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

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…

![Graph showing percentages of learning methods](chart.png)

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/
- PowerPoint Viewer
- 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
• Add'l Assignments 0-20 points
• Class Participation round up
• TOTAL 390-410 points

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

Grading
• Semester percentages will be rounded to the nearest 10th of a point
• No additional “rounding up”
• Plus/minus grades will be awarded
• Scores will be posted
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