical, and operational applications of information technology will be explored including management information systems, decision support systems, business intelligence and electronic commerce. We will discuss how you, as a knowledge worker, can use technology in terms of databases, spreadsheets, networks, hardware and software to gain competitive advantage.

### Objectives:

- Competently discuss the areas of IT listed in the Course Description.
- Describe the role of information systems in organizations and discuss the relationship of information systems to organizational objectives and structure.
- Define the hardware, software, organization, and people components of information systems.
- Describe ethical dilemmas and implications of using information technology in organizations.
- Apply and improve oral and written communication skills.
- Work well in groups and apply this skill to the group lab assignments.
- Demonstrate the ability research business or technology topics using the Internet and to reference the citations appropriately.

### Class Policies:

- The syllabus calendar is tentative. I may change it.
- The syllabus content is not optional. You are responsible for all of the content listed in the course syllabus.
- Homework should be submitted via SPARK by the beginning of class the day the assignment is due. Use Microsoft's Excel 2007.
- For the individual company paper due near the end of the semester use Microsoft's Word 2007, PDF or another format that is compatible with Word 2007. You will need to submit 2 copies: a digital copy via SPARK and a paper copy (printed) at the beginning of class.
- Homework/papers are an individual endeavor; no collaboration is allowed. Duplicate homework submissions are not allowed. If it is determined that homework has been copied, both students involved will receive a grade of 0 (zero) on their assignment and further disciplinary action may be taken.
- Homework and papers are considered late if posted after the due date and time. The maximum grade a late homework assignment will receive is 50% of the points available and additional 5% drop for every day behind the deadline. For example: posting homework on the 3rd day after due date (being 2 days + late) will cut 60% of your grade on that paper or homework assignment.
- Bring your PRS device to every class. We will use them in most classes and on many occasions you will earn credits for simply using them.
- There will be at least 11 opportunities to earn points for simply using your PRS in class. Naturally, you cannot earn the points if the PRS unit is not with you.
  - Only 10 of the PRS uses count toward the total class points of 300 (see grade section) so you can miss a few assignments with no penalty.
  - Look for the confirmation on your screen. If you participated in the PRS assignment but for some reason the system failed to capture your ID you will not receive a confirmation from the system. Raise your hand!
  - The first time you are in class, but have forgotten your PRS, I will give credit if you see me directly after class before we leave the room. The second time you forget, you will not receive points. Additionally, if you come to class late, and we've already completed our PRS assignment, you will not receive points.

- [The Student Code of Conduct](#) and [Academic Honesty](#) should be followed for all tests and assignments.
- E-mails sent on any given day will be replied to by the next weekday. Weekend and holiday emails will be answered on the first school day.
- No make-up exams will be given. Exceptions will be made only in the case of extenuating circumstances such as a serious illness. Students must inform me in advance if they are unable to take an exam.
- Any student with a disability who needs accommodation or other assistance in this course should make an appointment to speak with the instructor as soon as possible.

### Lab Policies

- You must show up on time for the labs. The lab TAs will close and lock the lab door at the beginning of the scheduled lab time. This policy will be enforced in order to create a fair and equitable grading environment for all students.
- Students will rotate the group leader role each week so that all students have a chance to practice managing a group. The group leader will be listed as the author of the submitted lab work and will guide, but not dominate, the group discussion and decisions.
- If you don't attend a lab, you don't get any points for that week's lab assignment.
- If you forget to sign the attendance sheet, you don't get any points for that week's lab assignment.
- A student may not sign the attendance sheet for anyone other than him or herself.
- Lab group assignments are late if they are posted after the due date and time. The maximum grade a late lab assignment will receive is 1/2 the points available. Lab individual assignments will not receive credit if they are late.

### Course Materials

Textbook is required: [Management Information Systems for the Information Age](#) by Stephen Haag, 6th edition. The book can be found at the Umass Textbook Annex, ISBN #007305223X . No CDs are needed. The publisher, McGraw Hill, also offers this textbook in an electronic digital format for \$78.20 to students. To make an online purchase, please visit the following website: <http://textbooks.zinio.com>

Interwrite PRS (RF) Personal Response System by GTCO CalComp. This can be purchased at the Textbook Annex.

