

**AMERICAN UNIVERSITY OF KUWAIT
FALL 2018**

Course Prefix/Number:	Bus.350
Course Title:	Business Information System
Instructor:	Sumayya Banna, PhD.
Office Location:	A-441
Time/Days:	Sec. 1: UTR: 10:00am-10:50am
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Catalog Course Description: The purpose of this course is to provide an introduction to the field of management of information systems (MIS). Managing information systems has become a task for all levels of managers and all function areas of the business. This course is designed to familiarize students with the concepts related to the utilization of information technology in business organizations. It will focus both on technical and managerial aspects of information technology adoption in the organization. Topics such as information technology infrastructure, electronic commerce, information systems and business strategy, ethical issues related to information systems will be covered in class. Lecturing process will utilize a student-centered learning approach. Prerequisite: there is none for this class.

AUK Mission Statement: The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment encouraging critical thinking, effective communication, personal growth, service, and leadership.

AUK College of Business and Economics Mission Statement: The College of Business and Economics prepares students through an American educational experience combining quality intellectual challenge and ethical professional practice for careers in Kuwait and beyond.

The focus is on:

- Developing business in Kuwait and the Gulf
- Supporting rigorous programs that foster excellence in business teaching and scholarship
- Working together to learn and disseminate socially responsible practices to advance society

Students Learning Outcomes: In the wake of completing this course, students are expected to be able to:

- Demonstrate familiarity with MIS and its impact on changing the face of business
- Gain some knowledge about the nature of data, hardware, software, and network and telecommunications technologies.
- Familiar with the role of information systems (e.g. CRM, SCM, ERP, and social media) in organizations for competitive advantage.
- Develop an introductory understanding of database principles and data warehouses in information systems
- Explore how technology can be used to synthesize complex data to make sound business decisions
- Demonstrate familiarity with the phases of developing information systems
- Develop knowledge of the ways that information technology may be used to support electronic and mobile commerce.
- Provide overviews and comments on a variety of special information systems topics such as Business Intelligence, Geographic Information Systems, Cloud Computing, Metrics and Business Continuity Planning: Building and Sustaining the Dynamic Enterprise, etc.

- Gain some knowledge about the security risks associated with MIS and the ethical concerns associated with information privacy, accuracy, intellectual property, and accessibility
- Provide “hands on” exercises to practice course material

Course Learning Outcomes in relation to College of Business and Economics Bachelor of Business Administration Learning Goals:

This course emphasizes the following Bachelor of Business Administration learning goal:

Program Goal	Learning Objective Students will:
Analytical skills	Understand the the role of IS in organizations and how it can be used to gain competitive advantage and how IT adds value for people and organizations
Communication Skills	Demonstrate oral presentation and analytical skills related to organizational settings by completing a research project where students work in a group and apply the MIS-hands on concepts and process. This learning goal will be assessed by requiring students to analyse a case study and present it.
Critical Thinking and Decision Skills	Demonstrate critical thinking skills throughout course materials, exams, class discussions, written assignments, and group projects which include IS components and concepts, PowerPoint outlines, PowerPoint slides, and oral presentations.
Communication Skills	Demonstrate English written, oral and presentation skills relating to IT- applications in the business situations and companies.

Required Textbook: Haag, S. and Cummings, M. (2013). Management Information Systems for the Information Age, Edition: 9th. McGraw-Hill/Irwin. ISBN 978-0-07-131464-0

Suggested Supplementary Textbook: Laudon, K.C., and Laudon (2013), J.P., "Management Information Systems: Managing the Digital Firm," 14th Edition, Prentice Hall. ISBN: 978-0-13-305069-1

Assessments:

Item	Percent
1 st Mid-term Exam	25%
2 nd Mid-term Exam	25%
Final Exam	30%
Assignments/Case studies/	5%
Oral presentation (group or individual)	10%
Class Participation & Professional attitude	5%
Total	100%

Class Policies

Late work: Late submissions results in receiving a penalty on the final grade of this assignment (1 day late = 25% loss, 2 days late = 50% loss, 3 days late = 100% loss).

Written assignments: Written assignments will be graded for form as well as content. Errors in spelling, grammar or punctuation can detract from or distort the message you are trying to communicate. As a result, such errors may lower your grade. Please visit the Writing Center and make use of widely-available guides and references for effective writing, and report compilation styles.

Side conversation: Side conversation makes it difficult for your classmates to actively listen and learn. So, please be considerate of others. If side conversation persists, you will be asked to leave the class and use a more appropriate setting for social interaction. Of course, you will be considered absent from that particular class

Inattention: Note-taking must be done by hand. You are expected to pay attention and join in individual and group discussions. It will help you master the material.

Courtesies expected: All cellular telephones must be turned-off during class. Cellular telephones are disruptive and I should not see, feel, hear or perceive it during my class time. If you fail to do so, you will be asked to leave the class. Of course, you will be considered absent from that particular class. **I promise I will give the entire class ONE letter grade if I do not have the occasion to tell any of you to: “please put your phone some place where I cannot see it.”**

Honesty and Conduct: Research is about honesty and truthfulness. Students are expected to read and observe the code of academic honesty in the AUK catalog. Particular attention is drawn to the policies on plagiarism, inappropriate collaboration, and dishonesty during exams.

Class participation

Students are highly expected to contribute ideas, thoughts, experiences, and arguments to the class discussion. Although overviews of key points and issues are provided, we require that students comprehend the materials in details, raise questions and ideas, and create a “lively” class, meaning that students must read and prepare readings assigned prior to coming to the class.

