

INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

ECU COLLEGE OF BUSINESS

MIS 3063 | FALL 2023



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252-328-5361



Slay 348 (Mon/Wed 10:00- 1:00) & by appointment

Class Times/Locations:

Section
004

- Mon/Wed 2.00-3.15pm
- Austin Building 00304

Section
605

- Purely Asynchronous Online

Section
606

- Purely Asynchronous Online



What is this course about?

In this course, we will study how successful businesses and business professionals use Information Systems and Information Technology to achieve their goals and further their careers.

Pre-Requisites: MIS 2223

Catalog Description: Information systems in business and hardware and software tools to implement them.



Why is this course important?

Businesses rely on technology in today's business world, so gaining a fundamental understanding of IS & IT are crucial to your future success in the business world. We will also be developing highly sought-after skills by recruiters/employers.



Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other.

- Bill Gates



Innovation has nothing to do with how many R & D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R & D. It's not about money. It's about the people you have, how you're led, and how much you get it.

- Steve Jobs

Textbook & Other Required Resources

Kroenke, David M., Experiencing MIS (with e-text & Access Code for MyLab IT assignments), 9th edition, Pearson. The book/MyLab used in this course is customized and only available from Dowdy Student Stores, UBE, or directly from inside the MyLab course itself. Access purchased via any other site, such as Amazon, Chegg, or the MyPearsonStore will NOT work for this course!

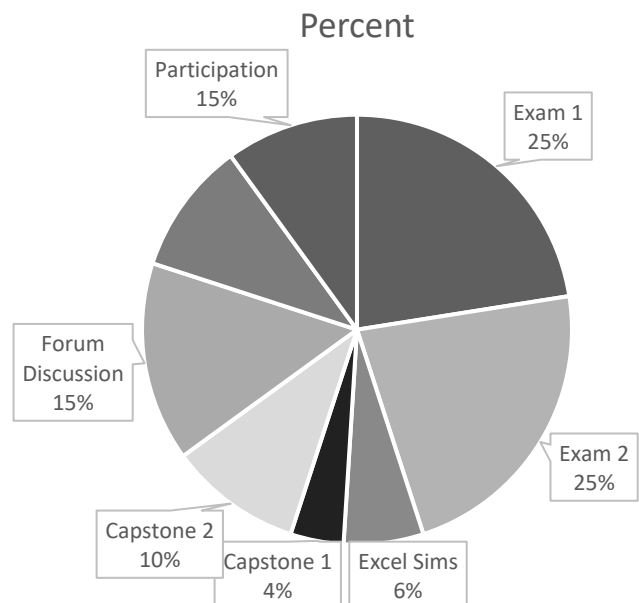
Office 365, preferably running on a PC-based computer.

High speed & reliable Internet access

University-approved face covering/mask

Student Evaluation

	Percent
Exam 1	25%
Exam 2	25%
Excel Simulation Trainings	6%
Excel Capstone 1	4%
Excel Capstone 2	10%
Discussion Forum	15%
Participation	15%
Total	100



Grading Scale

A	93.5-100
A-	90-93.49
B+	86.50-89.99
B	83.5-86.49
B-	80.00-83.49
C+	76.5-79.99
C	73.5-76.49
C-	70.00-73.49
D+	66.5-69.99
D	63.5-66.49
D-	60.00-63.49
F	59.99 and below

Assignment Description

Exams

What? Two multiple-choice exams will be given during the semester, each worth 25% of your final course grade. Both exams will come directly from the textbook and contain 50 multiple-choice questions each. Exams will be given online via Canvas, no lockdown browser required. Review guides will be available prior to each exam. ***My due dates are flexible, make sure to complete all activities before last day of class***

Why? These exams test students' knowledge of core course concepts and help make sure you are focusing on the most important concepts in the class.

Letter grades will be assigned based on your final weighted average in Canvas. See conversion chart to the left.

All students will be given an equal chance to succeed in the course, so please do not ask for special consideration/individual extra credit.

What does a typical week look like?

A typical week in this class is as follows:

Complete reading & other prep work

Discuss reading, complete activities, etc.

