



ROBERT H. SMITH  
SCHOOL OF BUSINESS

**BMGT 301: INTRODUCTION TO INFORMATION SYSTEMS**

**Section 0101 Mon, Wed 9:30 AM – 10:45 PM (VMH 1412)**

**Section 0501 Mon, Wed 12:30 PM – 1:45 PM (VMH 1303)**

**Final Exam: Section 0101, Wed., Dec. 19, 8:00-10:00 am**

**Final Exam: Section 0501, Tuesday, Dec. 18, 8:00 – 10:00 am**

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Blackboard: <https://bb.rhsmith.umd.edu>

**Teaching Assistants**

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**Description**

This course (**for BMGT majors only**) integrates management concepts and information systems and technology. We will discuss how information systems are used for competitive advantage. We will learn how information systems are used by successful marketers, accountants, and finance and operations executives and more. Because our readings are online and current, we will learn how key business theories explain and enable what is happening today in business when information systems are being used. We will learn how to apply management concepts to understand the opportunities created by, and threats arising from, the effective use of information systems. We will discuss how to analyze and design information systems for business, and how those systems are used in different businesses and business functions, including logistics and supply chains, and in financial markets. We will cover the use of spreadsheets and databases for analysis and decision making. We will learn about key technologies such as telecommunications.

**Course Perspective**

When you read a business publication website such as the Wall Street Journal, Fortune, Business

Week, or even a general publication such as the Washington Post or the New York Times, you will see a large number of stories directly related to the use of information systems in business and government.

Business people get excited because Information Systems (IS) have the power to create and restructure industries, empower individuals and firms, and dramatically reduce costs. Business people get scared because they know, when poorly implemented, IS can squander shareholder wealth, taxpayer money, and destroy firms and careers.

Every manager has to pay attention to the impact on business and career of information systems, information technology, and the innovations in that technology. Finance majors will fund investments in technology. They will lend to technology firms, will buy and sell technology stocks, and will try to understand how shifts in technology will affect investments. Investment bankers will finance startup technology companies. Marketing majors will use information systems to figure out what customers want and how to sell it to them. Every business with accounting majors uses information to store, process, and analyze its accounting and financial data. Logistics and supply chain majors use information systems to make their operations more efficient and nimble than their competitors'. HR managers use technology to find, evaluate, keep, and train employees. And business owners and corporate lawyers now worry about intellectual property, piracy, and privacy issues that did not exist before information systems were used.

Opportunities are almost everywhere for IS majors. Business school graduates who know business and information systems are being sought by almost every employer. The number of business information systems opportunities in the US is growing faster than almost all other opportunities.

### **Outcomes of this Course**

You will be ready and able to understand key business models, concepts, frameworks, and issues concerning information systems and their use in business.

You will be able to assess the current uses and value of IS in an organization, identify where IS can provide strategic advantage, and identify where firms and markets are vulnerable to being disrupted or severely compromised.

You will be able to recall, from our class, examples of successful and failed uses of information systems for competitive advantage, and use these examples to support your points in meetings and discussions.

You will be able to demonstrate how Excel and Access for can be used for modeling and solving business problems. You will be able to develop web pages using free web page development websites, which can be accessed from any computer that can access the Internet.

You will be able to positively differentiate yourself from students from other schools when seeking opportunities after graduation.

### **Pre-Requisites and Expectations**

This course is for BMGT majors only. There are no prerequisites.

You should expect to work hard and learn a lot. You should expect the course to be interesting, rigorous, challenging, fun and valuable. I expect you to be on time for the start of class; arriving late is a disruption. I expect you to be an active participant in our discussions and activities, and you should expect that I will ask you to share your knowledge and your questions.

It is your responsibility to contact me or the TA if you have additional questions or need clarification on class topics and assignments. I will try to schedule a time that works for both of us. I may not have time for students who wait until the last minute.

### **Course Materials**

Recognizing that students are asked to buy textbooks that often cost \$100 or more, we have adopted a book that can be purchased as a paper copy for much less and **read at no cost online**.

The **textbook** for the class is: Information Systems by John Gallaughier. This book can be read

online, or can be downloaded as a PDF file.