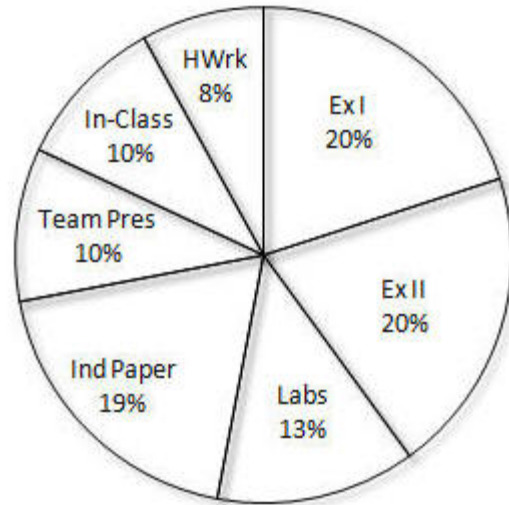
Access to McGraw Hill's online tutorials. More information will be provided in class on how to obtain access. Cost is \$5.

You are also required to have an OIT (Office of Information Technologies) NetID account. You get this when you activate your UMASS email account. Your NetID username will be used for accessing and posting to SPARK.

### Grades

Category:	Percent of Grade	Points
Exam I	20%	60
Exam II	20%	60
Lab Assignments (10 labs @ 4 pts each)	13%	40
Individual Paper	19%	56
Team Presentation	10%	30
In-Class Participation (10 @ 3 pts each)	10%	30
Homework (4 @ 6 pts each)	8%	24
Total	100%	300

I know the frustration of being close to a higher grade. Unfortunately, in a class of this size and in order to be fair, I will strictly follow the grading formula above. I do not negotiate grades, I will not offer extra credit, and grades will not be rounded up even if you are less than a point away from the next letter grade. If you think I made an error in grading, please contact me within 10 days after the grade was posted to SPARK. Login with your OIT username and password.



### Class Schedule

Date	Subject	Reading/Activity/Assignment Due
W 9/5	Introduction	N
M9/10	<b>The Information Age in Which you Live</b> Why is IT important for business? Know some definitions and buzz words. Understand who and what is involved in IT operations. Will you be a knowledge worker?	<b>Read:</b> Chapter 1, Pages 3-13, 20-28 Concentrate on the concepts only. We will be looking at business intelligence, OLTP and OLAP more in the coming chapters.
W9/12	<b>Computer Hardware &amp; Software</b> Know the basics. This will not make you an expert but you will understand the basic components and how they work together.	<b>Read:</b> Extended Learning Module A, Pages 39-64
M 9/17	<b>Computer Hardware &amp; Software Continued</b>	<b>Read:</b> Extended Learning Module A
W 9/19	<b>Major Business Initiatives: Gaining Competitive Advantage with IT</b>  A review of how IT is integrated into the core of business operations. History, how organizations changed, current trends and a peek into the future	<b>Read:</b> Chapter 2, Pages 71, 78-91
M 9/24	<b>Major Business Initiatives: Gaining Competitive Advantage with IT Continued</b>	<b>Read:</b> Chapter 2
W 9/26	<b>Databases and Data Warehouses, Business Intelligence</b> Understand how data is collected, stored, and used.	<b>Read:</b> Chapter 3 Pages 123-130, 140-148
M 10/1	<b>Decision Support Systems using Excel Spreadsheets</b>	
W 10/3	<b>Databases and Data Warehouses, Business Intelligence Continued</b>	Chapter 3
M 10/8	No Class – Tuesday is Monday ☺	

