
BUSINESS INFORMATION SYSTEMS in Spring 2021 (BA3500)

Course Code	BA3500	Professor(s)	Evelyn Odonkor
Prerequisites	None	Office Number	G-2A04
Class Schedule	W: 09:00-11:55 in Q-A101 W: 10:35-11:55 in Q-A101 W: 10:35-11:55 in Q-604	Office Hours	By appointment
Credits	4	Email	eodonkor@aup.edu
Semester	Spring 2021	Office Tel. Ext.	642

Course Description

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

Demonstrate awareness of the different types of information systems available to organizations and their function in and across business units.

Demonstrate an understanding of how the effective use of information technology is fundamental to the value-creation processes of an organization and how it can be a source of competitive advantage.

Demonstrate an understanding of the importance of information systems to all organizations that produce goods and/or provide services.

Students will learn about privacy, security and data preservation issues.

Demonstrate awareness of how various software can help organizations to acquire business intelligence from the data they have, and the various software available to assist managers in decision making.

General Education

Topics Covered

- Managing Information Systems
- Decision support systems
- Managing Business Processes
- Electronic Business Value
- Ethics and Information Security
- Business Intelligence
- Networks
- Business Communication
- Excel

Course Outline

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Session	Themes	Reading and tasks to be completed before scheduled class
Wednesday, Jan 20 QA 101	Overview of course syllabus, requirements and expectations Introduction to Business Information Systems	Read and understand the Course Syllabus • <i>If You're Not Paying for it, You're the Product.</i> • <i>How to Make Rational Decisions in the Face of Uncertainty</i> • <i>A Post-Pandemic Strategy for US Higher Education</i> • <i>Which Covid-19 Data Can You Trust?</i> • <i>Antitrust Isn't the Solution to America's Biggest Tech Problems</i>
Jan 27 QA 101	Decisions and Processes	Read: • Chapters 1 & 2 (text book)
Feb.3 QA 101	E-Business Electronic Business Value	Read: • <i>Lead Your Business Through the Coronavirus Crisis</i> • <i>Alibaba and the Future of Business</i> • Chapters 3 (text book)
Feb.17 QA 101 & Q604	Ethics and Information Security Excel Basics	Read: • Chapters 4 (text book) • <i>Have Your Privacy Policies Kept Up With Your Digital Transformation?</i> • <i>When Does Predictive Technology Become Unethical</i> • <i>The Ethics of Smart Devices that Analyze What We Speak.</i> • <i>Data Privacy Rules Are Changing: How Can Marketers Keep up.</i> • <i>Boost Your Resistance to Phishing Attacks</i> • Review the PowerPoint Slides on Excel Basics, formulas and functions

Feb.24 QA 101 & Q604	EXAM 1 Review and master all the information provided in the assigned readings and lectures since the 1st day of class. The exam will consist of multiple-choice questions. Excel Basics	Review and master all the information provided in the assigned readings and lectures since the 1st day of class.
March 3 QA 101	Infrastructures: Sustainable Technologies	Read: • Chapters 5 (text book) • Changing the Game to Compete: Innovations in the Fashion Retail Industry From the Disruptive Business Model • A Better Way to Onboard AI
March 10 QA 101 & Q604	Excel: Formulas and Functions	<i>Review the PowerPoint Slides on Excel Formulas and Functions</i>
March 17 QA 101	Business Intelligence	Read: • Chapters 6 (text book) • Analytics 3.0 • Bringing Dark Data Into the Light: Illuminating Existing IoT Data Lost With Your Organization
March 24 QA 101 & Q604	Artificial Intelligence & Mobile Business Excel: Pivot Tables and Charts	Read: • Artificial Intelligence for the Real World • Collaborative Intelligence: Humans & AI are Joining Forces
March 31 QA 101	Exam 2	Review and master all the information provided in the assigned readings and lectures since exam 1. The exam will consist of multiple-choice questions.

& Q604	Excel: Lookup Tables	questions. <i>Review the PowerPoint Slides on Excel Lookup Tables</i>
<i>April 7</i> QA 101	Network Mobile Business:	Read: • Mastering the Three Worlds of Information Technology • <i>Smart Cities Are Going to Be a Security Nightmare</i> • Chapter 7 (text book)
<i>April 14</i> QA 101 & Q604	Enterprise Application: Excel: Adding Logic	Read: • Chapters 8 (text book) • The IT Transformation Health Care Network • Tortoise, Not the Hare: Digital Transformation of Supply Chain Business Processes <i>Review the PowerPoint slides on Adding Logic</i>
<i>April 21</i> QA 101	System Development & Project Management: Corporate Responsibility	Read: • Chapters 9 (text book)
<i>April 28</i> QA 101 & Q604	Excel Review: Adding Logic	Review all that we have done in Excel this semester
Final Exam: (exam 3 & 4)		Review and master all the information provided in the assigned readings and lectures since exam 2. Review all that we have done in Excel this semester. Be sure to check the exam time and room before exams week and on the day of the exam.

