

DSC 340 Business Information Systems Winter 2015

Instructor	Eren B. Çil	Class Schedule	Tu/Th 10am-11:50am
Office	Lillis 483	Location	Chiles 225
Phone	541-3468252	Office hours	Wed 10am-1pm (<i>Unless announced otherwise on the Blackboard</i>)
Email	erencil@uoregon.edu	Online Access	The Blackboard

COURSE OBJECTIVE:

This is an introductory course on how information technologies (IT) are applied in business. After completing the class, you should

- Have a basic understanding of computing technology.
- Have a basic understanding of the Internet and related technologies.
- Understand how business strategy and technology strategy are intertwined.
- Gain an appreciation of the challenges to the development of information systems (IS).
- Be in a position to help develop IT solutions for a business.

REQUIRED COURSE MATERIALS:

Textbook:

Information Systems - Version 3.0.1 (\$24-\$134) by John Gallaugher. FlatWorld Knowledge, 2014. This text can be viewed online and you may order a printed copy from the publisher. To see the text, visit students.flatworldknowledge.com and enter “*eren cil*” to “*Professor*” box. Click on the title provided under *Textbook Details* to see the purchase options.

Software:

Google Docs account, MS Office suite, FileZilla FTP Client, gEdit text editor¹. All software is available for student use at no cost (either in the computer labs or for free to download).

GRADING:

The relative weighting for the various scoring components of the course are distributed as follows:

Assignments	20%
Midterm Exam	25%
Final Exam	35%
Class Participation	10%
Quizzes	5%
End of Term Project	5%

¹ This list is subject to change.

Exams:

Both exams are closed book/notes. Only exceptions are:

- For the midterm exam you can bring ONE letter-sized hand-written single-sided sheet.
- For the final exam you can bring ONE letter-sized hand-written double-sided sheet.

Midterm exam is at **10am** on **February 10, 2015**. It is in CHI 225 (our usual classroom) and takes 90 minutes.

Final exam is at **8am** on **March 17, 2015**. It is in CHI 225 (our usual classroom) and takes 120 minutes..The final exam is cumulative.

Assignments:

There will be 7 assignments. All assignments should be handed in at the beginning of the class on the due date. Students can complete the assignment **as a group of at most TWO students**. The assignment schedule and the weight of each homework assignment are as follows (All assignments add up to *20% of the total grade*):

	Posting Date	Due Date	% of the Total Grade
Homework 1	January 8 (Th)	January 15 (Th)	3%
Homework 2	January 22 (Th)	January 29 (Th)	3%
Homework 3	January 29 (Th)	February 5 (Th)	2%
Homework 4	February 5 (Th)	February 12 (Th)	3%
Homework 5	February 19 (Th)	February 26 (Th)	2%
Homework 6	February 26 (Th)	March 5 (Th)	3%
Homework 7	March 5 (Th)	March 13 (Fr)	4%

Participation:

You are expected to actively participate in the class. Therefore, at a minimum, keep up with the assigned readings, make contributions to in-class discussions, and participate in in-class exercises. There will be **FOUR business articles** and related questions posted on the www.forclass.com. You will also use www.forclass.com to submit your answers. *ForClass* is a cloud-based platform-independent tool to distribute course material. *Each of these article assignment is worth 10 points towards your total participation score*. Please refer to the following guidelines for how the remaining 60 points of participation score is determined:

- *Outstanding participation (60 points)*: Requires enthusiastic participation in almost all class discussions.
- *Active participation (50-55 points)*: Requires active participation in most of the class discussions.
- *Fair participation (30-45 points)*: Requires adequate participation in class discussion (I should hear you at least a couple of times).
- *Below average participation (20-25 points)*: Never speaking, showing clear signs of not following the lectures, and missing classes frequently.
- *Low participation (10-15 points)*: Being absent almost all the time.

Quizzes:

There will be 7-8 quizzes which will be posted on the blackboard randomly throughout the term.

All quizzes will be announced **at 12pm (noon) the day before a class meeting** and be available until the class starts. However, you will have only **10 minutes to finish a quiz** once you start.

Each quiz will have 5 questions related to the reading assignment of the next class and the IT topics covered in the previous class. For instance, if there is a quiz announcement at 12pm on January 12, 2014, the questions may be from *Chapter 4* and *Understanding data*, which is the IT topics of *Week 1, Class 2*.

Only your highest 5 quiz grades will be counted toward the final grade. The weight of each counted quiz will be *1% of the total grade* (All quizzes add up to 5% of the total grade).

End-of-term Project:

The end-of-term project is a report on three articles that you will choose from Bloomberg Businessweek Magazine's Technology News section. You are free to choose any article, provided that

- i) Articles are published between **January 5, 2015** and **March 13, 2015** in technology news section.
- ii) Each article is related to at least one topic discussed in the lectures.
- iii) Your report covers at least two course topics that are discussed in different lectures (different class meetings).

For each article, you need to write a one-page essay including but not limited to the following information:

- The title and a brief summary of the article.
- The names of at least two companies mentioned in the article and the types of industries these companies belong to.
- The course topic(s) to which the article is related. How the article is related to this course topic.
- The types of information technologies that are used by the companies mentioned in the article.

In what ways these technologies helped the companies.

The project report must be in the essay format with proper references to the web address of the articles. You can complete the project as a group of at most TWO students. The due date of the end-of-term project is **March 15, 2015**.

