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9-1-1999

## INFO 301 Managing Information Technology

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### Recommended Citation

Abate, Anne, "INFO 301 Managing Information Technology" (1999). *Management Information Systems Syllabi*. 840.

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**Managing Information Technology**  
**INFO 301**  
**Fall 1999**  
**Tuesdays and Thursdays, 11:30 am - 12:45 pm**

**Instructor:** Anne K. Abate, Ph.D.

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**Office Hours:** Tuesdays, 5-6 pm  
Wednesdays, 10 am-noon  
Thursdays, 5-6 pm  
Or by appointment

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**Required Texts:** Management Information Systems, James A. O'Brien, 1999  
Shelly Cashman Lab Series for Excel and Access

**Optional Text:** Shelly Cashman Lab Series for PowerPoint and MS Word  
(All texts are available in the bookstore--used if you get there early)

**Course Objectives:**

- \*\* To explore the development and use of information systems (IS) in organizations
- \*\* To understand the use of IS for developing competitive advantage
- \*\* To cultivate research, preparation and presentation skills
- \*\* To develop interpersonal and team interaction skills
- \*\* To become familiar with the literature on strategic information systems
- \*\* To develop microcomputer skills (particularly Spreadsheet and Database skills)

**Deliverables at a glance:**

- In-Class Participation and Reading Quizzes
- Feedback Comments
- Current IS Issues Research (2 articles with abstracts)
- Presentation on Current IS Issue
- Completion of in-class lab exercises (Word and PowerPoint)
- Lab Project (Access and Excel)
- Exams (Midterm and Final)
- \*\*Extra Credit

## **Deliverables in Detail:**

*In-Class Participation and Reading Quizzes:* Class participation is important in this course. You **must** be prepared to participate in every class. The level of participation will be a part of your grade. One important element of participation is completing the assigned readings before the start of class. This will be encouraged through the use of brief quizzes before each class. These quizzes will cover only the readings assigned for that particular session and will be true/false or multiple choice quizzes. Since everyone has a bad day from time to time, your lowest score will be dropped.

*Feedback Comments:* At the end of every class session, you will be required to turn in a question or comment about the day's activities. (Scrap sheets of paper will be provided for these brief comments). Although you will not be graded on these comments, they will be used to help me clarify issues for you during the next class.

*Current IS Issues Research:* In order to become familiar with the literature of the IS profession, reports on two articles will be required. The articles you select must deal with information technology or with the strategic use of technology in business. A copy of each article along with a one page abstract of the article are to be submitted. The due dates can be found on the attached class schedule. The selected articles must be at least 3 pages (approx. 2100 words). The abstract is to be single spaced with one inch margins. Abstracts will be graded on comprehensiveness, clarity, grammar, spelling, and over-all readability. The selection of the article to abstract will also be considered in grading. The abstract should highlight the main point of the article and discuss key issues and conclusions. The last paragraph should be your own reaction to the article. Further details on the format of the abstract will be provided during the semester.

*Presentation on Current IS Issues:* You will select one of your Current Issues article (or another topic of personal interest) to present to the class during the semester. This will be a 10 minute PowerPoint presentation summarizing the article that you abstracted or the topic of your choice. You should try to find an interesting topic and one that would be easy to present. Topics involving new uses of technology or how a particular business or industry made good use of technology work well. Avoid presenting heavily technical details. You may want to pick a topic related to your major—how a technology is used in a particular industry. You will be graded on clarity and presentation style. Suggestions for creating effective PowerPoint presentations will be provided throughout the semester.

The schedule for the presentations will be determined by a sign-up sheet distributed during the first class session. You must present on the scheduled day. It is your responsibility to switch with someone else if you are not prepared to make your presentation on the scheduled date.

*Lab Project:* We will be utilizing lab sessions during class time this semester to help you to improve some of your computer skills. Each student must complete the in-class group lab projects on Word and PowerPoint during the first half of the semester (we will use the lab as much as it is available to us).

During the second half of the semester, lab sessions will be conducted during class time to expand your skills in Excel and Access. Additional lab time on your own may be required to complete these exercises. Applications exercises will be provided for this purpose. Each student will also prepare a lab project. Further details on the project will be provided later in the semester. Projects will be selected in consultation with the instructor. (Additional application exercises will also be available for Word and PowerPoint for those students that may choose to use them.)

*Exams:* There will be a Midterm and a Final Exam during the semester. One week prior to the Midterm, there will be a thorough preparation session so that you can be properly prepared. If you score an average of 95 or better on all of the Reading Quizzes and earn a 95 or better on the Midterm, you will be exempted from the final exam.

