

MGSC 796: Information Systems

Spring Term, 2008 Wednesday 6:00PM- 9:00PM

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Communication with professor and teaching assistant

When sending email messages always put MGSC 796 in the start of the subject line and include your full name in the body of the email message.

Course Description

This course provides an overview of the wide array of computer-based information systems. The class will emphasize the managerial end-use facet of information systems rather than the technical one. The material selections are based on the assumption that students are computer literate and thus have a practical level of familiarity with computers, computer applications, and the Internet. If you need additional help it is your responsibility to notify the instructor as soon as possible.

As a manager, it will be impossible to avoid computer-based information systems. You will be making decisions concerning the use, development, and planning of information technology. This course, via extensive discussions on current applications, and the use of information systems cases, is designed to provide you with a framework for making these decisions more rationally, and enable you to appreciate the impact of information systems on society, the economy and the performance of business organizations.

Course Materials

Required:

1. James O'Brien and George Marakas, Introduction to Information Systems McGraw-Hill/Irwin, 13th ed. 2007. ISBN: 0-07-304355-9
2. Google, Inc Case: http://harvardbusinessonline.hbsp.harvard.edu/b01/en/common/item_detail.jhtml?id=806105&referral=2340
3. Textbook Support: http://highered.mcgraw-hill.com/sites/0073043559/information_center_view0/
4. Membership and Web Postings through USC Blackboard Server Systems

Accessing your USC Blackboard System Account

- A. To login to the account go to <http://vip.sc.edu> to find your user ID and change your password.
 1. At VIP click on login.
 2. Enter your **Social Security Number** and your **student PIN** and click log in (if you don't know your student PIN call the Registrar's Office to have it reset).
 3. Click on the **Technology** tab.
 4. Click on **Show Me Network User Name**.
 5. Make note of your user name (user name is case sensitive, usually all capital letters), then click on **reset password**. This will change your password to your SSN for security purposes.
 6. Then click on the link **Change USC Network Password Website**
 7. Enter your user name and old password, which is now your SSN.
 8. Make up a new password and click on change password.
 9. **Wait about ten minutes** before logging into <http://blackboard.sc.edu>.

- B. On the first page you will need to click on "personal information" under tools and then **Edit Personal Information**. You will need to enter a valid email address and change your other personal information.
- C. Select the Courses Tab at the top of screen. You then should be able to select the **MGSC796- 000-Spring - 2008** option to enter this course.
- D. Note help documents and **Tutorials** for **Blackboard 5** are located at <http://www.sc.edu/ars/handouts/bb.html>

Course Evaluation

Final Examination (30 pts) & Midterm Examination (25 pts)

The exams will consist of objective questions, which will test your understanding of the assigned readings, topics and concepts discussed in class.

Application Project: Database (15%)

This project will familiarize you with theory and application of relational databases. The detailed requirements of the project are outlined in the application project document located on blackboard.

Case papers (15 * 2 = 30%)

Each student is required to write a brief paper (about 1500 words) for each case and if appropriate be prepared to participate in class case discussions. Your brief case analysis should focus on the specific questions below. Your grade for the assigned cases (Continental Airlines and Google, Inc.) and class discussions will be determined by your contributions in class. At a minimum, it would be expected that you would be familiar with the facts of the cases and assigned readings. To earn a higher grade you should be able to add both meaning and application to the facts of the assignment material. For a successful participation grade, you should be able to: (1) apply conceptual class material to a case, (2) extend comments from classmates, (3) logically and respectfully contradict a classmate's analysis, (4) recollect something said previously in the discussion that is important to the current discussion, (5) integrate material from several places into a case discussion, (6) draw parallels (or contrasts) from previous classes or cases, (7) briefly link a relevant experience you have had, or (8) generally demonstrate that you have not only read the class and case materials but have also given them some careful thought.

Case Discussion Assignment Questions

The following questions are suggested to guide you in your preparation for case papers:

Goggle Case Questions

1. What were the key factors behind Google's early success?
2. Do you expect the search business to become more concentrated (i.e., dominated by fewer firms)? Is search a winner-take-all business?
3. In renewing its deal with AOL, could Google afford to pay AOL more than 100% of the revenue generated from AOL searches? How did Microsoft's maximum affordable bid for AOL's search traffic compare to Google's?
4. In addition to enhancing its core search businesses, should Google also branch out into new arenas? Which of the following would you recommend: 1) building a full-fledged portal like Yahoo!'s; 2) targeting Microsoft's desktop software hegemony; and/or 3) becoming an e-commerce intermediary like eBay?
5. Do you view Google's distinctive governance structure, corporate culture, and organizational processes as strengths or potential limitations?