The website for the book is: <http://www.flatworldknowledge.com/node/328926>

Other materials for Excel and Access are available online on BlackBoard under Course Documents. Additional readings and materials will be posted on BlackBoard throughout the semester.

We strongly recommend that you print or purchase a printed copy of the textbook and other materials so that you can read and refer to them at any time and place, and make notes on the pages to support your learning.

### **Course Website on Blackboard:**

It is very important for you to visit the blackboard site (<https://bb.rhsmith.umd.edu/>) for the latest announcements and course materials. The site will be regularly updated. Announcements, slides and other course materials will be distributed through the site.

Please make sure your e-mail address and phone number are correctly recorded in the U of MD system, so that e-mails and phone calls will reach you. If you change them, please remember to update the U of MD system too.

### **Course Format and Schedule**

The course consists of a combination of lectures, discussions, small group interactions in class, group assignments, and hands-on workshop sessions.

Please see the course schedule in the syllabus for topics and readings. It will be updated throughout the semester as new readings are added.

### **Computers and Software Used in This Class**

We will use Microsoft Excel and Access in this class. Access software runs only on the Microsoft Windows operating system. Students with Macintosh computers must borrow a

Windows computer with Access, or use Access on the Smith School portal, or use Access in a Smith School Computer Lab. **During this class, we are unable to provide advice and support for the use of Macintosh computers and other versions of this software.**

For homework, if you do not have a computer with Excel 2007 and / or Access, you must use the PC's in our Smith School computer labs which are equipped with this software, rent an appropriately equipped computer, or use the software on Smith School portal.

If you have a notebook computer with Excel 2007 or 2010 or 2011, and possibly Access 2007 or 2010, please bring it to the class sessions involving software. Students will be offered free copies of Access 2010 for use on their personal computers.

### **Grading**

The grading for the course is as follows:

Class Participation, Presentation of Articles, etc.	6% (individual effort)
Excel and Access	20% (individual effort)
Project Assignment (1)	15% (team effort)
Quizzes (4), lowest will be dropped	9% (individual effort)
Mid Term Examination – in class	20% (individual effort)
Final Examination	30% (individual effort)

The grade distribution for this course is not fixed. Grading is based on rank order performance, and the distribution of grades relative to your peers. The cutoffs for the various letter grades will vary depending on how the class as a whole performs. Please note that the Smith School guidelines for grade distribution target a 3.10 GPA for the class.

### **Exams and Quizzes**

The Mid-Term, Final Exams, and Quizzes will be closed-book, closed notes, and “no devices.” Exams will be based on the topics covered in class, homework assignments, and assigned readings. The Mid-term Exam and Quizzes will be administered in our class room. The Final Exam will be administered in the room assigned when Final Exams are scheduled.

The exams are comprehensive and will test your ability to recall and apply business models, concepts, frameworks, and issues concerning information systems and their use in business.

The quizzes will cover what we have recently studied and discussed, to test, both for you and for me, how successfully you are learning and able to apply what you’ve learned.

The exams and quizzes will also test your ability to apply issues and examples in our readings and discussed in our class. I consider exams and quizzes to be an essential learning activity because at work or in an interview, those who succeed know the answers, rather than only where to look up the answers.

The exams and quizzes will contain short answer,, multiple choices, and fill in the blank questions.

Everyone registered for the class will be required to take the Quizzes and Exams on the days and at the times for which they are scheduled. **There will be no make-up quizzes or exams unless required by the school policy that governs make-up exams and quizzes. Written documentation describing the reasons for the student’s make-up request must be submitted and meet the policy’s requirements.**

### **Project Assignment:**

This is a team assignment, requiring the students to form teams of 5-6.