*\*\*Extra Credit:* Summary of Edupage Development. An important element of this course is developing your awareness of current technological issues. One of the best sources of information on late-breaking developments in technology are Internet mailing lists. Since you all have access to Internet email, I recommend that you subscribe to the Edupage mailing list. Edupage provides a summary of news on information technology. After you subscribe, Edupage will be delivered to your mailbox three times each week. To earn the extra credit, you may subscribe to Edupage, read the issues as they come out, then **briefly summarize** one of the important developments announced or tracked over the weeks of the course. This assignment may be turned in at any time, but must be handed in at least by the last class. Although the extra credit points are over and above the requirements of the course, I highly encourage you to subscribe and bring what you learn into the class discussions. If you cannot subscribe to Edupage due to company policy or lack of email, I can provide the issues to a limited number of students on a weekly basis. In order to subscribe to Edupage, send an email message to: [listproc@educom.unc.edu](mailto:listproc@educom.unc.edu) with this message (**in the body of the email**: subscribe edupage Your Name (substitute your own name). Do not put anything in the RE:/or header portion of the message. If you wish to unsubscribe at the end of the course, send a message to the same address with the message: unsubscribe edupage. Even if you don't think you will need the extra credit, I suggest that it may make a difference to your enjoyment of the course. If you know of another mailing list or discussion group on technology that serves a different audience, you may substitute any other subscription, just provide me with the address so that I may also subscribe.

**Grading Criteria:**

Class Participation.....	10 %	<b>Grade Distribution:</b>
Reading Quizzes.....	10 %	92-100 = A
Current IS Issues Research (2 articles with abstracts).....	10 %	83 - 91 = B
Presentation on Current IS Issue.....	20 %	73 - 82 = C
Lab Project.....	5 %	63 - 72 = D
Midterm Exam.....	20 %	
Final Exam.....	25 %	

**\*\*Extra Credit will influence your final grade.**

Note--Attendance is expected. More than three absences will result in an automatic lowering of your grade. If you must miss a class for any reason, you should let me know *in advance* so that some arrangement can be made to make up the work.

**INFO 301 - Tentative Schedule  
(As of August 23, 1999)**

<b>Class</b>	<b>Topic</b>	<b>Assigned Reading</b>
August 24	Introduction to Course/Review of Syllabus Introductions/Discussion of Expectations Select Presentation Days	
August 26	Introduction to Information Systems Select Presentation Days	Chapter One, MIS
August 31	<b>Library Session (Meet at 11:30 a.m. on Second Floor of the Library)</b>	
September 2	Fundamentals of Information Systems	Chapter Two, MIS Review Shelly Cashman Series
September 7	Computer Systems	Chapter Four, MIS, Sect. I
September 9	Computer Peripherals	Chapter Four, MIS, Sect II
September 14	Application Software	Chapter Five, MIS, Sect. I
September 16	System Software	Chapter Five, MIS, Sect II
September 21	Telecommunications and the Enterprise	Chapter Six, MIS, Sect, I
September 23	Technical Telecommunications Alternatives	Chapter Six, MIS, Sect. II <b>(Article One Due)</b>
September 28	Word and PowerPoint Lab	[opt.--Shelly Cashman (Word)] [opt.--Shelly Cash. (Power Point)]
September 30	Database Management	Chapter Seven, MIS, Sect I
October 5	Technical Foundations of Database Management Midterm Prep in Class	Chapter Seven, MIS, Sect II
October 7	Fall Holiday--No Class	
October 12	The Internet and Electronic Commerce	Chapter Eight, MIS
October 14	Midterm Exam in Class	

**INFO 301 - Tentative Schedule**  
**(As of August 23, 1999)**  
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October 19	Intranets and Extranets in Business	Chapter Nine, MIS, Sect. I
October 21	Enterprise Collaboration Systems	Chapter Nine, MIS, Sect. II <b>(Article Two Due)</b>
October 26	Business Information Systems	Chapter Ten, MIS, Sect. I
October 28	Transaction Processing Systems	Chapter Ten, MIS, Sect II
November 2	Access Lab	Shelly Cashman (Access)
November 4	Management Information and Decision Support	Chapter Eleven, MIS, Sect I <b>(Presentations 1-3 Due)</b>
November 9	Artificial Intelligence Technologies in Business	Chapter Eleven, MIS, Sect II <b>(Presentations 4-6 Due)</b>
November 11	Excel Lab	Shelly Cashman (Excel)
November 16	Fundamentals of Strategic Advantage	Chapter Twelve, MIS, Sect I <b>(Presentations 7-9 Due)</b>
November 18	Strategic Applications and Issues	Chapter Twelve, MIS, Sect II <b>(Presentations 10-12 Due)</b>
November 23	Managing Information Resources	Chapter Thirteen, MIS, Sect. I <b>(Presentations 13-15 Due)</b>
November 25	No Class—Happy Thanksgiving	
November 30	Global Information Technology Management	Chapter Thirteen, MIS, Sect II <b>(Presentations 16-18 Due)</b>
December 2	Planning Change	Chapter Fourteen, MIS, Sect. I <b>(Presentations 19-21 Due)</b>
December 7	Implementing Change	Chapter Fourteen, MIS, Sect. II <b>(Presentations 22-24 Due)</b>
December 9	Security Challenges Exam Preparation	Chapter Fifteen, MIS, Sect. I <b>(Presentations 25-27 Due)</b>
December 14	Ethical Challenges	Chapter Fifteen, MIS, Sect. II <b>(Presentations 28-3? Due)</b>
December 16	Final Exam	<b>(Lab Project Due)</b>