SPRING 2014
MGIS.301: Management Information Systems

Instructor: Dr. Deniz Aksen
Office: CAS 245
Office Hours: Tue 17:00-18:00, Wed 16:00-17:00, or by email appointment
Contacting the instructor: Ext. 1684, daksen@ku.edu.tr

Lecture Hours and Classrooms: Tue-Thu at 12:30 in SCI Z07 (Sec01) and at 15:30 in ENG Z21 (Sec02)

PC Lab Hours:
1. Mon B2 (11:00) in ENG 128 by Zehra Önen (zonen@ku.edu.tr)
2. Tue B3 (12:30) in ENG 128 by Emrah Yılmaz (emrahylmaz@ku.edu.tr)
3. Tue B4 (14:00) in ENG 128 by Emrah Yılmaz (emrahylmaz@ku.edu.tr)
4. Tue B6 (17:00) in ENG 128 by Başak Eken (beken@ku.edu.tr)
5. Wed B2 (11:00) in SOS 180 by Zehra Önen (zonen@ku.edu.tr)

* Lab hours may change during the semester depending on your attendance. If the attendance to a particular lab hours drops below four students for two weeks in a row, that hour is cancelled automatically.

Course Website: http://bit.ly/MGIS.301 or http://tinyurl.com/MGIS.301
Textbook Authors: R. Kelly Rainer Jr. and Casey G. Cegielski
Textbook Publisher: John Wiley & Sons, Inc.
Price: 99 TL at Pandora Bookstore (WileyPLUS access code included).

Book Description: Rainer & Cegielski’s new edition includes updated coverage, refined cases, more illustrations, and a new ‘Weekly Updates’ resource. Its concise chapters, many cases and examples, and online quizzing provide smooth and straightforward information and provide many hands-on activities. In general, the text is more engaging, compelling and relevant with a broader table of contents, pedagogically innovative structure, integrated activities, Excel and Access projects, and integration with WileyPLUS.

COURSE OBJECTIVE and CONTENTS

The objective of this course is two-fold. On the one hand it is intended to familiarize students not only from BizAdmin but also from other majors with the essence and with the basic concepts of information technology (IT). The use of information systems (IS) for competitiveness and strategic advantage in corporate and public organizations will be discussed. Students will gain a basic understanding of IS, and learn how they can help individuals in all functional areas to be more efficient and more productive. On the other hand, this course also aims to bring the computer literacy level of BizAdmin students to the same level as that of their peers majoring in engineering.
MGIS.301 is a self-contained course. It does not require any pre-requisite knowledge other than acquaintance with the KU Network, the Internet and with the Microsoft Office 2007/2010 software suite on a Windows XP, Windows Vista, Windows 7 or Linux operated PC.

RULES AND REGULATIONS

- **Cell Phones**
  - Turn off your phones’ volume and tell your friends, parents, and relatives that you have class on Tuesdays and Thursdays.

- **Language of Instruction and Communication**
  - The language of instruction and communication in the classroom is English. This is an absolute rule that must be strictly followed both by the instructor and by the students. **THIS RULE COVERS ALL E-MAIL CORRESPONDENCE RELATED TO MGIS.301.** Persistent, intentionally recurring violation of this rule leads to disciplinary action against the violator.

- **Lectures**
  - Sec01 lectures will be held in SCI Z07, Sec02 lectures will be held in ENG Z27. When class attendance is extremely low, and if weather conditions also permit it, lectures may be held outdoors. After all, we are in the spring semester.
  - All students are expected to attend their own section as it appears on their course schedule. Cross-sectional class attendance is not welcome. Under extenuating conditions it can be tolerated. However, students **MUST** take the quiz in their own section no matter what happens. See the **Quizzes** section below for further information.

- **Midterm and Final Exams**
  - Conflict or overlapping with another exam or activity in your schedule is not a valid reason for missing the exams of MGIS.301. If you must absolutely miss the midterm exam (severe illness, death in the family, etc.) please consult with the instructor **IMMEDIATELY.** However, you MUST also notify your instructor **in advance (before the exam)** by email or by phone that you are going to miss the exam. If you do not have access to your email at that moment, and if your instructor is out of office, leave a message with the faculty secretary Mrs. Aylin Büyük Türüt (0212-338 1301).
  - The weight of the midterm exam is added to the weight of the final exam if you miss it with a legitimate excuse.
  - There will be **one midterm exam** before the Spring Break (April 07–11, 2014). The exact dates of both the midterm and final exams are announced by the Registrar’s Office. The Registrar’s Office may exert its authority to change the midterm exam dates.
  - Everything covered during the semester including class discussions, PC lab exercises, presentations made by students, handouts and booklets distributed in class or picked from CopyLand (former Xerox Center in the same floor as the student cafeteria Yemekhane) is included in the exams. The final will be comprehensive meaning that it will cover everything from A to Z.
  - The final is NOT optional. Every student must take it no matter what her or his academic status is. The presence of two final exams on the same day but at different hours is not a valid reason for a makeup final.

- **Quizzes**
  - **THERE IS NO SUCH THING AS MAKEUP QUIZ WHATEVER THE REASON IS.** You can ask for a makeup quiz **if and only if** you missed the quiz due to an official off-campus appointment by the university. Should this be the case, you have to certify your official off-campus appointment with the signed permission of the Dean of Students Office or Office of International Programs (OIP). Other than official off-campus appointments by the University, there is no excuse for missing an in-class or PC lab quiz.
  - **On-campus appointments do not constitute a valid reason for requesting makeup quiz.**
Quizzes—popup or announced—are a regular feature in MGIS.301. They carry a substantial weight in the overall grade. The total number of quizzes will possibly be six to nine including three PC based quizzes during the lab hours, two about Excel 2010 and another about Access 2010.

