

ATHABASCA UNIVERSITY
COURSE OUTLINE
CMIS 351 (MANAGEMENT INFORMATION SYSTEMS)
Winter 2009

*This course is an Athabasca University course offered at GPRC. Students registered in this course will be Athabasca University registrants subject to Athabasca University policies, rules and regulations as described in the university calendar. As such, some of the information contained herein may be subject to revision by Athabasca University. You will be advised if this is the case.

INSTRUCTOR: Charles A. Backman
OFFICE: C413
PHONE: 539-2846 (W)
OFFICE HOURS: TBA or by appointment
CLASS TIME: Friday 8:30 am – 11:30 am
ROOM: A213

COURSE MATERIAL:

Textbook

Laudon, K.C., Laudon, J. P., & Brabston, M. E. (2007). *Management Information Systems: Managing the digital firm* (3rd Cdn. Ed.) Toronto, ON: Pearson Education Canada Inc.

COURSE DESCRIPTION:

This course explores issues related to the use of information systems in increasingly digitalized economies by examining state-of-the-art developments in the Information Technology (IT) field and discussing technology applications used in managing contemporary organizations. The course is based on the premise that knowledge about information systems is essential for creating successful, competitive firms, for managing global corporations, for adding business value, and for providing useful products and services to customers. Throughout the course, case studies (mostly Canadian) are provided to illustrate how organizations use IT to manage their businesses.

Main topics covered in the course include:

- organizations, management, and the networked enterprise
- information technology, infrastructure, platforms, and telecommunications
- systems development and management, managing global systems
- applications for the digital firm, including e-business and e-commerce.

These topics have global applicability.

The prerequisites for *CMIS 351* are *CMIS 311*, *COMP 200*, or *COMP 210*. You will be required to complete assignments using the following Microsoft Office tools: Word, Excel, Access, and PowerPoint; therefore, registration into *CMIS 351* assumes your proficiency in their use.

GRADING :

Athabasca University uses a percentage grading system and a final grade is normally arrived at by totaling the weighted average for assignments, exams and participation. Passing grade for this course is 50% and achieving at least a 50% in the final exam. In circumstances where students achieve less than 50% in the final, a supplemental exam may be written. In case of dispute the Athabasca University Calendar has the binding conditions. AU determines grade translation.

The following components will determine the student's final grade:

1. Assignment 1		30% assigned to assignments
2. Assignment 2		Weighting is:
3. Assignment 3		5% to each of lowest two assignments
4. Ass. 4: End of chapter cases		10% to each of highest two assignments
5. Group Case		20%
6. Mid-Term		20%
7. Final Exam		30%

The ground rules for these assignments are:

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 25% per day late penalty applied to the assignment grade.
4. All assignments are to be word processed or typewritten.

End of Chapter Cases (Ass. 4):

In groups of 2 or 3 will be assigned to prepare and present end of chapter cases, focusing on the guiding questions at the end of each case.

Group Case Study:

There will be a group case study prepared and presented at towards the end of term. Groups will consist of between 3 and 5 people. The deliverables will consist of three items: (1) A memo style report of no more than 15 pages double spaces; (2) a power point presentation based on the report; and (3) a presentation to the class by the group.

Re: Exams

Students will be tested on their understanding of and ability to apply the concepts presented in class and in the readings. More detail on the final exam will be provided as the term progresses.

Students are responsible for reading the notes AU posts on the course website, for all lessons

Course schedule may vary from time to time.

Course Schedule/Outline

Week 1 Jan 4-10

- Introduction and start Lesson 1: Managing the digital firm

Week 2 Jan 11-17

- Lesson 1: Managing the digital firm
 - o Chapter 1 – Managing the digital firm
 - Example Case study: Gold medal information technology for the Olympics
- Lesson 2: Information systems in the enterprise
 - o Chapter 2 – Information systems in the enterprise
 - Example Case study: New ways to make reservations with Parks Canada

Week 3 Jan 18-25

- Lesson 3: Information systems, organizations, management, and strategy
 - o Chapter 3 – Information systems, organizations, management, and strategy
 - Case study: Telus enhances strategic performance through internal performance
- Lesson 4: Social, legal, and ethical issues in the digital firm
 - o Chapter 4 – Social, legal, and ethical issues in the digital firm
 - Case study: Security versus privacy: Does terrorism change the debate

Week 4 Jan 25-31

Case study: Part I CANADIAN CASE STUDY: Can Canada can spam?

- Lesson 5: IT infrastructure and platforms
 - o Chapter 5 – IT infrastructure and platforms
 - Case study: Direct wine ages wine, not IT

- Lesson 6: Managing data resources

- o Chapter 6 – Managing data resources

- Case study: Database woes plague homeland security and law enforcement in Canada and the US

- COMPLETE AND SUBMIT ASSIGNMENT 1

Week 5; Feb1-7

- Lesson 7: Telecommunications, networks, and the internet

- o Chapter 7 - Telecommunications, networks, and the internet

- Case study: The Canadian trucking industry moves to the internet

- Lesson 8: The wireless revolution

- o Chapter 8 - The wireless revolution

- Case study: UPS versus FEDEX: Two competitors, two wireless strategies

Week 6 Feb8 -14

- Lesson 9: Information systems security, quality, and control

- o Chapter 9 - Information systems security, quality, and control

- Case study: Royal Bank of Canada software woes

- Part II CANADIAN CASE STUDY: Wi-Fi in Canada: Many ways to access the internet from many places

- COMPLETE AND SUBMIT ASSIGNMENT 2

- Review for Mid-Term

Week 7 Feb 15-21

Reading Week

Week8 Feb 22-28

MID-TERM

Week 9 Feb 25-Feb 29

- Lesson 10: Systems development
 - o Chapter 10 – Systems development
 - Case study: ScotiaBank develops systems to restructure its business processes
- Lesson 11: Information resource management
 - o Chapter 11 – Information resource management
 - Case study: Air cargo portal services brings competitors together

Week 10 Mar 1-7

- Lesson 12: Managing global systems
 - o Chapter 12 – Managing global systems
 - Case study: Celanese recentralizes with a new enterprise system
 - Part III CANADIAN CASE STUDY: In tech we trust: The story of SAP in Canada
- Lesson 13: Electronic business and electronic commerce
 - o Chapter 13 - Electronic business and electronic commerce
 - Case study: Can the music industry change its tune?
- COMPLETE AND SUBMIT ASSIGNMENT 3

Week 11 Mar 8-14

- Lesson 14: Selecting and Managing Entry Modes
 - o Chapter 14 – Enterprise applications and business process integration
 - Case study: TransAlta and its “single portal strategy”-Is one portal enough?
- Lesson 15: Enhancing decision making in the digital firm
 - o Chapter 15 - Enhancing decision making in the digital firm
 - Case study: Optimizing operations at UPS

Week 12 Mar 15-21

- Lesson 16: Managing knowledge in the digital firm
 - o Chapter 16 - Managing knowledge in the digital firm
 - Case study: ScotiaBank uses KMS to boost customer satisfaction
 - Part IV CANADIAN CASE STUDY: Shoppers Drug Mart relies on loyalty cards for decision making

Week 13 Mar 22-28

Group Presentations

Week 14 Mar 29-April 4

Group Presentations

Week 15 Apr 5-11

- o Course review

Modified: December 2, 2008