T 10/9	Follow Monday Schedule <b>The World Wide Web and the Internet</b> How the Internet works. An review of network technology with focus on the Internet	<b>Homework Due:</b> Break-Even  <b>Read:</b> Extended Learning Module B, Pages 104-117
W 10/10	<b>The World Wide Web and the Internet Continued</b>	<b>Read:</b> Extended Learning Module B
M 10/15	Exam I: the best way to prepare yourself: <ul style="list-style-type: none"> <li>Review the PowerPoint slides (all in SPARK)</li> <li>Review the reading assignments</li> <li>Practice Excel: How to use absolute and relative references, Auto Filtering and Conditional Formatting.</li> </ul> Additional Topics: <ul style="list-style-type: none"> <li>How IT has changed the structure of teamwork (Centralized vs. Decentralized).</li> <li>The movie: "The Benefits of IT for Natural Disasters". I may ask you one question about the movie.</li> </ul>	
W 10/17	<b>Review Exam, Using Functions in Excel</b>	
M 10/22	<b>RFID - The next barcode.</b> Research, current initiatives and the future	
W 10/24	<b>Decision Support Systems, AI, Intelligent Agents</b> Understand how computers moved from preparing information for the decision maker to a tool used for the decision making itself.	<b>Homework Due:</b> VLookup, SumIf, CountIf, SumProduct  <b>Read:</b> Chapter 4 Pages 179-186, 189-190, 200-203
M 10/29	<b>Electronic Commerce</b> How is money made, spent, and saved on the internet. The growing role of the internet as a market place.	<b>Read:</b> Chapter 5: 238-244, 250-266
W 10/31	<b>Electronic Commerce Continued</b>	<b>Read:</b> Chapter 5
M 11/5	<b>Electronic Commerce Continued</b>	<b>Homework Due:</b> Executive Info Systems Reporting, Pivot Tables
W 11/7	<b>Systems Development &amp; SDLC, Self-Sourcing, Outsourcing</b> Know what it takes to develop and operate a modern computer system. Understand why some initiative fail and why the use of external resources became so popular.	<b>Read:</b> Chapter 6 Pages 279-304
M 11/12	No Class, Umass holiday	
W 11/14	<b>Systems Development &amp; SDLC, Self-Sourcing, Outsourcing Continued</b>	<b>Read:</b> Chapter 6
M 11/19	<b>Protecting People and Information</b> How to protect computing resources, sensitive	<b>Homework Due:</b> Data Tables

	information, and people (employees, customers, etc.)  Always practice safe computing!	<b>Read:</b> Chapter 8 Pages 353-371, 374-382
W 11/21	<b>Movie:</b> The World is Flat by Thomas Friedman Attending lecture is optional but you are responsible for the content of the movie, found at <a href="http://mitworld.mit.edu/video/266/">http://mitworld.mit.edu/video/266/</a>	
M 11/26	<b>Protecting People and Information Continued</b> <b>Emerging Trends and Technologies</b> The leading edge (and sometimes the bleeding edge of computers and networks).	<b>Read:</b> Chapter 8 Chapter 9 - Pages 428, 431-435, 440-442
W 11/28	Exam II: the best way to prepare yourself: <ul style="list-style-type: none"> <li>• Review the PowerPoint slides since the first exam (all in SPARK)</li> <li>• Review the reading assignments since the first exam</li> <li>• Practice Excel: Vlookup, Sumif, SumProduct and Countif functions., purpose of and how to use pivot and data tables.</li> </ul> Additional Topics: <ul style="list-style-type: none"> <li>• We watched 2 movies: Spawn.com and The World is Flat. I may ask you one question about each movie.</li> <li>• Under what circumstances would you use the following databases: Mergent online, Business &amp; Company Resource Center (BCRC), and Lexis/Nexis?</li> <li>• What does the acronym NAICS stand for and what is its purpose?</li> <li>• Review the 5 most commonly missed questions from Exam I.</li> </ul>	
M 12/3	Review Exam, Turn-It-In.com	
W 12/5	Turn in papers	<b>Individual Papers Due</b>
M 12/10	No Lecture, Lab Presentations	
W 12/12	No Lecture, Lab Presentations	