INTRODUCTION TO BUSINESS INFORMATION SYSTEMS

Course: MIS 204 / FALL SEMESTER 2013
Course Time: Online Delivery
Course Location: ANGEL Course Management System
Instructor: Lisa R. Bertin
Phone: 724-983-2908
e-mail: lrb19@psu.edu
Office Location: Sharon Hall 318
Office Hours: Mondays 1-3pm, 4-5pm, Tuesdays 1-4pm, Wednesdays 1-2pm
Thursdays and Fridays by appointment only
Virtual Appointments are available via Skype during regular office hours or
By appointment (User Name: lrbertin)

Course Description:
This is an introductory course designed for students to achieve basic information systems literacy, learn how managers are using information systems to compete in the marketplace, and develop skills for applying spreadsheet and database tools to business problems.

Goal of Course/Course Objectives:
The goal of MIS 204 is for the student to be able to describe an information system and how they influence the business world.

The objectives are:
Students will be able to identify the key elements of an information system and their possible uses.
Students will be able to discuss the effects of information systems on the business environment.
Students will be able to explain how the use of information systems can make organizations more efficient.
Students will be able to demonstrate how an information system can be used to support decision making.
Students will be able to make recommendations on how businesses can protect themselves from cybercrime.

Required Text/Material(s):
Other Materials: A microphone or webcam will allow you to post audio and video responses but is NOT required.

You MUST have regular, reliable, high speed Internet access for this course.
The course is delivered via the ANGEL Course Management System (ANGEL.psu.edu).
Click Here for the Quick-Start Guide for Students

Attendance / Participation. In an online course, regular “attendance” and meaningful, cooperative participation is required. Participation is graded through the watching of weekly videos, posting and replying in discussion forums and contributing to a month long group project during the last four weeks of the semester. Due dates are clearly posted and points will be lost for submitting late work. Engagement in the online classroom is critical be ensuring the student can meet the course objectives.
Assignments / Grading Structure:

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance (Videos)</td>
<td>60</td>
</tr>
<tr>
<td>Chapter Review Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Discussion Forum Activities</td>
<td>190</td>
</tr>
<tr>
<td>Weekly Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>Group Project</td>
<td>100</td>
</tr>
<tr>
<td>Midterm &amp; Final Assessment</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total...</strong></td>
<td><strong>750</strong></td>
</tr>
</tbody>
</table>

Notes:

- All assignments will be available through ANGEL. All submissions will be through ANGEL. No email submissions of assignments will be accepted.
- The watching of each posted video will counted as “attendance” points. The time and date of weekly logins will be closely monitored to ensure students are engaged with the content and their fellow classmates.
- Quizzes will be a combination of true/false and multiple choice. Each quiz can only be attempted once and will have a maximum of 20 or 30 minutes to complete based on the number of questions. The midterm and final exam will consist of essay questions from the appropriate chapters. Access will be provided to the midterm and final as listed in the course schedule. The chapter quizzes and exams will only be available during the week they are due. Late submissions are only accepted with faculty approval.
- Grading rubrics are available under the Lessons tab in ANGEL for the weekly assignments and exams.
- All links were verified at the beginning of the course. Please notify the instructor immediately if you encounter a link not working properly.
- The final exam will be available from December 16th to December 18th.

Grades:

<table>
<thead>
<tr>
<th>GRADING SCALE</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>90-92</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
</tr>
<tr>
<td>80-82</td>
<td>B-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
</tr>
<tr>
<td>73-76</td>
<td>C</td>
</tr>
<tr>
<td>70-72</td>
<td>C-</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
</tr>
<tr>
<td>59 and Below</td>
<td>F</td>
</tr>
</tbody>
</table>

Requests and Hints:

- Online courses require commitment. You need to stay on schedule with the material or face not being able to complete the work by December 18th. Please contact me immediately if there are circumstances that prevent you from staying on schedule.
- Please be sure to consistently check the ANGEL calendar to ensure you know what is due and when.
- A FAQ (Frequently Asked Questions) discussion forum will be available for more course hints throughout the course.
- Direct link to the University Library resources are available under the Resource tab in ANGEL.
- The ANGEL helpdesk is available by clicking the question mark on the left hand side of the ANGEL website.
Grade Change Policy (Senate Policy 48-30)
A student who questions his/her grade should confer with the instructor of the course. If he/she agrees that the grade is incorrect, the instructor corrects the grade using eLion (according to procedures provided in the Academic Administrative Policies and Procedures Manual, G-5). If the instructor cannot be contacted, the student should go directly to the instructor's department head for action. When the student's official record has been corrected, the student will be notified by e-mail that his/her grade has been changed and will be directed to eLion to view the change. (Students without a Penn State access account will be notified by mail.) If a student has a disagreement about a grade that cannot be resolved with the instructor, the student may initiate grade mediation and adjudication.

