
BUSINESS INFORMATION SYSTEMS in Fall 2019 (BA3500)

Course Code	BA3500	Professor(s)	Evelyn Odonkor
Prerequisites	None	Office Number	G- 2A04
Class Schedule	W: 09:00-11:55 in PL-3 W: 10:35-11:55 in PL-5	Office Hours	By Appointment
Credits	4	Email	eodonkor@aup.edu
Semester	Fall 2019	Office Tel. Ext.	642

Course Description

One of the key challenges for companies today is how to manage the vast amount of information available to them effectively and efficiently.

This course is thus designed to expose students to some of the managerial issues in information systems such as how to best use information technology to increase efficiency in a firm. In an attempt to improve students' awareness and understanding of various aspects of business information systems, we adopt both a theoretical and practical approach. We begin with a brief overview of the necessity to study BIS, highlighting the strategic importance of BIS decisions. We examine various theories, concepts and strategies, with a focus on managerial challenges and best practices. We also discuss current issues in information technology.

I believe business is best understood by doing, thus this course is highly participative (interactive). Roughly 50% of class time focuses on traditional lectures with the balance of class time devoted to discussions, group presentations and practical exercises. You will learn from your classmates as much as from lectures and outside readings.

The objective is to develop an appreciation of how efficient management of information and information systems can help an organization to successfully compete in the marketplace.

Students will also learn how to use spreadsheets (Excel) to support business decision-making.

Course Learning Outcomes

Understand the different types of information systems, as well as the roles they play within various areas of business

Understand how to use software to create business intelligence and support decision making.
familiar with core BIS concepts and processes, and their relationships with other business

functions

Demonstrate high level competence in the use of IT as would be used in business

Understand how the proper management of information technology is fundamental to the value-creation processes of an organization and how it can be a source of competitive advantage

Understand the importance of information systems to all organizations that produce goods and/or provide services

Analyze situations and offer solutions to business problems related to managing information

Understand the place of human factors that may influence the adoption of information technology

Demonstrate critical thinking and the application of core competencies in business decision making

Communicate well and work collaboratively

General Education

1. Understand the place of human factors that may influence the adoption of information technology.
2. Demonstrate critical thinking and the application of core competencies in business decision making.
3. Communicate well and work collaboratively.

Course Outline

Session	Themes	Reading and tasks to be completed in scheduled class
Wednesday, Sept 4 C101	Overview of course syllabus, requirements and expectations Introduction to Business Information Systems	• If You're Not Paying for the Product. • Viral Face-App Software
Sept 11 C101	Decisions and Processes	Read: • Chapters 1 & 2 (textbook)
Sept 18	Electronic Business Value	Read:

C101		• You May Not Need B • Chapters 3 (text bo
Sept 25	Electronic Business Value	Read:
C101		• Alibaba and the Futur • Lessons from China's • <i>Review the PowerPo</i> • <i>Basics, formulas and</i>
Lab PL-5	Excel Basics	
Oct. 2	Ethics and Information Security	Read:
C101	& Sustainable Technologies	• Customer Data: Desig - and trust • <i>The Internet of Things</i> <i>Ethical Issue</i>
	EXAM 1 Review and master all the information provided in the assigned readings and lectures since the 1st day of class, including the articles assigned for today. The exam will consist of multiple-choice questions.	
Oct. 9	Sustainable Technologies	Read:
C101		• Chapters 4 & 5 (text b
Lab PL-5	Excel: Formulas and Functions	<i>Review the PowerPoint Slid</i> <i>Formulas and Functions</i>
Oct. 16	Business Intelligence	Read:
C101		• Chapters 6 (text book • Analytics 3.0 • Better People Analytic
Oct. 23	Artificial Intelligence	Read:
C101	& Mobile Business	• Artificial Intelligence f • Collaborative Intellige - Joining Forces
Lab PL-5		

