

# COMM/CPSC 351-3 (Fall 2016)

## Management Information Systems

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**Instructor:** Dr. Waqar Haque Telephone: 250-960-6522  
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**Office Hours:** Mon: 2-3pm & Tue: 1130-1230pm, or by appointment

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### Required Text:

*Management Information Systems, Managing the Digital Firm, 7<sup>th</sup> Canadian ed (© 2015)*  
by K. C. Laudon, J. P. Laudon, M. E. Brabston

Note: A digital version of this text can also be purchased/rented.

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### Topics Covered (*not necessarily in the order listed*):

Foundations and role of information systems. Impact of information systems on organizations including competitive and strategic advantages. Social, legal and ethical issues. IT Infrastructure. Organization of data. Current technologies for communication. Security issues. Development of information systems. Effective use of information and information technology. Databases and Data Warehouses. Decision support systems. Emerging Trends and Technologies. Business Intelligence and data visualization tools. Introduction to e-commerce and data mining.

**Grading:**

Midterm Exam	:	25% (Oct 18, in class)
Final Exam (cumulative)	:	45% (as per UNBC schedule)
Assignments	:	10%
Research Presentation	:	20% (see details below)

**Learning Outcomes:** Upon completion of this course, you should have an understanding of what constitutes information systems and how organizations/managers use these systems and technologies to achieve corporate objectives including operational excellence, effective product/services development, enhanced decision making and competitive advantage. In addition, you will gain sufficient knowledge of how effective information systems can be developed using state-of-the-art technologies.

### General:

- For Academic Policies, please refer to the UNBC Calendar.
- Late assignments will be assessed 10% penalty for each day that the assignment is late. No assignments will be accepted after graded assignments have been returned.

- All assignments must be completed independently, unless otherwise specified on the assignment sheet. Copied assignments will be treated as described under 'Academic offenses/sanctions' in the UNBC calendar.

For research reports and presentations, plagiarism rules will apply including previous offerings of this course, that is, any work which has previously been submitted and graded cannot be re-submitted for credit.

- No makeup exams will be given.
- It is your responsibility to regularly check Blackboard ([learn.unbc.ca](http://learn.unbc.ca)) for course material, assignments, announcements, etc.
- Use the above e-mail address for all communication.
- If there are students in this course who, because of a disability, may have a need for special academic accommodations, please discuss this with me, or contact Access Resource Center ([arc@unbc.ca](mailto:arc@unbc.ca) or 250-960-5682) located in the Teaching and Learning Centre, Room 10-1048.
- The Academic Success Centre offers support for mathematics, writing, study skills, physics, statistics, commerce and economics. Services are available through one-to-one tutoring at the centre (room 10-2584, second floor of the Teaching and Learning Building), drop-in writing support is available on the first floor of the Library, and drop-in mathematical support is available at MACE (room 10-2088). Peer-led supplemental sessions are held for select courses. In addition, online support is available through the website at [www.unbc.ca/asc](http://www.unbc.ca/asc). All ASC services are Free to UNBC students.
- By enrolling in this course, you hereby acknowledge and consent to the use of SafeAssign, or similar software, by the instructor and/or TA. These third party services are used for originality checking to help detect plagiarism. The associated agreements may include retention of your submitted work in the underlying databases. Any student with a concern about using these services must notify the instructor at least two weeks in advance of any submission deadline.

## Research Topic/Presentation

This is a group assignment, but grade for each team member may vary. Please read carefully.

- Form a group of 4 students, or let me know asap if you would like to be placed in a group.
- Information systems are extensively used in almost every aspect of life. Your group is to select one **industry** (note this does not imply one business or organization) and research how information systems are used in that industry. Some suggested industries

are: air transportation, banking, stock markets, retail, shipping (courier), legal systems, healthcare, social networking, law enforcement, online marketing, online dating, direct marketing, credit card industry, real estate, academic institutions.

- Within the selected industry, research at least  $n$  specific businesses/organizations, where  $n$  is the number of team members. Note that this does not imply submission of  $n$  distinct reports; instead, the final submission should be a tightly integrated and cohesive single report.
- Provide a 1-2 page summary to Dr Haque for approval (e-mail is fine). The summary should include relevance of the industry and your proposed methodology in researching the topic. Note that if more than one group chooses the same topic, it will be assigned on a *first-come-first-served* basis.
- **Deliverables:**
  1. A printed 2-page (approx. 500-word) interim progress report clearly stating accomplishments to date and plan to complete research.
  2. A Final Report (not exceeding 3000 words, excluding Executive Summary and Bibliography) with at least the following sections:
    - Executive Summary (max 300 words)
    - Identification of information systems commonly in use in the selected industry
    - Selected businesses/organizations with specific information systems
    - Suggested enhancements
    - Ethical issues
    - An itemized statement on division of work among group members. (Note: simply stating that work was equally shared is not sufficient).
    - Bibliography
  3. A one-page (approx 300 words each) summary/critique of two selected presentations (excluding your own), demonstrating an understanding of the topic as presented. This is to be submitted individually and not as a group.

**Students who do not attend a presentation cannot submit the summary/critique of the missed presentation.**

- **Presentations:**
  - Each presentation shall be 12 minutes long followed by a brief question/answer period and discussion. The presentation time should be shared by all group members. Presentations not adhering to the suggested time limits will be at a disadvantage.

**Question(s) from presentations may be included in the Final Exam. Attendance is strongly recommended.**

- PowerPoint files for all groups are **due on Nov 21, 4pm** and should be e-mailed to the above address.
- A detailed presentation schedule will be posted on Blackboard.
- Late submission of any component will incur a penalty of 20% for each day it is late.
- **Grading criteria / Due dates:**

Summary for approval	: 5 points	<b>(due Sep 27)</b>
Interim Progress Report	: 10 points	<b>(due Oct 25, in class)</b>
Presentation	: 20 points	<b>(Nov 22, in class)</b> <b>(PPTs due Nov 21, 4pm)</b>
Final Report (printed)	: 40 points	<b>(due Nov 21, 4pm)</b>
Critiques (2)	: 10 points	<b>(email by Nov 29, 4pm)</b>