

ISQS 2340: Introduction to Information Systems in Business

1. Course Information:

<u>Title:</u>	Introduction to Information Systems in Business
<u>Course Number:</u>	ISQS 2340-005 (CRN 32013)
<u>Meeting Times:</u>	Monday – Wednesday 4:00-5:20 PM in BA 289

2. Instructor Information:

Fall 2013 **(August 26 – December 11)**

Name	Jim Wetherbe
Office	BA 224
Office Hours:	Mon & Wed 5:20 – 6:20 PM or by appointment (preferable)
Office Phone:	Office/Cell: 505-250-9999
E-mail	jcwetherbe@aol.com
Website	wetherbe.ba.ttu.edu

3. Course Materials:

Required Textbook:

- O'Brien, James A. and Marakas, George M. 2008. *Introduction to Information Systems*. 16th edition. McGraw-Hill Irwin - ISBN 978-0-07-337688-2.
- (NOTE: Any of several options are available such as hardcover, 3-ring loose leaf binder, eBook, or rental versions.

4. Course Content:

Course Objectives and Description:

This course is designed to introduce students to information systems and examine how these powerful systems have fundamentally reshaped modern organizations along with our society. This course focuses on the key components of information systems – people, software, hardware, data, and telecommunications, and how these components can be integrated and managed to create competitive advantage. Throughout the semester we will supplement the lectures and textbook by drawing on some of the most influential writings in the area of information systems – including work by Tom Friedman, Chris Anderson, and Nick Carr, and Clayton Christensen. The aim of the supplemental readings is to help students refine and enhance their own thoughts on some of the most significant business

and technological issues of our time. Ideas from the lectures and readings will be explored in readings, lectures, homework assignments, videos, guest lectures, and class discussion.

Most students entering college have training with several key business applications including MS Access, Excel, PowerPoint, and Word. As a result, classroom instruction on these topics are not directly provided in this course. For students not experienced with these software tools, access to short online courses will be facilitated.

Upon successful completion of this course, students should be able to

- understand the basic components of information systems
- understand the issues surrounding the development of information systems to solve business problems
- understand the role that information systems play in successful organizations
- intelligently discuss information systems, their development, and use in the modern business organization
- demonstrate proficiency with a variety of office productivity software applications (including Microsoft Access, Excel, PowerPoint, and Word).

5. Grading Policy

Student grades are earned via Action Learning Activities related to chapter by chapter content during the course of the semester.

This class employs both peer and instructor evaluations of multiple team role play scenarios base on chapter and case study content along with interpersonal communication processing skills. Feedback on two dimensions (content and process) is provided by peers observing the role playing process along with an overall assessment of the instructor.

6. Course-level Assessment of Expected Learning Outcomes

6.1 Participation

The instructor understands that there may be occasions where personal issues take priority over class attendance. Therefore, each student will be allowed two absences without penalty.

However, attendance during scheduled class meeting times is expected. The instructor views student attendance as a part of the student's responsibility to actively participate in both their own learning as well as the learning of his or her classmates. Attendance is vital to succeed in this course. Attendance is mandatory, students are expected to attend each class, and attendance will be taken.

If students miss more than two classes, the portion of their grade composed of "Class Participation" will be reduced. If students miss more than two classes (and would like to avoid a lowered grade), they should be prepared to justify (with a doctor's note, etc.) each and every absence during the semester.

6.2 Assignments

In the business world, bosses do not ask you to take everything off your desk and take written exams. They don't ask you to write term papers either. However, you will need to be able to make meaningful contributions to business conversations and meetings. You will also need to be able to make convincing management presentations and write management reports.

To address this we will use an innovative applied learning approach in this class. The assignments are Collaborative Action Learning Exercises that simulate real world application of knowledge. Preparation for these activities is homework and classroom performance used for evidence of learning. Assessment of learning includes peer review evaluations. In addition, students prepare and present a Management Report scheduled as their final exam for the semester.

A problem or opportunity / solution format is the primary framework for both the Collaborative Action Learning Exercises and the Management Presentation and Report.

7. Other Terms

7.1 Academic Conduct

The Texas Tech policy on academic conduct as given in the Student Affairs Handbook http://www.studentaffairs.ttu.edu/publications/SA_handbook_2005-2006.pdf applies to all students at all times. Any student who violates the academic conduct policy (see Texas Tech University Operation Policy OP 34.12 for a definition of scholastic dishonesty <http://www.depts.ttu.edu/opmanual/OP34.12.pdf>) will be subject to appropriate disciplinary sanctions as outlined in the Student Affairs Handbook.

