MIS 175

Computer Information Systems
For Management
Spring, 2002 -- Sections 1,2,8

Course Introduction

- The Instructor
- The Students
- Why this Class is Important
- Course Objectives
- My Objectives
- Teaching Materials
- Teaching Methods (Lectures, Exams, etc.)
- Grading
- Instructor's Expectations
- The First 2 Weeks

Who's The Instructor

- David Schaefer
  - Tahoe Hall 2075
  - Office Hours: M/W 11:00-11:45 and 2:00-2:45
  - Phone: 278-7120 (not a great option)
  - E-Mail: schaefer@csus.edu
  - Web Site: www.csus.edu/indiv/s/schaefer
    - Presentations available in PowerPoint 2000 format
    - Print as "Handouts" in "Pure Black & White"
      - 3 (to take notes) or 6 per page

Who's The Instructor

- David Schaefer
  - MBA
    - Concentration in Marketing

Who's The Instructor

- David Schaefer
  - MBA
  - Marketing
    - General Foods
      - Jell-O, Cool Whip
    - Crown Zellerbach

Who's The Instructor

- David Schaefer
  - MBA
  - Marketing
  - Advertising
    - Foote, Cone & Belding
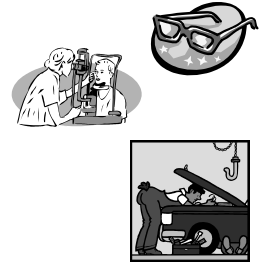   - Levi's, Clorox, C&H Sugar

Who's The Instructor

- David Schaefer
  - MBA
  - Marketing
  - Advertising
  - Health Care
    - Hospital Administrator
    - HMO's

Who's The Instructor

- David Schaefer
  - MBA
  - Marketing
  - Advertising
  - Health Care
  - Start Ups
    - Optical Retailer
    - Smog Inspection

Who's The Instructor

- David Schaefer
  - MBA
  - Marketing
  - Advertising
  - Health Care
  - Start Ups
  - IS Management
    - Alldata, Pacific Access, VSP

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Who Are The Students?

- Students
  - 22% MIS
  - 19% Finance
  - 18% Accounting
  - 16% Marketing
  - 10% Human Resources
  - 8% Management
  - 4% International Business
  - 3% Other (RELU, OM, PBUS)

Why Is This Class Important?

- The corporation is undergoing a new Industrial Revolution
  - ✓ Digitization
  - ✓ Customer relationships
  - ✓ Mass customization
  - ✓ Speed
  - ✓ Virtuality
  - ✓ Outsourcing

Why Is This Class Important?

- General Managers need to understand Information Systems
  - ✓ Magnitude of dollars spent
  - ✓ Critical to achieving IS-enabled business success
  - ✓ Lack of involvement can lead to business failure

Why Is This Class Important?

Tom Peters *(In Search of Excellence)*:

  "90% of all White Collar Jobs – as we know them today – will disappear or be changed beyond recognition in the next 10-15 years."

Course Objectives

Develop an understanding of computer information systems from a managerial perspective:
- ✓ Basic concepts and terminology
- ✓ Hardware and software
- ✓ The role/process of IT in business
- ✓ Relational databases
- ✓ The Internet
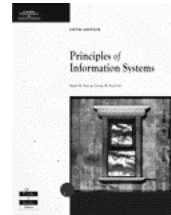- ✓ Excitement about the future

My Objectives

- Customer Satisfaction
  - **Provide a useful product**
  - **Make the process enjoyable**
  - Offer a valuable resource
  - Be fair and consistent
  - Continuous Quality Improvement
  - ⊠ Requires feedback

Teaching Materials

- Text: *Principles of Information Systems, Fifth Edition*
- Videos
- Case Studies
- Articles

Teaching Methods

- Lectures, Case Studies, Videos
- Class Participation
- Chapter Exams
- Lab Projects
- Team Assignment
- Additional Assignments