Grading System

The grading scale used in the course will be according to the scale that exist in the most recent AUK Academic Catalog

A	A-	B+	B	B-	C+	C	D	F
94-100	90-93	87-89	84-86	80-83	77-79	70-76	60-69	less than 60

Attendance Policy:

Attendance will be taken at the beginning of each class. If the student arrives after 5 minutes from the start of the class or leave before the end of the class, he or she will be considered absent. No excuses will be accepted. According to the University regulations absence from class can result in an F grade. A maximum of 6 excused-unexcused absences are allowed. After that an F grade may be given in the course. Any medical records or emergencies must be officially certified by the university officials prior to submitting to the instructor.

If a student misses more than five class periods (15% or 2 ½ weeks of class sessions), the instructor may be notified and the student may be advised to withdraw from the course. See the AUK Academic Catalog for 2015-2016 for the University attendance policy.

Academic Integrity Policy: See the college’s Student Code of Conduct

Disability Accommodation

If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in front of Gate 2. All disability-related accommodations require registration with the Counseling Center and are not applied retroactively, so contact Dr. Huda Shaaban as soon as possible.

Topics Covered (Tentative)

Week	Topics*	Chapter in Text
1 -2	The Information Age in Which You Live: Changing the Face of Business; Computer Hardware and Software	Chapter 1; Extended Learning Module A
3	Major Business Initiatives: Gaining Competitive Advantage with IT	Chapter 2; Extended Learning Module B
4-5	Databases and Data Warehouses: Designing Databases and Entity-Relationship Diagramming	Chapter 3; Extended Learning Module C
6	First Exam: (Chapters, 1,2,3)	
7-8	Decision Support Analytics and Artificial Intelligence	Chapter 4: Extended Learning Module D
9	Electronic Commerce: Strategies for the New Economy/ The World Wide Web and The Internet	Chapter 5; Extended Learning Module E
10	Second Exam: (Chapters:4,5)	
11	Phases of Systems Development	Chapter 6: (Pages 160 - 166); Extended Learning Module F
12	Enterprise Infrastructure, Cloud Computing, Metrics and Business Continuity Planning: Building and Sustaining the Dynamic Enterprise	Chapter 7
13	Protecting People and Information: Threats and Safeguards	Chapter 8; Extended Learning Module H
14	Emerging Trends and Technologies: Business, People, and Technology Tomorrow; Building an E-Portfolio	Chapter 9
15 - 16	Students' Presentation	
16	Final Exam (chapters:6,7,8,9)	

Please note that the Instructor reserve right to change any aspects of syllabus anytime if needed

Case Study and Oral Presentation (Worth 10% of Your Total Marks)

Students will work in pairs (two students only) and lead a discussion on the topic. ***Presentation only.*** No report required. No more than 10-15 minutes only per topic. The slides should have more visuals (meaning pictures and images and less texts and words) and you must have a video to showing technological advancement within the business case study.

Topics and Case Studies:

How effectively you lead the discussion and encourage interest and participation by the group will form the assessment criteria. Case Studies are outlined below:

No.	Case Study/Topic	Location/Page
1	The Social media Megaphone: Transport Life Intensified	27-29
2	Google and Apple Know Where you are, Maybe	29-30
3	Coca Cola	59-60
4	The Business of Social Media and Making the ROI Case	60-61
5	When making a Database available to the public	89-90
6	When making a private Database	90-91
7	Decision Support is Good for your Health	121-122
8	The Mobile Commerce Explosion	153-154
9	When you're big	151-152
10	The Good Enough Technology Economy	186-187
11	Tablets Take Their Place in the PC Market	187-188
12	Public "Personal" Clouds	218-219
13	Denver Health Operates with a Private Cloud and Thin Clients	219-220
14	Just How Big is the Impact of Technology on Society	280-282
15	Smart Phones	282-283

Case Study Presentation Rubric: 10%

Graphics and use of media (2 Marks)

Presenter 1	0	0.8	1.6	2.4	3.2	4
Presenter 2	0	0.8	1.6	2.4	3.2	4

Poorly contrasting colours on visual aids
Text illegible
Graphics are not used
Does not use other technology to enhance presentation

Well contrasting colours on visual aids
Text legible
Graphics are used to enhance presentation
Uses other technology to enhance presentation

Presentation flow and relationship with audience (2 Marks)

Presenter 1	0	0.8	1.6	2.4	3.2	4
Presenter 2	0	0.8	1.6	2.4	3.2	4

Presenter fails to change slides at appropriate times
Presenter reads verbatim from notes/cue cards
Presenter mumbles and does not speak clearly
Presenter does not look at audience members
Presenter does not look professional

Presenter changes slides at appropriate times
Presenter talks 'to' the audience
Presenter speaks clearly
Presenter looks at audience and gives even attention across audience
Presenter looks professional and is well attired

Comprehension of topic and critical evaluation (3 Marks)

Presenter 1	0	1.2	2.4	3.6	4.8	6
Presenter 2	0	1.2	2.4	3.6	4.8	6

Speaker reads material from screen and does not demonstrate expertise
Poor comprehension of topic.
Little display of critical thought and few links between theory and practical issues.

Speaker talks around points displayed on visual aids
Thorough comprehension of topic displayed
Higher-level critical thought displayed - challenges theories presented in presentation and is able to draw links between theory and practical issues.

Involvement of class in discussion (3 Marks)

Presenter 1	0	1.2	2.4	3.6	4.8	6
Presenter 2	0	1.2	2.4	3.6	4.8	6