7.2 Disabilities

<http://www.depts.ttu.edu/opmanual/OP34.22.pdf>

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office in 335 West Hall or 806-742-2405.

7.3 Student Absence for Observance of Religious Holy Day

<http://www.depts.ttu.edu/opmanual/OP34.19.pdf>

1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20
2. A student who intends to observe a religious holy day should make that intention known to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
3. A student who is excused under Section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

8. A Message and a Gift from the Instructor (Dr. Jim Wetherbe)

The ability to articulate complex issues clearly has been, and even more so in the future will be, a fundamental element of business student success. It is ranked as the number one skill of successful business executives. Very few business schools effectively emphasize communication skills, to the distinct displeasure of nearly every corporate executive I know. This, of course, is a major opportunity and differentiator for business education.

It is truly tragic how many breakthrough technologies were lost by companies such as NCR (main frame computers), IBM (mini-computers), Xerox (Windows), DEC (PC's), HP (Apple) and Microsoft (cellular) because of communication failures. These illustrate the compelling need for effective communication within even premier corporations. Accordingly, communication has always been a priority in my teaching and consulting.

I had the good fortune to be ranked by *Information Week* as one of the top dozen consultants in MIS. This was not the result of being the more technologically knowledgeable of consultants. Rather it was achieved by developing a reputation for explaining complex technology in practical, relevant terms that can be applied by non-technical business leaders.

I am the co-author with Bond Wetherbe of a fourth edition book entitled, *So, What's Your Point?* (4th Ed. 2012). This book provides an innovative, structured approach to communication, one that will help you navigate conversations or presentations and produce mutually beneficial outcomes. It will be particularly helpful with your Collaborative Action Learning Exercises as well as your career. As a fellow alumnus of Texas Tech, it is my gift to you.

9. Guidelines for Class Room Conduct

Please note that food or snacks will not be allowed in the classrooms. Please use the student areas provided throughout the building for eating food.

**10. ISQS 2340 Introduction to Information Systems in Business
 Planned Schedule
 Fall Semester 2013 - Jim Wetherbe: Professor**

Date	Topic	Reading	Comments
8/26 Mon	Introductions & Getting Started		
8/28 Wed	Interpersonal Communication Models		
9/2 Mon	LABOR DAY HOLIDAY		
9/4 Wed	Action Learning Activities		
9/9 Mon	Foundations of Information Systems in Business	Chapt 1	
9/11 Wed	Action Learning Activities		
9/16 Mon	Competing with Information Technology	Chapt 2	
9/18 Wed	Action Learning Activities		
9/23 Mon	Computer Hardware	Chapt 3	
9/25 Wed	Action Learning Activities		
9/30 Mon	Computer Software	Chapt 4	
10/2 Wed	Action Learning Activities		
10/7 Mon	Data Resource Management	Chapt 5	
10/9 Wed	Action Learning Activities		
10/14 Mon	Telecommunications and Networks	Chapt 6	
10/16 Wed	Action Learning Activities		
10/21 Mon	eBusiness Systems	Chapt 7	
10/23 Wed	Action Learning Activities		
10/28 Mon	Business Across the Enterprise	Chapt 8	
10/30 Wed	Action Learning Activities		
11/4 Mon	eCommerce Systems	Chapt 9	
11/6 Wed	Action Learning Activities		
11/11 Mon	Supporting Decision Making	Chapt 10	

TEXAS TECH

Area of ISQS
Jerry S. Rawls College of Business Administration
Texas Tech University

11/13 Wed	Action Learning Activities		
11/18 Mon	Business/IT Strategies for Development	Chapt 11	
11/20 Wed	Action Learning Activities		
11/18 Mon	Implementing Business/IT Solutions	Chapt 12	
11/20 Wed	Action Learning Activities		
11/25 Mon	Security and Ethical Challenges	Chapt 13	
11/27-12/1	THANKSGIVING BREAK		
12/2 Mon	Enterprise and Global Management of Information Technology	Chapt 14	
12/4 Wed	Action Learning Activities		
TBD	Management Report Presentations		