Course and Contact Information

Instructor: Dr. R. Sridar
Office Location: BT 256
Telephone: 408 396 5667
Email: rsridar@aol.com, ramamurti.sridar@sjsu.edu
Office Hours: Tuesday – 1:30 PM to 2:30 PM
Class Days/Time: Tu/Th - 12:00 PM to 1:15 PM
Classroom: BBC 103
Prerequisites: Successful completion of 91L and business 100W.

Course Description

This course is designed to provide you with an introduction to information systems and technology infrastructure including terms, concepts, capabilities, and impacts on business organizations. Emphasis will be on how E-Business is proliferating on business functions such as Supply Chain Management, Customer Relationship Management, and Enterprise Resource Planning. Also, how Information Technology plays a crucial role in globalization of business.

Course Learning Outcomes (CLO)

The learning objectives include:

· Describe the methods used establishing an IT strategy and the common methods used in developing and implementing business applications
· Evaluate an industry’s competitive environment and a high level processes as a participant in that industry
· Identify the common functional, cross functional systems, and enabling technologies used across an enterprise
· Identify the four components of an IT infrastructure
· Identify the business models, technology components, and impact of ecommerce on business
- Identify the existing and emerging technologies and techniques used in organizational decision support and process automation
- Identify the role of Social Media Information System in enterprise/business
- Identify the technologies and techniques used to secure information systems
- Identify the process of collaboration in organization and how they support the virtual work place.
- Identify special issues in the implementation and use of information systems
- To analyze complex, unstructured qualitative and quantitative problems, using appropriate tools including information technology
- To solidify the understanding of Relational Database concepts and CRM process using Sales Force software (salesforce.com).

Upon successful completion of this course, students will be able to:

1. Interact with IT professionals in solving business problems with IT solutions
2. Acquire basic skills to use CRM tools like Salesforce to develop simple CRM applications

**Required Texts/Readings**

**Textbook**

The required textbook is listed below:

*Using MIS 2016*  Edition 9e  by David M. Kroenke and Randall J. Boyl

**Course Assignments**

**a. Research and Analysis Report:** Research and Analyze in depth on a CRM or an ERM product to report on the functionalities, the technology used, the competitive strength in market place, and their future growth.

**b. Exams:** One midterm exam and a final exam

**c. Quizzes:** 4 quizzes on the materials from text book on each class related to the reading assignment for that particular class..

**d. Sales Force Labs:** 6 hands on Lab – 3 in-class labs and 3 home work labs using Sales Force software.

**Final Examination**

Final Exam will be held in BBC 103: Date: 5/24  Time: 9:45 AM to 12 noon. It will be a cumulative exam. The exam format will be a combination of multiple choice questions, match the following terms, and short answer questions.
Grading Information

Grading:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Points</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Research &amp; Analysis Report</td>
<td>200</td>
<td>28</td>
</tr>
<tr>
<td>Quizzes (4)</td>
<td>60</td>
<td>8</td>
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<tr>
<td>MidTerm Exam</td>
<td>200</td>
<td>28</td>
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<tr>
<td>Lab – 6 assignments</td>
<td>60</td>
<td>8</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
<td>28</td>
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<tr>
<td>Total</td>
<td>720</td>
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Determination of Grades

<table>
<thead>
<tr>
<th>Percentage</th>
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<tbody>
<tr>
<td>93% and above</td>
<td>A</td>
</tr>
<tr>
<td>92% - 90%</td>
<td>A-</td>
</tr>
<tr>
<td>89% - 87%</td>
<td>B+</td>
</tr>
<tr>
<td>86% - 83%</td>
<td>B</td>
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<tr>
<td>82% - 80%</td>
<td>B-</td>
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<tr>
<td>79% - 77%</td>
<td>C+</td>
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<td>76% - 73%</td>
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<tr>
<td>72% - 70%</td>
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<tr>
<td>69% - 67%</td>
<td>D+</td>
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<td>66% - 63%</td>
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<tr>
<td>below 60%</td>
<td>F</td>
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Classroom Protocol
Lucas College and Graduate School of Business: Program Goals and Classroom policy
http://www.sjsu.edu/cob/Students/policies/index.html

University Policies (Required)
Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/”

Lucas College and Graduate School of Business:

Mission: We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.

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### Course Schedule  (Tentative, subject to change if needed)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/26</td>
<td>The Importance of MIS  Ch 1.</td>
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</tbody>
</table>
| 3    | 1/31, 2/2| The Importance of MIS  Ch 1.  
Strategy and Information Systems  Ch. 3 |
| 3    | 2/7, 9   | Hardware, Software, and Mobile Systems  
Ch. 4 |
| 4    | 2/14, 16 | Database Processing  
Ch.5 |
| 5    | 2/21, 23 | Data Communication and Cloud  
Ch. 6  
**In Class Lab 1a - 2/23** |
| 6    | 2/28, 3/2| Data Communication and Cloud  
Ch. 6  
Collaboration IS  
Ch. 2 |
| 7    | 3/7, 3/9 | Processes, Organizations, and Information Systems  
Ch. 7 |
| 8    | 3/14, 3/16| Processes, Organizations, and Information Systems  
Ch. 7  
Review MidTerm Exam,  
**Lab 1b due (out of class) - 3/17** |
| 9    | 3/21, 23 | **In Class Lab 2a - 3/21**  
Mid Term Exam – 3/23 |
| 10   | 4/4, 4/6 | Social Media IS  
Ch. 8 |
| 11   | 4/11, 4/13| Business Intelligence Systems  
Ch. 9  
**Lab 2b Due (out of class) – 4/16** |
| 12   | 4/18, 4/20| Information Systems Development Process  
Ch. 12  
**In Class Lab 3a - 4/20** |
| 13   | 4/25, 4/27| Information Systems Development Process  
Information Systems Mgmt  
Ch. 11 |
| 14   | 5/2, 5/4| Information Systems Security  
Ch. 10  
Case Study |
| 15   | 5/9, 5/11| Case Study  
Case Study |
<table>
<thead>
<tr>
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<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
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<td><strong>Lab 3b Due (out of class) – 5/14</strong></td>
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<td>16</td>
<td>5/16</td>
<td>Review Final Exam, Research Paper Due</td>
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<tr>
<td>Final Exam</td>
<td>5/24</td>
<td><strong>BBC 103 – 9:45 to 12:30</strong></td>
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