Businessweek Magazine Subscription: Bloomberg Businessweek is a weekly magazine that requires a paid subscription to have access to its issues. Fortunately, the Lundquist College of Business has an educational partnership with Businessweek magazine which lets the students subscribe for the magazine without a subscription fee.

More details about the free subscription and the subscription forms are available in the Blackboard. Please fill out the subscription form and bring it to the first class meeting, so the school can process your subscriptions in a timely manner.

You will receive the first copy of your Bloomberg Businessweek magazine in two to three weeks. In addition to your printed subscription, you will have a digital subscription, which allows you to access the magazine on the web and through an iPad app. You need to wait until you receive your first copy to start your digital subscription because your account number will come with the first copy of the magazine.

If you want to follow the magazine anytime sooner, I will post links to the articles in the Technology section in the Twitter account of the course ([@DSC340](#)). Although these options might be helpful until you receive the first copy of the magazine, **it is STRONGLY recommended that you subscribe for the Bloomberg Businessweek magazine** in order to finish your end-of-term-project.

MISC. POLICIES

We will adhere to the following policies, the motivations for which should be self-explanatory.

- A missed test will result in a score of zero, so you should be sure to check now whether you have a conflict with the scheduled exam dates and times. On the subject of test-taking: Do not wear a brimmed hat during tests. Your eyes should be visible and on your own paper.
- **Academic Misconduct:** The University Student Conduct Code (available at <http://uodos.uoregon.edu/StudentConductandCommunityStandards>) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at <http://library.uoregon.edu/guides/plagiarism/students/index.html>.

UNIVERSITY OF OREGON ADA POLICY

The University of Oregon is committed to making available to all its students the opportunity for an excellent and rewarding education. The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 provide federal guidelines which help the University ensure that students with documented disabilities have equal access to this opportunity. If you have a documented disability and anticipate needing accommodations in this course, please make arrangements to meet with me soon. Please request that the Counselor for Students with Disabilities send a letter verifying your disability.

TENTATIVE SCHEDULE²:

WEEK 1	January 6 <ul style="list-style-type: none"> • Course Introduction • Domain Names, IP addresses • Chapter 2 (Pre-class reading): Internet and Telecommunications 	January 8 <ul style="list-style-type: none"> • Chapter 3 (Pre-class reading): Moore's Law • Understanding data: Bits, bytes, and file size • Assgn. 1 is posted (Due Jan. 15)
WEEK 2	January 13 <ul style="list-style-type: none"> • Chapter 4 (Pre-class reading): Understanding Software • Accessing server data through FTP client 	January 15 <ul style="list-style-type: none"> • Chapter 5 (Pre-class reading): Software in Flux • Introduction to HTML
WEEK 3	January 20 <ul style="list-style-type: none"> • Chapter 6 (Pre-class reading) Understanding Network Effects • Introduction to HTML (Continue) • In-class HTML exercise 	January 22 <ul style="list-style-type: none"> • In-class HTML exercise (Continue) • Modifying HTML files: Adding images, hyperlinking html files, using attributes effectively. • Assgn. 2 is posted (Due Jan. 29)
WEEK 4	January 27 <ul style="list-style-type: none"> • Chapter 7 (Pre-class reading): Web 2.0 • Advanced HTML: Styling with CSS 	January 29 <ul style="list-style-type: none"> • Chapter 8 (Pre-class reading): Sharing Economy • Advanced HTML: Styling with CSS (Examples) • Assgn. 3 is posted (Due Feb. 5)
WEEK 5	February 3 <ul style="list-style-type: none"> • Chapter 9 (Pre-class reading): Google in Three Parts • Google QUERY function 	February 5 <ul style="list-style-type: none"> • Google QUERY function: Advanced examples • Review for the Midterm Exam • Assgn. 4 is posted (Due Feb. 12)
WEEK 6	February 10 <div style="text-align: center;">MIDTERM EXAM</div>	February 12 <ul style="list-style-type: none"> • Chapter 10 (Pre-class reading): Strategy and Technology • Advanced Excel: Logic Functions and Random Numbers

² Subject to change.

WEEK 7	February 17 <ul style="list-style-type: none"> • Chapter 11 (Pre-class reading): Zara • One-way Data Tables in Excel • Two-way data tables in Excel 	February 19 <ul style="list-style-type: none"> • Business Analytics • Chapter 12 (Pre-Class Reading): The Data Asset • Simulation in Excel • Assgn. 5 is posted (Due Feb. 26)
WEEK 8	February 24 <ul style="list-style-type: none"> • Introduction to Object-Oriented Programming (OOP) • An example OOP: VBA in Excel • Creating functions and macros with VBA 	February 26 <ul style="list-style-type: none"> • Databases: Tables, Relational tables • Creating an online database • Assgn. 6 is posted (Due Mar. 5)
WEEK 9	March 3 <ul style="list-style-type: none"> • Introduction to SQL • Querying tables • In-class query exercises 	March 5 <ul style="list-style-type: none"> • Querying relational tables • In-class query exercises using multiple tables • Assgn. 7 is posted (Due Mar. 13)
WEEK 10	March 10 <ul style="list-style-type: none"> • Chapter 13 (Pre-class reading) Information Security • More on querying relational tables 	March 12 <ul style="list-style-type: none"> • Wrap-up • Review for the Final Exam