Lectures and Case Studies

- Lectures will cover most important information from the textbook as well as additional materials
  - Do not assume that every important point in the textbook will be covered in class
- Class sessions will rely on student participation to be effective/enjoyable

Class Participation
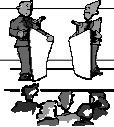
- Share comments, views, anecdotes
- You have valuable information
- No right or wrong answers
- Always be prepared to discuss
- Study questions may be provided
- Questions may be assigned
- Students may be called upon
- If all else fails, quizzes may be given

Class Participation

- Will improve your grade
- How will I know who you are?
  - Send an e-mail
  - Sit in the same general area
  - Introduce yourself
  - Come to my office
  - Creative solutions

What We Learn Is What We...

Read	Hear	See	See & Hear	Discuss	Experience	Teach
10%	20%	30%	50%	70%	80%	95%
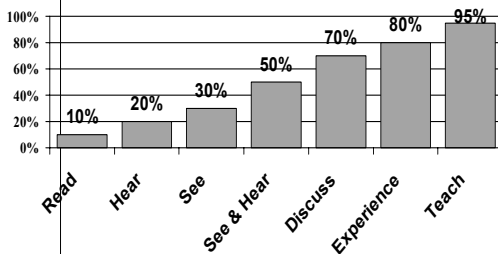
Dr. William Glasser

Chapter Exams

- Roughly one exam every 2-3 weeks
  - Multiple choice, true/false
  - Possible open-ended, short answer
  - Accu-Scan ABF-10-ID-100A
  - Use 5-digit ID number!!
- Based on textbook, cases, lectures, discussions
  - Concepts, acronyms, definitions
- Lowest/missed score will not count
- May be rescheduled (in advance) only under extraordinary circumstances
- Rebuttals will be considered

Lab Projects

- Short lab exercises
  - Microsoft Access
  - Web Page
- Attend the tutorials and ask questions
- May discuss with classmates, but complete individually
- Start early – anticipate problems!
- Best to use latest software versions...

Recommended Software

- Available in computer labs
- CD/License available in Bookstore
  - Office 2000 Pro Windows $15.50
  - Front Page 2002 Windows $15.50
  - Office 2001 MAC $14.75
- Internet Explorer 5.x Download
  - http://www.microsoft.com/windows/ie/
  - http://www.microsoft.com/mac/products/ie/
- PowerPoint Viewer
  - http://office.microsoft.com/Downloads/9798/Ppview97.aspx
- Adobe Acrobat Reader

Team Assignments

- A mixed blessing; make it fun!
- An essential skill
  Electronic collaboration, Problem resolution, Preventing failure
- Consulting assignment
- Assigned to student groups (4-6)
  - Form as soon as possible
- Some class time may be made available
- Weighted by peer evaluations

Peer Evaluations

- Group members rate each other based on performance & contribution
- Group grade will be factored by each member's relative score

Additional Assignments

- Short homework assignments
- Easy to do; can make a difference
- Assignment #1: ListProc

Grading

• Chapter Exams	200 points
• Final Exam	100 points
• Group Project	60 points
• Lab Projects	30 points
• Addt'l Assignments	0-20 points
• Class Participation	round up
• TOTAL	390-410 points

Grading

- Semester percentages will be rounded to the nearest 10th of a point
- No additional "rounding up"
- Plus/minus grades
        will be awarded

  Report Card
  A+
- Scores will be posted

Expectations

- Pay attention and participate
- Ask questions; provide feedback
- Stay Informed
  - Get a Saclink account
  - Get an email address
  - Visit the web site regularly
- Arrive to class on time
  - Cell phones off
  - Drinks are okay… no meals
- Stay in class until it's over

The First 2 Weeks

- Wednesday (1/30): *Management by Web* article
- Monday (2/4): Textbook Chapters 1&2
- Wednesday (2/6): Buffet & Gates Video (?)
- Monday (2/11): Exam #1