DEADLINE: A grade change must be made within one year after the end of the semester in which the course was taken. After that time, students requesting a corrected grade must submit a petition to the University Faculty Senate. The University may make changes in policies, procedures, educational offerings, and requirements at any time. Please consult a Penn State academic adviser for more detailed information.

This page is part of the University Undergraduate Advising Handbook, which is maintained by the Division of Undergraduate Studies, DUS@psu.edu. (Reviewed: January 2012 Last Update: January 2010)

Disability Statement
Penn State is committed to providing access to a quality education for all students, including those with documented disabilities. If a student has a disability and wishes an accommodation for a course, it is the student’s responsibility to obtain a University letter confirming the disability and suggesting appropriate accommodation. This letter can be requested from the Campus Disability Contact Liaison The contact at Shenango is Tony Paglia, in SH103. He can be reached at 724-983-2969 or email at atp11@psu.edu.. Students are encouraged to request accommodation early in the semester so that, once identified, reasonable accommodation can be implemented in a timely manner. The ANGEL Course Management system does allow for users with disabilities to customize the ANGEL display according to their needs. Click here for directions or click the 508 button on the bottom left hand corner of the ANGEL login screen.

Academic Integrity Policy
All students are expected to act with civility, personal integrity; respect other students' dignity, rights and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community.

Academic integrity includes a commitment to not engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons' work as one's own, using Internet sources without citation, fabricating field data or citations, "ghosting" (taking or having another student take an exam), stealing examinations, tampering with the academic work of another student, facilitating other students' acts of academic dishonesty, etc.

Students charged with a breach of academic integrity will receive due process and, if the charge is found valid, academic sanctions may range, depending on the severity of the offense, from F for the assignment to F for the course.

The University’s statement on academic integrity, from which the above statement is drawn, is available at http://www.psu.edu/dept/oue/aappm/G-9.htm

Online Course Etiquette
The online classroom is very different from the traditional face to face classroom. You will only be sharing words on a screen or a voice through a microphone. It is very easy for us to misread someone’s intent or tone when we only have the words to interpret. Therefore, online courses require respect and professionalism at all times. Please do not use all caps to communicate (that means you are shouting!) and remember to always use proper spelling, grammar, and punctuation in all communications. Specifically, please do not use texting lingo.
COURSE AGENDA: *Depending on the pace of this particular class, topics below may be dropped, shortened, or expanded as deemed appropriate by the instructor.*

<table>
<thead>
<tr>
<th>Week of...</th>
<th>Topic &amp; Reading...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of August 26, 2013</td>
<td>Introduction Video. Quiz and Discussion Forum</td>
</tr>
<tr>
<td>Week of September 2, 2013</td>
<td>Chapter One, Chapter Review Questions, Discussion Forum, Quiz App of the Week - One</td>
</tr>
<tr>
<td>Week of September 9, 2013</td>
<td>Chapter Two, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Two</td>
</tr>
<tr>
<td>Week of September 16, 2013</td>
<td>Chapter Three, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Three</td>
</tr>
<tr>
<td>Week of September 23, 2013</td>
<td>Chapter Four, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Four</td>
</tr>
<tr>
<td>Week of September 30, 2013</td>
<td>Chapter Five, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Five</td>
</tr>
<tr>
<td>Week of October 7, 2013</td>
<td>Midterm – Available from Noon Monday, to Noon, Wednesday</td>
</tr>
<tr>
<td>Week of October 14, 2013</td>
<td>Chapter Six, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Six</td>
</tr>
<tr>
<td>Week of October 21, 2013</td>
<td>Chapter Seven, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Seven</td>
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<tr>
<td>Week of October 28, 2013</td>
<td>Chapter Eight, Chapter Review Questions, Discussion Forum, Quiz App of the Week - Eight</td>
</tr>
<tr>
<td>Week of November 4, 2013</td>
<td>Chapter Nine, Chapter Review Questions, Discussion Forum, Quiz</td>
</tr>
<tr>
<td>Week of November 11, 2013</td>
<td>Extended Learning Module D, Chapter Review Questions, Discussion Forum, Quiz</td>
</tr>
<tr>
<td>Week of November 18, 2013</td>
<td>Extended Learning Module H, Group Project Assigned</td>
</tr>
<tr>
<td>Week of November 25, 2013</td>
<td>No classes – Thanksgiving Holiday</td>
</tr>
<tr>
<td>Week of December 2, 2013</td>
<td>Group Project Continued</td>
</tr>
<tr>
<td>Week of December 9, 2013</td>
<td>Group Project Due</td>
</tr>
<tr>
<td>Week of December 16, 2013</td>
<td>Final Exam – Available from Noon, Monday to Noon, Wednesday</td>
</tr>
</tbody>
</table>