This semester all projects will address one specific topic: Sustainability in IT; sustainable, or "green," IT is a catch-all term used to describe the manufacture, management, use and disposal of information technology resources in a way that minimizes damage to the environment. As a result, the term has many different meanings, depending on whether you are addressing a manufacturer, manager or user of technology. You will identify both soft and hard issues of sustainability in IT. Each team will choose a company in a specific industry and assess that company's sustainability initiative(s) both internally and externally. Projects will address some or all of the following:

- Sustainable IT manufacturing: this refers to methods of producing products in a way that does not harm the environment. It encompasses everything from reducing the amount of harmful chemicals used in products to making them more energy efficient and packaging them with recycled materials.
- Sustainable IT management and use: this has to do with the way a company manages its IT assets. It includes purchasing energy-efficient desktops, notebooks, servers and other IT equipment, as well as managing the power consumption of that equipment. It also refers to the environmentally safe disposal of that equipment, through recycling or donation at the end of its lifecycle.
- Sustainable IT disposal: this refers to the safe disposal of IT assets at the end of their lifecycle. It ensures that old computer equipment (otherwise known as e-waste) does not end up in a landfill, where the toxic substances it contains can leach into groundwater, among other problems. Many of the major hardware manufacturers offer take-back programs, so IT departments don't have to take responsibility for disposal. Some U.S. states and the European Union have laws requiring that e-waste be recycled.
- Company strategy and sustainable IT: assessment of the company's sustainability strategy, goals, objectives and specific plans.
- Other important issues you might identify.

Some of the firms you might want to consider:

- Apple
- IBM
- Microsoft
- Intel
- HP
- Dell
- GM
- Amazon
- Toshiba
- Etc...

Briefings and presentations will be given in the last two sessions of our class.

PowerPoint is not required for your presentations. Learning to present without PowerPoint is an essential skill in business. Demonstrations, either live or recorded, and collateral material such as videos are encouraged.

Team briefings and presentations will be graded competitively, using the rubric to be posted on BlackBoard. The best briefings and presentations will receive the highest grades. The lesser briefings and presentations will receive appropriately lower grades.

Teams that prepare draft papers and presentations for early professor review, and then rehearse early and often tend to earn very high grades. Teams that do not submit papers and presentations and / or rehearse consistently receive much lower grades.

Each member of the team will be asked to complete a “peer review” describing the contributions of their teammates to the team’s efforts. All the students on a team will receive the same grade, if the peer reviews indicate all students contributed equally and fully. If the peer review indicates that one or more students on the team did not fully contribute, then the grades for those students will be adjusted downward.

**Excel and Access Assignments:**

There are two kinds of assignments for which computer files must be submitted. These assignments enable you to demonstrate your ability to apply Excel and, Access software to business problems. These assignments are computer-based exercises which you should answer as completely and concisely as possible. If requested, printouts must be submitted before the start of class on the due date

***Document Form and Exposition:***

It is expected that all written work submitted will be neat, legible, grammatically correct, understandable, and free from spelling errors. Illegible and / or unintelligible work will be returned ungraded.

**Class Participation**

Class participation is very important and will also be included as part of the grade. Questions are welcome and encouraged. You are expected to be prepared to participate in our class discussions. Your insights, comments, and experience are important and a key component of what we are learning. If your comments refer to a website or article we should share, you can submit a description of the content for possible extra credit (please see below). To keep the class conversation focused and on topic, I will sometimes request that some conversations be held outside the class room.

All students are expected to contribute in class. The quality of your contribution is much more important than quantity. I recognize that not all students are comfortable participating in class. Our class is a relatively low risk environment in which to practice presentation, discussion and negotiation skills that you will need later in life.

If you are unable to attend a class or will be late, please let me and the TA know (**using the Yahoo account**), just as you would if you were unable to attend a business meeting you were invited to. If you miss a class session, you are responsible for the content of that day's discussion and for finding out from your classmates what was discussed.

Attendance will be taken at each class. The university's policy on attendance is found at:

<http://www.testudo.umd.edu/soc/atedasse.html>.

The prerequisites for a high class participation grade include attending class regularly and listening attentively and participating constructively in class. Students that read e-mails, surf the web, text, instant message, tweet, listen to a radio, TV, iPod, notebook computer, or similar device, play a computer game, work on homework for other classes, talk to your neighbors when someone else is speaking, speak on your cell phone, or otherwise "zone out" from or disrupt the class or those around you **will** receive commensurately low grades for class participation.

If you are concerned about your class participation, please come and see me to work out a solution. If I am concerned about your class participation, I will contact you and discuss it.