Complete Excel work via MyLabIT

Excel Chapter Simulations

What? A collection of 12 simulation training exercises in MyLabIT. Each is worth 0.5% of your final course grade. All can be found via each week's module in Canvas.

Why? They are designed to help you learn the Excel concepts in the course and to prepare you for the capstone assignments.

Excel Capstones

What? Capstone assignments that each cover the material learned in the simulations. Capstone 1 covers simulations 1-4 and capstone 2 covers simulations 5-12. Capstone 1 is worth 4% of your final course grade and capstone 2 is worth 10%.

Why? They are designed to apply the skills learned during the simulations to a business scenario within the real Excel environment. In addition, students who score 90% or better on each capstone will receive a badge from Pearson that can be used on LinkedIn, resumes, etc.

Please don't share your files with anyone!

MyLabIT will flag you if you turn in someone else's file, or copy/paste from someone else's file.

It's not worth the risk!

Tips for doing well in my class

Success in this class requires completing the required assignments and activities, attending class and preparing for class(for section 001 students).

Participation and Discussion Forums

What? Classwork will be a variety of different activities, such as online discussions, case studies, in-class assignments (for section 001 students), etc.

Why? This is designed to help apply the topics learned in that week's reading & lectures so students have a better understanding of the material and how it applies in the business world.

Assignment Tips & Policies



Late Policy

I understand that things happen so with the exception of quizzes, exams & classwork, you can turn in work late and still receive up to 90% credit for the assignment (10% off per day). However, it's in your best interest to turn things in on time whenever possible!



Need Help?

I am here to help! Please let me know as soon as possible if you have problems or questions with course material or assignments. See me during my office hours or send me an email.



Study Tips

- Do the assigned reading
- Actively participate (for section 001 students)
- Spend plenty of time outside of class reviewing notes, completing assignments, etc.

Course Schedule

Date	Topic	Reading	Due
Wk 1	Course Intro		
Wk 1	MyLab sign-up/ Intro to IS & IT	Ch 1	MyLab sign-up, Integrity statement
Wk 2	Importance of MIS	Ch 1	
Wk 2	Excel HW 1 demo	Ch 1	
Wk 3	Organizational Strategy & IS	Ch 2	
Wk 3	IS Scope	Ch 8	Excel Ch 1 & 2 HW
Wk 4	Network & Cloud Technology	CE 9	
Wk 4	Cloud & Mobility	Ch 6	Excel Ch 3 & 4 HW
Wk 5	Mobile Systems	CE 5	
Wk 5	Excel Capstone 1 intro		Excel Capstone 1
Wk 6	IS Management	Ch 11	
Wk 6	IS Development	Ch 12	Excel Ch 5 & 6 HW
Wk 7	Exam 1 Review		
Wk 7	Exam 1		
Wk 8	SPRING BREAK		
Wk 9	Pick group project topics	Ch 7	
Wk 9	AI/Automation	CE 2	Excel Ch 8 HW
Wk 10	Emerging Technology	Ch 4.2	
Wk 10	Databases	Ch 5	Excel Ch 9 HW
Wk 11	BI/Analytics	Ch 3	

Wk 12	Security	Ch 10	
Wk 12	Data Breaches	CE 14	Excel Ch 11 HW
Wk 13	Privacy		
Wk 13	Capstone 2 intro		Excel Ch 12 HW
Wk 14	Summary		
Wk 15	Final Exams		Group Assignment

CE= Chapter Extension (located after Chapter 12 in the textbook).

Final Exams

Final exams will be given online via Canvas for all sections, no lockdown browser required.

What are the course policies (for section 001 students)?



Cell phones. Please keep your **cell phones** on silent (or take it outside for emergencies) so that we can focus! It's a dignity/respect thing. We all know that feeling when you're talking to a friend and his or her attention is on the phone...

Attendance/Participation. Attending class is a key to being successful in this class!



Please come prepared to each class and ready to participate in that day's activities, not just there physically.

Please do not read the paper, work on other work, etc. While in class, you are expected to be an active participant.