**My backup plan for this online course:**

Technology changes rapidly and does not always function as planned. Operating systems, web browsers, and even file formats change and can sometimes cause glitches in an online course. We all need to try to be flexible in our expectations of how technologies work together. For instance, because web browsers and operating systems function differently from one another, you may have trouble viewing multimedia files of various types, however, I will attempt to provide material in multiple formats. Please contact me immediately if you have trouble accessing any material in the ANGEL course. If we encounter a major outage of ANGEL, deadlines will be adjusted accordingly or waived for all students.
**Sloan-C Institute Certificate Program**

The actual assignments:

**Chapter Review Questions** (2 points each). Create a Word document (or similar document saved in a sharable format such as .rft) with your answers to the following five questions. Attached your file to the drop box provided in the Chapter One Folder.

1. What is the relationship between management information systems (MIS) and information technology (IT)?
2. What are some relationships among data, information, business intelligence (BI), and knowledge?
3. What are the three financial elements of break-even analysis?
4. Why are competitive advantages never permanent?
5. How are Porter’s three generic strategies and the RGT framework similar?

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Incomplete (0%)</th>
<th>Deficient (40%)</th>
<th>Satisfactory (80%)</th>
<th>Good (90%)</th>
<th>Exemplary (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thoroughness (60% Weighting)</td>
<td>24 percent</td>
<td>48 percent</td>
<td>54 percent</td>
<td>66 percent</td>
<td>68 percent</td>
</tr>
<tr>
<td>Incomplete</td>
<td>Correctly addressed only a small percentage of the questions given or only a small part of each question</td>
<td>Correctly addressed most of the questions given in the assignment</td>
<td>Correctly addressed all of the questions given in the assignment</td>
<td>Correctly and thoroughly addressed all of the questions given in the assignment</td>
<td></td>
</tr>
<tr>
<td>Clarity (35% Weighting)</td>
<td>14 percent</td>
<td>28 percent</td>
<td>31.5 percent</td>
<td>35 percent</td>
<td>35 percent</td>
</tr>
<tr>
<td>Incomplete</td>
<td>Only a small percentage of the answers are clear</td>
<td>Most areas of the answers are clear</td>
<td>The answers are clear</td>
<td>All areas of the answers are completely clear</td>
<td></td>
</tr>
<tr>
<td>Grammar (5% Weighting)</td>
<td>2 percent</td>
<td>4 percent</td>
<td>4.5 percent</td>
<td>5 percent</td>
<td>5 percent</td>
</tr>
<tr>
<td>Incomplete</td>
<td>A small percentage of answers is without spelling or grammar errors</td>
<td>Most of answers are without spelling or grammar errors</td>
<td>Answers are written with no spelling or grammatical errors</td>
<td>Answers are well written with no spelling or grammatical errors</td>
<td></td>
</tr>
</tbody>
</table>

**Discussion Forum** (Closing Case One: The Social Media Megaphone: Transparent Life Intensified)

Read the case study.

Post your answer to: The use of Facebook (or any other social networking site) can truly make a person’s life transparent, available for the whole world to see. Should there be legislation regulating the openness of your life on the Internet? Can we expect society somehow to regulate this without any laws?