	Excel: Pivot Tables and Charts	
Nov. 6 C101 Lab PL-5	Exam 2 Excel: Lookup Tables	Review and master all the info in the assigned readings and lecture notes for exam 1, including articles and videos. The exam will consist of multiple choice, true/false, and short answer questions. Review the PowerPoint Slides and Videos
Nov. 13 C101	Enterprise Application:	Read: • Mastering the Three V's of Big Data Technology • Chapter 7 (text book)
Nov. 20 C101	<i>Ghana Study Trip: No Class</i>	Read: • Chapters 8 & 9 (text book) Assignment: What Google Analytics can tell about you. Please look on blackboard for instructions
Nov. 27 C101 Lab PL-5	System Development and Project Management Excel: Adding Logic	Read: • Chapters 9 (text book) • Homework Case: Facebook's Crisis of Trust (see instructor's email) • Review the PowerPoint Slides and Videos
December 4 C101	System Development and Project Management	Read: • The IT Transformation of Business • Managing Our Hub Economy
Final Exam: (exam 3)		Review and master all the info in the assigned readings and lecture notes. Review all that we have done in class. Be sure to check the exam time and location. Exams week and on the day of the exam.

Textbooks

Title	Author	Publisher	ISBN	Required
MANAGEMENT INFORMATION SYSTEMS FOR THE INFORMATION AGE., NEW 9TH EDITION	HAAG, STEPHEN ET AL.	McGraw-Hill	9780071314640	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Student Performance will be evaluated based on the following factors:

Participation score: will be based on attendance and participation in class discussions and in-class activities.

- **Attendance:** this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the assigned reading materials including printouts of the cases to be discussed to class.
- **Course Discussions:** Various activities, full class and small group discussions are an essential part of the learning experience in this course. Actively participating in these exercises by providing input and feedback to other students and by listening when other students are speaking will enhance your learning.

Exams & Assignments

- **Exams:** There will be 3 exams during the semester, each worth 15% of the final grade. Each will cover all the readings, lectures, videos and class discussions (during a specific period) and in multiple choice and/or short answer format.
- **Assignments:** These must be submitted on Blackboard before the course commences on the due date. Also bring a printed copy to class.

Individual or Group Presentations

These presentations are based on the articles, research topic and/or cases.

Grade Allocation

Final grades will be weighted based on performance within the various factors as follows.

Class attendance and participation	15%
2 Presentations	30%
3 exams (each worth 15%)	45%
Individual Assignments	10%

Other

Note: The Harvard business articles are available for purchase on:
<https://hbsp.harvard.edu/import/663759>

I strongly advise you to buy these articles from the site above, in the past students have found that articles they find online appear to be the same but are sometimes missing critical information. The presentation of the document you buy from the HBSP site is also better.

Assigned readings and materials are vital. Preparing the assigned material before class, allows the student to gain a better understanding of the issue to be discussed in class. Students are also able to actively participate and provide valuable insights on the issues at hand.

The objective of the assigned articles is to help students think critically about the points of view of thought leaders in MIS. This will enhance our examination of how MIS models and principles can be applied to real world organizational challenges, and assist the student in developing leadership and managerial capabilities.

The course material is thus intended to help develop awareness and knowledge of multiple issues associated with managing information within a business. The cases and class activities are designed to help students in applying theory to practical situations.

Guidelines for assigned articles(these are to help you to get a better grasp of what is most important in the articles). **Following these guidelines assiduously is essential for any student who wants to pass this class.**

Objective: Understand all the major concepts and the knowledge the author (s) is trying to convey.

Ask yourself the following questions:

- What are the main ideas of the document? What is the author trying to teach us?
- What are the key theories, concepts and strategies discussed in the document?
- What are the challenges the author(s) identified?
- What questions did the author(s) say are important to answer?
- What guidelines did the author(s) provide?
- What solutions did the author(s) provide for the issues (problems) they identified?
- If they propose steps to achieving an outcome, make sure you are familiar with them.
- If the authors ask questions in the article, know the question and the answers as well as the answers they provide to the questions.
- Write down three or four questions that you believe anyone who has read this document should be able to answer.
- **Keywords or phrases to look out for in the readings:** Idea in brief, Challenges, Require, Greatest, Risks, Changes, Key, Steps, Stages, Rule, Advantages,

Disadvantages, Question, Problem, Solution, Approach, Strategy, Objective, Practices, Argue (argument) and Prove.