Readings. The readings form the core of our class discussions, so please come prepared.

The Technical Stuff ...

Course Objectives

To gain knowledge of fundamental concepts and issues in information systems development including the impact of technology on the organizational. To develop the skills necessary to work on a business team where success is dependent on communication, collaboration, and coordination. To refine presentation skills in a business scenario.

Learning Goals

Think:

- Learn how industry structure and competitive strategy impact the IS needs of an organization
- Use Microsoft Excel to analyze and solve business problems
- Understand the IS needs within an organization

Value:

- Understand the impacts of technology on ethics, privacy and security in society
- Discuss differences in individuals based on background, experience, and personality, etc.
- Describe diversity's contribution to work with teams/collaboration and how it can be leveraged to optimize organizational effectiveness.

Communicate:

- Refine presentation skills (both individually and in groups)
- Utilize business applications to create written report & develop presentation

Lead:

- Use effective teamwork skills to collaborate on group projects

COB Laptop Requirement

The College of Business requires that all students enrolled in a College of Business course acquire and have available a laptop or mobile computer for use in and out of the classroom environment. The laptop or mobile computer must be capable of running Microsoft Windows and the latest version of Microsoft Office. Faculty may also require other specialized software applications. Additional information may be found at www.business.ecu.edu.

No Windows PC: No Problem:

The College of Business and ECU offer the VCL (virtual computing lab) that will allow you to use a Windows machine on any other OS virtually. To use the VCL:

- Go to: <https://ecu.teamdynamix.com/TDClient/1409/Portal/KB/ArticleDet?ID=67605> and follow the instructions for both installing the app on your computer as well as logging in.
- Once you login and see your desktop, you can choose "Excel" to open MS Excel.
- Note that you will be saving files on your PirateDrive (see the information at the bottom of the instructions).

Disruptive Action/Behavior

East Carolina University is committed to providing each student with a rich, distinctive educational experience. Disruptive academic behavior impedes the learning environment and hinders other students' learning. The course instructor has original purview over his/her class and may deny a student who is unduly disruptive the right to attend the class. Students who repeatedly violate reasonable standards of behavior in the classroom or other academic setting may be removed from the course by the instructor following appropriate notice. Students removed from a course under this policy will receive a "drop" according to university policy and are eligible for tuition refund as specified in the current tuition refund policy. This policy does not restrict the instructor's prerogative to ask a disruptive student to leave an individual class session where appropriate or to refer the student to the Office of

Student Rights and Responsibilities for violation of the Student Code of Conduct.

Disruptive academic behavior is any behavior likely to substantially or repeatedly interfere with the normal conduct of instructional activities, including meetings with instructors outside of class. Examples of such behavior include, but are not limited to, making loud or distracting noises; using cell phones and other electronic devices without prior approval; repeatedly speaking without being recognized; frequently arriving late or leaving early from class; and making threats or personal insults. See full policy at: <http://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/part6section4.pdf>.

Academic Integrity

The Academic Integrity Policy governs student conduct directly related to academic activities involving ECU students. All alleged violations of the policy must be resolved in accordance with the procedures outlines in the Academic Integrity Policy as found in Part VI, Section II: Academic Integrity of the ECU Faculty Manual at: <http://www.ecu.edu/cs-acad/fsonline/customcf/currentfacultymanual/part6.pdf>.

Academic integrity is expected of every East Carolina University student. Some example of academically violating the Honor Code consists of, but are not limited to, the following:

- Providing/selling any materials to a student assistant website. All course material—PPTs, lecture notes, notes that you take on the class materials, study guides, exams, syllabus, etc.—are copyrighted. Placing those materials with student assistance websites violates copyright laws.
- Cheating: Giving or receiving unauthorized help, working together, or sharing of work (partial or complete) with other students on individual projects or assignments. All individual assignments must be the result of your own knowledge and completed with your own hands.
- Giving or receiving unauthorized help, working together, or sharing of work (partial or complete) with other groups besides yours on group projects or assignments. All group work is to be completed by your group alone without the assistance of other groups.
- Plagiarism: Copying the language, structure, ideas, and/or thoughts of another and adopting those as one's original work.
- Falsification: A statement of untruth, either verbal or written, regarding any circumstances relating to academic work.
- Submitting another person's work in part or in whole OR giving work to another student who submits it as his/her own.
- Submitting the same paper you have created for two different courses without permission to do so.
- Attempting any act which if completed would constitute an academic integrity violation as defined above.

