3 hours; 3 credits

Instructor: Professor D. Safonte

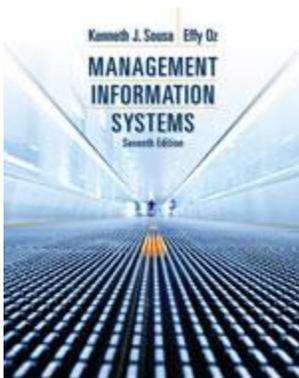**Hours:** Tuesday / Thursday 2:15- 3:30pm

E-mail: dsafonte@citytech.cuny.edu

Management information systems as a business resource for achieving competitive advantage. The major IT applications used in business and how they enable competitiveness. The central role that relational databases and data warehouses play in the business world. How IT has enabled and accelerated the growth of e-commerce. The role of decision support systems and artificial intelligence in business. Overview and impact of IT infrastructure design. System Development Lifecycle, project management, outsourcing, offshoring and its impact on the US economy. Information security, intellectual property rights, copyright and patent law on a national and international level. New trends in technology and their potential impact on industry. Case studies and team project are required. This course is the same as BUSN 3420 [formerly Bus 31.3]. (Not open to students who have completed Business 31.3.)

GRADING

- Homework / Labs   40%
- Midterm   15%

- Final Project   15%
- Final   30%

TEXTBOOK

Management Information Systems , 7th Edition

Kenneth J. Sousa; Effy Oz
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HOW TO CONTACT ME: E-mail: dsafonte@citytech.cuny.edu

The subject of your email MUST contain the following or it may end up in my SPAM filter:

BK CISC 1590 – your name – Assignment number or subject

If you have any questions please feel free to see me after class when possible. I am not on campus often, so if you need to communicate with me, the ONLY guaranteed way to reach me is by email.

Objectives

CIS majors who look to the business world for a career need business savvy as well as good computer science knowledge and skills. Likewise, business majors need computer savvy to help them integrate computer technology with business knowledge and skills. This course will provide an understanding of the critical role information technology plays in the business world and how synthesizing computer science and business knowledge will enable them to play a successful role in their chosen fields.

- To apply information technology to common business needs
- To become aware of useful technologies in the business environment
- To solve business problems using technology
- The student will apply technology to a number of business cases.
- The student will demonstrate the ability to determine which technologies are appropriate for business problems and how they can be used.
- The student will apply principles of computing to build technology tools.

Weekly Objective (roughly). Check Blackboard for exact content for each week.

Week 1:
Major Business Initiatives and Competitive Advantage – CRM (Customer Relationship Management), SCM (Supply Chain Management), BI (Business Intelligence), ICE (Integrated Collaborative Environments)

Week 2 & 3:
Databases and Data Warehouses– relational databases, OLTP (Online Transaction Processing),OLAP (Online Analytic Processing), data mining, data marts

Week 4:
Decision Support and Artificial Intelligence – Decision Support Systems, GIS (Geographic Information Systems), expert systems, neural nets, genetic algorithms, agents, swarm intelligence

Week 5:
Electronic Commerce – Porter's Five Forces Model, B2B (Business to Business), B2C(Business to Consumer), C2C(Consumer to Consumer), G2C (Government to Consumer), G2G (Government to Government), electronic marketplaces, moving money securely and easily

Week 6:
Systems Development – SDLC (System Development LifeCycle), prototyping, extreme programming, agile systems, RFPs (Request for Proposals), insourcing, outsourcing, offshoring

Week 7:
IT Infrastructures – centralized, decentralized, distributed, client/server architectures, n-tier, disaster planning

Week 8:
Telecommunications, networks, internet and wireless communications

Week 9:
Project Management

Week 10:
Protecting people and information – ethical and legal issues in IT, patents, copyrights, intellectual property, employee-employer relationships, identity theft, cybercrime, encryption, computer forensics

Week 11:
Emerging trends and technologies– VoIP (Voice over Internet Protocol), CAVEs (Cave Automatic Virtual Environment), biometrics, digital cash, wearable computers, nanotechnology

Week 12:
Managing emerging technology – when new technologies cause great firms to fail, how to adapt to new technology

Week 13:
Enterprise Resource Planning and Business Process Reengineering

Week 14:
Final Project Presentations

Week 15:
Final Exam

Our Virtual Schedule
ALL Students are expected to attend / participate lectures on Thursdays from 11am – 12:15pm (unless otherwise specified) using ZOOM (a link for access is on Blackboard for the class that is going to be good for the entire semester).