Textbooks

Title	Author	Publisher	ISBN	Required
Business Driven Information Systems 6th Edition	Paige Baltzan	McGraw Hill	9781260092929	Yes

Attendance Policy

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. Due to special circumstances related to the Covid-19 pandemic, students will have the option of attending some classes online either in a synchronous or asynchronous format. In general, students are expected to attend at least one class a week in a synchronous format by either being physically present or logged in via the TEAMS online platform during class. It is still the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus.

COURSE POLICIES:

1. You must keep your mask on during class (unless you're joining the class remotely).
 2. **Laptops & Mobile Phones:** Laptops should only be used for note-taking or joining the class on Teams. **Mobile phones are to be turned off and put away at all times while class is in session. Please do not send or receive text messages during class, even on silent mode.** Moreover, mobile phones are not allowed in the room during exams under any circumstances. Students found to be using a mobile phone or other electronic device during exams will be asked to leave and will automatically receive a failing grade. No exceptions.
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1. We will use Blackboard for this course. Students are expected to check the Blackboard site, as well as their AUP email during the course for updates. All assignments will be posted here as well as course reader materials and other resources. You can also track your grades in the 'grading center' If you must reach me, please contact me via email for an appointment or during my office hours.

1. Students are expected to turn in all course assignments on time. **No late work will be accepted. If you are going to be absent on a day when an assignment is due, please print your assignment and ask one of your classmates to turn it in for you, or ask your classmate to print and turn your work in for you.**

1. **Food and Drinks:** Students may drink beverages in class if they are in containers that can be completely sealed. Please do not consume any other food or beverages in the classroom.

1. **Professional Behavior:** Students are expected to behave in a professional manner at all times during the course. Disruptive behavior, academic dishonesty on assignments or exams (including copying another student's work, plagiarism, or using instructor grading keys) will result in a failing grade for the assignment or exam in question. Other disciplinary actions up to, and including, removal from the course may also result from violating course and university policies. Please uphold professional standards at all times while you are in the university program.

1. I expect you to be courteous and respectful during class, this also means students are expected to stay in their seats (in class or at home) when class is in session and only leave during breaks or after class.

1. **Other Policies:** For all other policies and procedures, students are bound by the University's general policies and procedures. Copies of the University policies on absences and academic dishonesty were given to each student at registration. Students are responsible for adhering to these policies.

2. Teams etiquette :

3. Please RSVP to meeting invitations

4. Join meetings with mute on, keep it on if there is any background noise

5. Think about headphones ... maybe noise cancelling if you're easily distracted. Headphones with microphones may be a good investment.

6. Cameras on so we can see you!

7. To the extent possible, have a dedicated "serious" space for your meetings. This is like being at work. No distractions, etc. Keep the food and drink to a minimum, unless of

course we're having dedicated apéro.

8. Raise your hand to be recognized unless we're working in a very small group. Try not to talk when someone else is talking, this creates serious microphone problems for those attending online.
9. Try to keep the chat on topic
10. I'll ask for a different volunteer every class to remind me to record and to keep track of the chat and any questions there.

Grading Policy

GRADING:

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 have the assigned reading materials handy.
- 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

- : There will be 4 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.
- : These must be submitted on Blackboard before the course commences on the due date.

Individual or Group Presentations

Throughout the semester students will be given assignments to be completed in groups or individually. Article presentations are based on the articles available through purchase from Harvard Business Publishing and others are posted on Blackboard.

Group presentation grades are allocated equally to each member of the groups as long as each group member demonstrate equal knowledge of the work being presented.

If a student is absent the day of the assigned work, he or she will not receive a grade for the assignment.

Each group member is expected to give the required presentation even if all other group members are absent. Due to a tight course schedule, students have only one opportunity to give their presentation. So do not miss class during the day of your presentation. I may reschedule the day of an assigned presentation when necessary due to the course schedule.

All group members are expected to contribute equally on all assigned tasks. Please be sure to immediately talk to any group member who you feel isn't doing their fair share of the work. You will be asked to evaluate the contributions of each of your group members on each assignment. These evaluations will be used if deemed necessary to modify the grades of each group member.