Continental Airlines Case Questions

1. Describe “active” data warehousing as it is applied at Continental Airlines. Does Continental apply active or real-time warehousing differently than this concept is normally described?
2. In what ways does real-time data warehousing fit with the Continental strategy and plans?
3. Describe the benefits of real-time data warehousing at Continental.
4. What did the data-warehousing group do right that has led to the successful deployment of (real-time) data warehousing and BI within Continental?
5. What elements of the data-warehousing environment at Continental are necessary to support the extensive end-user BI application development that occurs?
6. What generalizable lessons learned can be gleaned from this case? Are there other lessons for you beyond those listed in the Lessons Learned section?

(Late submissions will be not be accepted)

Grading

Grading Scale		Course Assignment Weighting
A	90 and above	
B+	87-89	25%
B	80-86	15%
C+	77-79	15%
C	70-76	15%
D+	67-69	30%
D	60-66	
F	59 and below	100%

Course Schedule

Date	Topic
	Course Overview
1/9	Read Chapter 1 and Sectioned Minicases
	Competing with Information Technology
	Read Chapter 2 and Sectioned Minicases
1/16	Required DUE: Update of your personal information on Blackboard
	Familiarize yourself with Blackboard

1/23	<p>Computer Hardware & Computer Software</p> <p>Read Chapter 3, Chapter 4 and Sectioned Minicases</p> <p>More life for Moore's Law http://www.businessweek.com/print/magazine/content/05_25/b3938629.htm?chan=gl</p> <p>Moore is less and more http://www.killer-apps.com/Contents/booktour/moore_is_less_and_more.htm</p> <p>Quantum leap http://money.cnn.com/magazines/fortune/fortune_archive/2006/08/07/8382582/index.htm</p>
1/30	<p>Data Resource Management</p> <p>Read Chapter 5 and Sectioned Minicases</p> <p>Relational Database Basics http://www.dmreview.com/dmdirect/20040312/8264-1.html</p>
2/6	<p>Telecommunication and Networks</p> <p>Read Chapter 6 and Sectioned Minicases</p> <p>XBRL: The Language of Finance and Accounting http://www.xml.com/pub/a/2004/03/10/xbrl.html</p> <p>Required DUE: Google case class Discussion and Paper http://harvardbusinessonline.hbsp.harvard.edu/b01/en/common/item_detail.jhtml?id=806105&referral=2340</p>
2/13	<p>Midterm Exam</p>
2/20	<p>Electronic Business Systems</p> <p>Read Chapter 7 and Sectioned Minicases</p> <p>How Wal-Mart Lost Its Technology Edge http://www.cio.com/article/143451/How_Wal_Mart_Lost_Its_Technology_Edge/9</p> <p>Electronic Commerce Systems</p> <p>Read Chapter 8 and Sectioned Minicases</p> <p>How Google collects and ranks results. http://www.google.com/librariancenter/articles/0512_01.html</p> <p>Google versus the telecoms http://news.zdnet.com/2100-1035_22-6220909.html</p>

2/27	<p>Decision Support Systems</p> <p>Read Chapter 9 and Sectioned Minicases & Group Meetings</p> <p>What's Next in Business Intelligence? http://www.dmreview.com/article_sub.cfm?articleID=1046592</p> <p>Dynamic dashboards http://www.microstrategy8.com/dynamicdashboards_demo.asp?CID=2734</p> <p>Required DUE: Application Project: Database</p>
3/5	<p>Developing IT Solutions</p> <p>Read Chapter 10 and Sectioned Minicases</p> <p>ERP Horror Stories http://www.cio.com/special-reports/horror/erp</p> <p>Required DUE: Continental Airlines Case Discussion and paper</p>
3/9-16	<p>Spring Break</p>
3/19	<p>Security and Ethical Challenges</p> <p>Read Chapter 11 and Sectioned Minicases</p> <p>You're Not the Only One Reading Your E-Mail http://www.eweek.com/article2/0,1759,2162097,00.asp?kc=EWRSS03119TX1K000</p>
3/26	<p>Enterprise and Global Management</p> <p>Read Chapter 12 and Sectioned Minicases</p> <p>Outsourcing: Beyond Bangalore http://www.businessweek.com/technology/content/dec2006/tc20061207_164472_page_2.htm</p>
4/2	<p>Final Exam</p>