Please bring the assigned reading materials to class as some of them are needed for activities and discussions.

ASSIGNMENTS

Throughout the semester students will be given assignments to be completed in groups or individually. During the first course, students will be asked to select a classmate to work with (students may choose to work alone)

A number of group assignments are required throughout the course. Your group must decide upon the best strategy to address the problems presented in these cases:

- Assignments (presentations) will be allocated to individuals and groups. The assignments will be assigned randomly. An individual or group will be responsible for leading discussions on two or more issues.
- All students in the group must be involved in the presentation and leading the discussion.
- You are strongly encouraged to use some sort of visual aid or written materials to support your efforts and to help organize the discussion.
- If your group is called to present a case and fails to do so or if no one from your group attends class, the group will not receive any credit for the presentation. You are required to present the work you are assigned even if you are the only one present in class the day of your assigned presentation.

No late work will be accepted. If you are going to be absent on a day when an assignment is due, *submit the assignment on Blackboard no later than 09h00 on the due date and also ask one of your classmates to turn in a printed copy for you.*

INSTRUCTIONS FOR ASSIGNMENTS:

A. Articles (individuals or pairs): A 30-minute interactive oral presentation

1. Overview of the main ideas of the article (with class involvement)
2. Discussing and analyzing the contents of the article with thought provoking questions about the issues or information presented in the article. ***Thought provoking questions, are questions that spark debates and require the audience to think deeply about the response. These questions are related to the topic being discussed but not directly from the article.***
3. You must do additional research to complete or update the information the article provides. You may also share information from your own experience.
4. Conclude your presentation with a **well thought out** explanation of what you learned from the article. You have to **think deeply** about the article and discuss the implications of what is written. What you learned means: what is the significance of the information in

the article. What did you get out of the article? Why is the article you read important? This is NOT A SUMMARY of the article but a reflection on the ideas provided in the article and the questions it may have raised in your mind or what the information provided made you realize...

5. Always ask SO WHAT? You must demonstrate a clear understanding and mastery of the information in the article you've been assigned.
6. Present 1 exam question that will demonstrate that students have understood and can apply the contents of this article in a real situation.

Submit the PowerPoint slides you prepared for your presentation on Blackboard before 9am on the day of your presentation.

B. Research Project (Individual or pairs): IT business technologies and applications

This project will allow students to explore existing IT business applications and technologies.

Each group will research and present a specific technology and its application to business (select one application and discuss it in depth).

You must answer the following questions (minimum)

- What does the technology do?
- How does the technology work?
- What are the applications for business (how do various companies use it and for what)?
- If you use this technology, what is your specific application?
- Your insights regarding this technology?

Present your findings to the class (10-minute presentation) and turn in a two page (typed) executive summary answering the questions asked. ***Submit the assignment on Blackboard no later than 4:30pm on the due date, and bring a printed copy to class.***

C. Cases: Individual assignment

- **Identify the major issues in the case:**
 - What is the main question presented in the case?
 - What are the 3 main issues in the case?
 - What are the reasons for these issues (meaning what are the causes and why)?

Please note that the issues are not always identified in the case. You have to think.

Type your work (1 page, 1.5 spacing, Times New Roman, 12pt, Justified), submit it on blackboard by 9am on the due date and bring a printed copy to be turned in at the beginning of class.

No late work will be accepted. If you are going to be absent on a day when an assignment is due, *submit the assignment on Blackboard no later than 9am on the due date*

***and also* ask one of your classmates to turn in a printed copy for you.**