

San José State University
School: Business
Department: MIS
Course Number: Bus 188
Title: Business Systems and Policy
Section: 14
Semester: Fall
Year: 2016

Course and Contact Information

Instructor:	Dr. R. Sridar
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Office Hours:	Wednesday – 2 PM to 3 PM
Class Days/Time:	Wednesday - 3:00 PM to 5:45 PM
Classroom:	BBC 320
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 320: Date: 12/19 Time: 12:15 PM to 14:30 PM. 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:

Deliverables	Points	Percentage
Research & Analysis Report	200	28
Quizzes (4)	60	8
MidTerm Exam	200	28
Lab – 6 assignments	60	8
Final Exam	200	28
Total	720	100

Determination of Grades



Percentage	Grade
93% and above	A
92% - 90%	A-
89% - 87%	B+
86% - 83%	B
82% - 80%	B-
79% - 77%	C+
76% - 73%	C
72% - 70%	C-
69% - 67%	D+
66% - 63%	D
62% - 60%	D-
below 60%	F

Classroom Protocol

Lucas College and Graduate School of Business: Program Goals and Class room 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](http://www.sjsu.edu/gup/syllabusinfo/) 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.

Bus 188 – Sec 14 / Business Systems and Policy, Fall 16, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule (Tentative, subject to change if needed)

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/24	The Importance of MIS Ch. 1
2	8/31	Strategy and Information Systems Ch. 3
3	9/7	Hardware, Software, and Mobile Systems Ch. 4
4	9/14	Database Processing Ch.5 In Class Lab 1a
5	9/21	Data Communication and Cloud Ch. 6
6	9/28	Collaboration IS Ch. 2 Processes, Organizations, and Information Systems Ch. 7 Lab 1b Due (out of Class)
7	10/5	Processes, Organizations, and Information Systems Ch. 7
8	10/12	Review MidTerm Exam In Class Lab 2a
9	10/19	MidTerm Exam
10	10/26	Processes, Organizations, and Information Systems Ch. 7 Social Media IS Ch. 8 Lab 2b Due (out of class)
11	11/2	Business Intelligence Systems Ch. 9
12	11/9	Information Systems Development Ch. 12 In Class Lab 3a
13	11/16	Information Systems Mgmt Ch. 11 Information Systems Security Ch. 10
14	11/23	Any additional topics of interest
15	11/30	Case Studies Lab 3b Due (Out of class)
16	12/7	Final Exam Review, Research Paper Due
Final Exam	12/19	BBC 320 – 12:15 to 14:30