Respond to two classmates – Rubric provided

Original post due within 4 days, responses due the remaining 3 days of the assignment week.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Never posted during the course (0 points)</th>
<th>Posted after the week assigned (1 point)</th>
<th>Posted during the week assigned (3 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeliness</td>
<td>Doesn't address the question or superficially responds to parts of the question (0 points)</td>
<td>Adequately addresses the question (3 points)</td>
<td>Thoroughly addresses the questions in a way that clearly demonstrates reflection, critical thinking, and analysis of the topic (4 points)</td>
</tr>
<tr>
<td>Addresses the Question Posed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Replies to Classmates</td>
<td>No replies to classmates (0 points)</td>
<td>Adequately replies to one or two classmates (2 points)</td>
<td>Substantively replies to two or more classmates and engages in multi-post discussions with at least one other classmate (3 points)</td>
</tr>
</tbody>
</table>
**Weekly Quiz** – You will have 20 minutes with one attempt to complete the following quiz. The quiz is open book, open note but please note the questions and the answers are randomized to prevent the sharing of answers.

1. Why is technology considered “invasive”?
   - **A.** Technology is an integral part of our personal, as well as our professional lives.
   - **B.** Technology has destroyed many values of society.
   - **C.** It has forced certain businesses to shut down for good.
   - **D.** Technology requires that employees work more than 40 hours per week.

2. You rent a Blu-ray disc of "A Clockwork Orange" for $25. This is an example of ______.
   - **A.** data
   - **B.** information
   - **C.** software
   - **D.** information system

3. The grade you earn for a specific college course is _____ and your overall GPA is ____.
   - **A.** data; information
   - **B.** information; data
   - **C.** knowledge; business intelligence
   - **D.** business intelligence; information system

4. Information exhibits high quality only if:
   - **A.** there is an abundance of it.
   - **B.** it leads to business intelligence.
   - **C.** it is pertinent, relevant, and useful to you.
   - **D.** you have access to it 24/7.
5. AskSocrates is a Web site that provides definitions and descriptions of many concepts. AskSocrates is not peer-reviewed (a group of peers or experts do not verify the quality of information). Because of this, AskSocrates may not demonstrate which of the following quality attributes?

A. Validity  
B. Timeliness  
C. Relevance  
D. Form  

6. If the marketing department were to pass information to the finance department, what type of information flow is this considered?

A. Downward  
B. Horizontal  
C. Upward  
D. Outward  

7. If a business sends information to its customers, suppliers, or distributors, what type of information flow is this considered?

A. Horizontal  
B. Upward  
C. Downward  
D. Outward/inward  

8. If you offered your expert opinion about some expected outcome, what type of organizational information are you offering?

A. External  
B. Subjective  
C. Objective  
D. Judgment
9. Which of the following is true of ethics?
   A. Ethics and laws are the same.
   B. Laws and ethics clearly require or prohibit an action.
   C. Ethics are more subjective than laws.
   D. Laws are more a matter of personal or cultural interpretation, unlike ethics.

10. If you were visiting Disney World and you used its touch-screen monitors to locate a restaurant, what type of hardware device would you be using?
    A. Output device
    B. Connecting device
    C. Input device
    D. Storage device

11. Which of the following is an example of application software?
    A. Microsoft Word
    B. Microsoft Windows XP
    C. Microsoft Antivirus
    D. Microsoft Vista

12. Companies like Amazon and eBay that only have a presence in the virtual world have significantly lower fixed costs in terms of retail space than companies that have to pay for retail space, like retail stores you would find in a mall. This technological concept is known as:
    A. VoIP.
    B. telecommuting.
    C. cloud computing.
    D. digital storefronts.
13. Mary wishes to upgrade her current home communications system. She wants to replace her current Internet, TV, and phone to a fiber optics system. As a buyer, Mary needs to consider the ___.

A. threat of new entrants

**B. switching costs**

C. entry barriers

D. first-mover advantages

14. Doodle Corp. wants to increase customer loyalty toward its currently one-of-a-kind software, Bonkers EP. It does so by offering additional services like automatic updates and free upgrades. Which of the following forces in Porter's model is Doodle Corp. addressing in this situation?

A. Threat of substitute products or services

**B. Threat of new entrants**

C. Buyer power

D. Supplier power

15. If you were to create a unique industry Web site for your customers that allowed them to build virtual communities with other customers by sharing information, how would you be enhancing your competitive strategy?

A. Through focus

B. Through overall cost leadership

C. Through loyalty enhancement

**D. Through differentiation**