All academic integrity violations will be reported to the Office of Student Rights & Responsibilities. Any violation of academic integrity subjects you to university-imposed sanctions. Penalties for academic violations may range from having to redo an assignment to a grade of zero on an assignment to failure of the course.

No student may drop the involved course or withdraw from school prior to resolving an academic integrity charge.

All students will be required to read and agree to an academic integrity statement before turning in any assignments.

Continuity of Instruction(for section 001 students)

Eastern North Carolina sometimes experiences flooding, hurricanes, and snow storms that result in cancelled classes on campus. When this happens, I will still try to continue classes using online technologies. To prepare for such an eventuality, you must:

- Save and/or print a copy of the syllabus and assignment schedule, so it will be available to you throughout the semester.
- Download materials such as the syllabus, weekly PPTs and assignments to your PC as soon as possible, so they will be available to you.
- Save my email address so that you are able to contact me as necessary.
- Save names and phone numbers of fellow classmates, so that you can contact each other.
- If class activities are affected by course downtime, your responsibilities are:
- Continue to try to log in to the course web site every half hour for as long as is reasonable during your waking hours. Also, check your email account as I will email everyone once I have information to share regarding down time or scheduling changes.
- If you are not able to take an online quiz due to a system failure, as opposed to a failure of your PC or connection, I will advise you via email when the new due date is.
- If Canvas is not available and you have an assignment to submit, you should try to email it to me. The assignment will be accepted late without penalty ONLY if multiple systems have failed. If you are late with an assignment because your own PC or Internet connection has failed, you will be penalized.
- If the Canvas course site is not available and you are not able to access course content, you should email me.

In the case of localized outbreaks affecting our classroom identified by health officials, we will transition to online delivery for up to two weeks for your safety. Health officials will closely monitor conditions and may need to contact you by phone to help them monitor public health conditions. Please ensure [your phone number is up to date in PiratePort](#). After this period of up to two weeks, we will resume on campus in-class activities. The temporary move

to online course delivery will not affect the due dates for exams, quizzes, assignments, or any other form of assessment. If the course schedule requires adjustment, I will always notify you.

If the course moves online, you may be required to attend synchronous class meetings at the established class times via WebEx. Class meetings will be recorded for students who have poor internet connections.

I will post all course materials and class meeting recordings, if available, on Canvas. Students unable to attend should access those notes and materials and contact me if they have any questions. The Canvas course will be used for all communications, assignments, and assessments. It is recommended you save on your computer and/or print a copy of the syllabus, assignment schedule, and other important course material. In the event of a Canvas outage, I will use email to communicate with you.

Please contact me if you have any questions about your responsibilities as a student during course downtime.

In the event of extended campus downtime, I will strive to continue instruction. As early as possible, I will communicate with you via email to explain where you can locate course information, and what you can expect during this time period. I will continue to provide instruction, if at all possible, to those students who are able to continue.

There is no excuse for missing deadlines. Plan ahead and execute early.

Retention Requirements

Students at East Carolina University are expected to be in Good Academic Standing. For students to be considered in Good Academic Standing, a cumulative GPA of 2.0 is required. If a student fails to meet Good Academic Standing, he or she will be placed on academic warning, probation, or suspension as shown below.

	Consequences of Not Maintaining Good Academic Standing		
Good Academic Standing	End of Semester 1 GPA<2.0	End of Semester 2 GPA<2.0	End of Semester 3 GPA<2.0
GPA = 2.0+	Warning	Probation	1 Semester Suspension

Please refer to the Undergraduate Catalog for more information.

ADA

East Carolina University seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 ((252) 737-1016 (Voice/TTY)).