Discussion lectures are DUE 11:59pm the day they are posted!

To receive full credit for discussion lectures, you must participate in the Discussion Board Forums;
1. Create a new thread. Your initial post should be a paragraph or 2 for EACH question asked.

2. Respond to at least TWO other students posts. Posts must be substantial. Your responses should be 1-2 sentences long when responding to another student.

Date 11:00 am – 12:15 pm	Location	CISC 1590
Tuesday – 01/30	WH 503	
Thursday – 02/01	Online	
Tuesday – 02/06	WH 503	
Thursday – 02/08	Discussion Lecture	
Tuesday - 02/13	WH 503	
Thursday – 02/15	Online	
Tuesday – 02/20	NO CLASSES	MONDAY SCHEDULE
Thursday – 02/22	Discussion Lecture	
Tuesday – 02/27	WH 503	
Thursday – 03/01	Online	
Tuesday – 03/06	Discussion Lecture	
Thursday – 03/08	Discussion Lecture	
Tuesday - 03/13	WH 503	
Thursday – 03/25	Online	
Tuesday – 03/20	WH 503	
Thursday – 03/22	Discussion Lecture	
Tuesday - 03/27	WEB – Main Floor	MIDTERM EXAM
Thursday – 03/29	Discussion Lecture	
Tuesday – 04/10	WH 503	
Thursday – 04/12	Online	
Tuesday – 04/17	WH 503	
Thursday – 04/19	Discussion Lecture	
Tuesday – 05/01	WH 503	
Thursday – 05/03	Online	
Tuesday – 05/08	WH 503	FINAL PROJECT PRESENTATIONS
Thursday – 05/10	Discussion Lecture	
Tuesday – 05/15	WH 503	FINAL PROJECT PRESENTATIONS
Thursday – 05/17	NO MEETING	NO MEETING
Tuesday - 05/22	WEB – Main Floor	FINAL EXAM

All work must be submitted <u>on time</u>, via Blackboard. There is a 5 point deduction per week for late assignments.

Attendance:

Any work missed as a result of an absence is the responsibility of the student. In the case of an examination, a makeup will be allowed only in the case where the student has made arrangements **PRIOR** to the absence, or has a doctor's note proving illness or police report.

If any labs/experiments were missed and not made up within two classes, they will be graded zero. Missed laboratory experiments may be completed in the laboratory after completing the scheduled experiment.

As per College Policy, attendance will be taken in class. College attendance policies are in effect.

Online Behavior:

Each student has the right to study and learn in a comfortable environment without fear, without humiliation, without intimidation, without offensive or suggestive language, and without the destruction of self-esteem.

**Posts that violate this policy will be removed by the instructor. **

Classroom Behavior:

The instructor requires a professional atmosphere in the classroom. No cursing, making noise, whistling, playing music, or inappropriate touching other people or their stuff will be allowed. Mute cell phones during lectures. During Labs, if you have to take an urgent call, first leave the classroom so as not to disturb the other students.

Talking or otherwise communicating (i.e. texting) with other students during tests will result in a grade of 0.
WILL BE STRICTLY ENFORCED.

I TAKE PLAGIARISM AND CHEATING VERY SERIOUSLY!

Any of the following acts constitutes an offense of plagiarism:
- Using a phrase, sentence, or passage from another person's work without quotation marks and attribution of the source.
- Paraphrasing words or ideas from another person's work without attribution.
- Reporting as your own research or knowledge any data or facts gathered or reported by another person.
- Submitting in your own name papers, tests, examinations, or reports completed by another person.

- Submitting creative works, including images or reproduction of the creative works, of another person without proper attribution.
- Submitting oral or recorded reports of another without proper attribution.
- Downloading documents in whole or part from the Internet and presenting them as one's own.

Other offenses against academic integrity include the following:
- Collaborating with other students on assignments without the express permission of the instructor.
- Giving one's work to another student who then submits it as his or her own.
- Sharing or copying answers from other students
- Copying material from any digital resource/website during examinations (unless expressly authorized).
- Using notes or other sources to answer exam questions without the instructor's permission.
- Secreting or destroying library or reference materials.
- Submitting as one's own work a paper or results of research purchased or acquired from a commercial firm or another person.
- Submitting original work toward requirements in more than one class without the *prior* permission of the instructors.

Bibliography

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5Th edition, Wiley, 2006.

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