The group 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 & participation including exercises	25%
Presentation	15%
4 exams (each worth 15%)	60%

Grading Scale

Excellent	Good	Satisfactory	Unsatisfactory
100-95 A (4.0)	89-87 B+ (3.4)	79-77 C+ (2.4)	69-67 D+ (1.3)
90-94 A- (3.7)	86-84 B (3.0)	76-74 C (2.0)	66-64 D (1.0)
	83-80 B- (2.7)	73-70 C- (1.7)	60-63 D- (0.7)
			Under 60 F (0)

To give you a better understanding of what the grading scale means, let's take a quick look at the typical student profile for each category:

Satisfactory: Adequate and acceptable work in meeting course requirements and average performance in assignments, exams and projects. There is little use of external resources beyond the required texts. The student shows some engagement with the course, but participates at a minimal level. He or she meets the minimum attendance requirements, displays some critical thinking, global learning and/or information literacy in assignments and group projects.

Unsatisfactory: Failed to meet basic course requirements, below average performance and attendance. Such students often show up late to class, are often unprepared for class, and/or are frequently absent. The student is rarely prepared for group presentations or discussions. Assignments are missing, late, or copied or paraphrased directly from Wikipedia. The student probably spends an inordinate amount of time in class on their smartphone or other devices unrelated to the course. Such students are encouraged to withdraw and try again when they have improved their academic skills or they are able to put more effort into their studies.

A significant amount of studying outside of the course meetings is expected from all students who expect a 'B' grade or higher in the course. This means AT LEAST two hours of reading, group work and research outside of class for every hour you spend in class - much more if the expected grade is an 'A'. I expect students to use resources other than the required materials to complete assignments. Outstanding and good performance will be awarded to those students who go beyond the required and suggested readings in their final projects, assignments and presentations.

Students with unsatisfactory performance will be notified at the midterm point so that we may mutually assess the likelihood of successful course completion. If you receive a 'C' or below at the midterm point, contact me for an appointment. Often times, we can work out an academic study plan to get you back on track.

AUP ATTENDANCE POLICY:

Students studying at the American University of Paris are expected to attend all scheduled class

sessions. Students should consult the complete AUP attendance policy.

Attendance at all exams is mandatory. There will be no make-up exams in this class.

Student Affairs will *recommend* that a professor excuse an absence for the following reason only: Involuntary absences due to illness or personal emergencies, upon presentation of documentary proof of illness or emergency.

Religious and National Holidays:

Due to the large number of nationalities and faiths represented at the University, religious and national holidays (other than those on the academic schedule) will not be excused by Student Affairs.

Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Lateness to course meetings:

If a student arrives at course meetings more than 15 minutes late without documentation for one of the above scenarios, it will be considered an *unexcused* absence. All documentation must be submitted to the Office of Student Affairs within ONE WEEK following the first day of the absence.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR RESTS SOLELY WITH THE STUDENT.

Whether an absence (excused or unexcused) is accepted 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 excused and unexcused 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 the withdrawal of a student whose absences from any course,

excused or not, have made it impossible to continue in the course at a satisfactory level. The professor may consult with Student Affairs for additional information.

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

ENGLISH LANGUAGE PROFICIENCY STATEMENT:

As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Excellent: Reserved for students that display superior quality and outstanding performance throughout the course, including the extensive use resources other than the textbook and assigned readings to complete assignments and presentations. An 'A' student is one who regularly reads supplementary material and incorporates it into their work. The student participates fully (quality not quantity) in course discussions and group activities, maintains excellent attendance, and **performs extremely well on course exams**. An 'A' student is highly motivated to learn the material and completes the course readings in advance of the lecture, showing strong skills in critical thinking, global learning, and exceptional informational literacy on all of the assignments, projects and exams. The student also takes a leadership role in the group projects and consistently responds to the presentations of other student groups. My goal is to see every student perform this well. This student may put in more than 8 hours of studying each week for this course.

Good: The student provides work that is above average in quality. He or she maintains good performance on exams and in class discussions, including the effective use of assigned

readings and above average course participation. Occasionally refers to supplementary readings and other external sources. Assignments are turned in on time and to a good level of quality. There is some evidence of additional research and critical thinking on core topics. Attendance, while not perfect, is still good. The student shows evidence of critical thinking, global learning and information literacy through their engagement in the course.

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The group 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 & participation and Individual Assignments	25%
1 Presentations	15%
4 exams (each worth 15%)	60%

Grading Scale

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100-95 A (4.0)	89-87 B+ (3.4)	79-77 C+ (2.4)	69-67 D+ (1.3)
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Other

Required Reading: Harvard Business Publishing Articles and Case Studies (HBP). They are available for direct purchase online at Harvard Business Publishing. <https://hbsp.harvard.edu/import/796180>

Exams & Assignments

- **Exams:** There will be 4 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/Exercises:** These must be submitted on Blackboard before the course commences on the due date.

Attendance at all exams is mandatory. There will be no make-up exams in this class.