### **Inclement Weather and Other Situations**

Class will be cancelled when the campus is closed for any reason. Please dial the weather number for your campus. You will be notified by e-mail if class is cancelled in other situations.

***Please make sure your e-mail address on the sign-in sheet is correct.*** Please check BlackBoard

for announcements regarding changes to deadlines, make-up classes, etc. related to class cancellation.

### **Academic Integrity**

The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students.

The Student Honor Council proposed and the University Senate approved an Honor Pledge. The University of Maryland Honor Pledge reads:

*I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination.*

Unless you are specifically advised to the contrary, the Pledge statement should be *handwritten* and signed on the front cover of all papers, projects, or other academic assignments submitted for evaluation in this course. Students who fail to write and sign the Pledge will be asked to confer with the instructor.

As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit <http://www.shc.umd.edu/code.html>

On each exam or assignment you will be asked to write out and sign your name after the following pledge. "I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination."

### **Special Needs**

If you have a disability and/or special needs, you should bring this to my attention as soon as possible, not later than the second week of class. If applicable, documentation from the appropriate university service must be provided.

If your situation requires that you earn a high grade in this class, please bring this to my attention

as soon as possible, not later than the second week of class. Our TA and I will work with you to help you study, learn, and apply the knowledge needed to earn a high grade in this class.

***Acknowledgement***

*Much of the content of this syllabus is based on syllabi prepared by Smith School faculty and by faculty at other business schools, especially Professor John Gallagher of Boston University's Carroll School of Management.*

## TENTATIVE CLASS SCHEDULE (SUBJECT TO CHANGE)

1	Aug. 29	Course Introduction: Setting the Stage	Chapter 1
2	Sept. 3	No Class – Labor Day	
3	Sept. 5	Information Goods and Intellectual Property	Chapter 1
4	Sept. 10	The Digital Economy and Digital Goods	
5	Sept. 12	Strategy and Technology ( <b>Quiz 1</b> )	Chapter 2
6	Sept. 17	Strategy and Technology	Chapter 2
7	Sept. 19	Strategy and Technology ( <b>Project Topic Due</b> )	Chapter 2
8	Sept. 24	Business Decision Making/Netflix	Chapter 4
9	Sept. 26	Business Decisions Using Excel – part 1/Zara Case	Chapter 3
10	Oct. 1	Business Decisions Using Excel – part 2/( <b>Quiz 2</b> )	
11	Oct. 3	Business Decisions Using Excel – part 3	
12	Oct 8	Intro to Database Mgt. Systems	Chapter 11
13	Oct. 10	Business Decisions Using MS Access – Part 1	
		<b>Excel Assignment Due</b>	
14	Oct. 15	Business Decisions Using MS Access — part 2	
15	Oct. 17	Revision for Mid-Term	
16	Oct. 22	<b>Mid-Term Exam</b>	
17	Oct. 24	Network Effects, Social Media	Chapters 6, 7
18	Oct. 29	Business Decisions Using MS Access – part 3	
19	Oct. 31	Business Decisions Using MS Access — part 4 ( <b>Quiz 3</b> )	
20	Nov. 5	IT Infrastructure	Chapters 9, 10
		<b>Access Assignment Due</b>	
21	Nov. 7	Ecommerce and Digital Markets	
22	Nov. 12	KM and SCM; and Data Warehousing	Chapter 11
23	Nov. 14	Telecommunications, The Internet and Wireless Tech.	Chapter 12
24	Nov. 19	Information Security/ ( <b>Quiz 4</b> )	Chapter 13
25	Nov. 21	Cyber Marketing, Online Advertising, and Beyond	Chapter 14
26	Nov. 26	IT, Trust, Ethics, and Privacy	Chapter 8
27	Nov. 28	Catch Up	
28	Dec. 3	Student Group Project Presentations	
29	Dec. 5	Student Group Project Presentations	
30	Dec. 10	<b>Review for Final Exam</b>	
	Dec. 18	<b>FINAL EXAM – 8:00-10:00 am Section 0501</b>	<b>FINAL</b>
<b>EXAM</b>			
	Dec. 19	<b>FINAL EXAM – 8:00-10:00 am Section 0101</b>	<b>FINAL</b>

**EXAM**

Final Examination Rooms: To be announced