You MUST take your in-class quiz in your own section. Taking it in the other section without getting the instructor's consent in advance will automatically nullify all your quiz grades attained thus far.

Regarding the PC based (lab) quizzes; you may take your PC based quiz in any PC lab hour you wish.

The in-class quiz with the lowest grade will be dropped at the end to provide allowance for situations which might cause a student to miss a quiz or perform below her or his normal. However, in order for the lowest grade to be dropped, the course instructor must give at least four in-class quizzes during the semester. Otherwise, the lowest quiz grade is not discarded.

Regarding the PC lab quizzes, no quiz will be dropped. So, make sure to attend the PC lab quizzes at the cost of anything.

Homework Assignments

There are two individual homework assignments in MS Excel 2010. Both Excel homework solutions (i.e., Excel files) are to be turned in by uploading to the specified subdirectory on the F: \ drive. Emailed homework files will not be graded.

CHEATING IN EITHER HOMEWORK WILL HAVE INFERNAL CONSEQUENCES FOR THE CHEATER.

In addition to Excel, there can be further research assignments about relevant MGIS.301 topics. For example:

Example 1: Prepare an illustrated and exhaustive report on wireless/wired Internet connection speeds on campus or at home or on campus of another university or in the coffee shops of Istanbul. Compare the measured connection speeds among one another and to the speeds of the last year (will be provided by the instructor) by means of statistical hypothesis tests in Excel.

Example 2: Conduct an extensive market research on laptop PCs or smartphones or tablet PCs sold in consumer electronics stores of Istanbul. Prepare then a purchasing guide. For this assignment the instructor may allow you to cooperate with a few fellow classmates whom you choose by yourself.

Notice that the research assignment in Example 1 is open to everyone while the one in Example 2 can be done only by one team of students in each section. Such assignments will be delivered individually either by volunteering students or by those students who will be appointed by the instructor according to the merit of need for class participation (applies to Example 1).

For each assignment (Example 1 as well as Example 2) a particular student team in each section will deliver a comprehensive class presentation about the findings of their research.

All types of exams are closed notes & closed books exams. They typically consist of short answer type questions, multiple choice questions, and True/False questions. There can be also couple of computational questions in the exams.

You can bring your Acronyms List to every exam (quizzes as well as MT and Final exams alike), and use it as your standard cheat sheet. You can handwrite your notes in the blank spaces of the Acronyms List as you see fit.

In every exam the instructor will ask Excel 2010, Word 2010 and/or Access 2010 related questions tailored for a paper based exam. At least, you will be asked the keyboard shortcuts of MS Office 2010. So, you’d better attend the PC lab hours if you don’t feel comfortable with MS Excel or MS Access.

Your exam becomes void, hence is not graded if you forget to write your name on your question sheet, or forget to mark your name on the optical bubble sheet (scantron).
CLASS PARTICIPATION ≠ CLASS ATTENDANCE

We do not take class attendance, since it is obvious enough that a student cannot guarantee a decent class participation grade without proper class attendance. Class participation includes—but is not limited to—active and relevant contribution to the lectures and voluntary in-class presentations which you need to schedule with your instructor ahead of time.

If your instructor thinks that your class participation is extremely poor, then you will be asked to make an in-class presentation about a course related topic, whether or not you volunteer.

Ask questions; answer questions; share the latest IT and e-commerce news with the class; disclose Excel, Word or Access or web browser tricks that you are aware of to get full class participation credit.

Exam Buddy

Not in all but one quiz your instructor might ask you to work together in micro teams of two students. To this end, you have to find yourself an exam buddy. If you prefer to work alone, you may do so.

But once you make up your mind, your decision (or the choice of your exam buddy) will be final. It cannot be changed in the midway of the semester.

If your exam buddy misses a particular quiz in which your instructor allows you to work in micro teams of two, you will have to take the quiz alone. You cannot pick an ad hoc exam buddy even if there is another classmate in the same situation as yours at that moment. Your instructor will ask you to declare your exam buddy when the time comes.

AN OVERVIEW OF TOPICS

- Fundamentals of IT and IS
  - Marginal Production Cost of Information Goods
  - Moore’s Law of Transistors
  - Parkinson’s Law of Data
  - Metcalfe’s Law of Network Utility
  - Nielsen’s Law of Internet Speed
  - IT Productivity Paradox
  - Components and Functions of Information Systems
- Measuring Data, Internet Speed, and Computing Power
- Computer Hardware
  - Basic Components of Computers
  - Hardware Purchasing
- Computer Software
  - Development, Deployment, Ownership
  - Open-source Software
  - Software Purchasing
  - Cloud Computing
  - Remote Desktop Connectivity Software
- Software as a Service & On-Demand Computing
- Database Management Systems
  - Data Hierarchy
  - Relational Databases
- Information and Internet Security
- CRM Software
- ERP Software

GRADING (tentative)

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>4–6 In-class quizzes with the lowest grade to be dropped (Individual)</td>
<td>15%</td>
</tr>
<tr>
<td>3 PC Lab quizzes (Individual)</td>
<td>12%</td>
</tr>
<tr>
<td>Midterm Exam (Individual)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam (Individual)</td>
<td>25%</td>
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<tr>
<td>Excel 2010 Homework I (Individual)</td>
<td>8%</td>
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<tr>
<td>Excel 2010 Homework II (Individual)</td>
<td>10%</td>
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<tr>
<td>Class Participation &amp; In-class Presentations (Individual or Teamwork)</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance to the PC Labs (Individual)</td>
<td>3% (Bonus)</td>
</tr>
<tr>
<td>SUM</td>
<td>103%</td>
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