The University of North Carolina at Greensboro  
The Bryan School of Business and Economics  
Department of Information Systems and Operations Management

ISM 452 - Design of Management Information Systems

Instructor: Rahul Singh, PhD  
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Office Hours: 
Weian (Bryan 485): M and W 4:45 to 6:00 pm  
Rahul (Bryan 481): Monday 2 pm to 3:30 pm and 5:00 pm to 6:30 pm  
Other times by appointment

Course Web Site:  
The course is hosted on Canvas – http://canvas.uncg.edu. Please choose the appropriate course after you login.

Catalog Description:  
Development of cost effective computer-based systems to produce information needed for managerial decision making as specified in the information analysis phase.

Course Description:  
ISM-452 is a project intensive capstone course whose goal is to provide you an effective and meaningful understanding of various functional areas of Information Systems design through experiential learning. The primary activity in this course is a semester-wide group project. This project is intended to produce a successful information system, which provides substantive business utility, and to demonstrate its technical and economic feasibility.

There is a strong emphasis on “soft skills” in this course. Students are expected to develop interpersonal communication skills, teamwork skills and project management skills. In addition, excellent written and oral communication skills are emphasized throughout the course. You will NEED to develop and continue to refine these skills in order to be successful in ISM 452.

Upon successful completion of this course, you will be able to:
- Develop a plan for technical information systems to solve business problems
- Investigate solutions for business problems and evaluate choices to make recommendations
- Communicate analyses of system solutions effectively in written and oral form
- Work as a team to develop effective information systems solutions for business problems

Relationship to Other Courses:  
It is the philosophy of the ISSCM department to help students develop an appropriate background and critical skills necessary to function effectively in a global, technology-driven environment. Functional IS skills are an integral part of achieving this goal. To succeed in this course, students must utilize the problem solving and critical reasoning skills that they have acquired as part of their education here at UNSG. This course provides an opportunity for students to develop and refine these skills in preparation for their future academic and professional careers.
**Instructional Methods:**

The capstone course is designed to be a culminating educational experience for the undergraduate student. This class provides for learning, but not in the traditional sense, as no new skills are taught. The capstone course is the singular opportunity to assimilate the various goals of one’s total education through project-based directed experiential learning within the problem domain of Information Systems.

**Outcomes:**

These outcomes are the framework by which your effort will be evaluated:

1. *Communication competence* is the ability to read, write, speak, and listen and to use these processes effectively to acquire, develop, and convey ideas and information.
2. *Critical thinking* is the ability to examine issues rationally, logically, and coherently.
3. *Contextual competence* is an understanding of the societal context or environment in which one is living and working.
4. *Aesthetic sensibility* is an enhanced aesthetic awareness of arts and human behavior for both personal enrichment and application in the enhancement of work.
5. *Professional identity* is a concern for improving the knowledge, skills, and values of the profession.
6. *Professional ethics* is an understanding of the ethics of a profession as standards that guide professional behavior.
7. *Adaptive competence* is anticipating, adapting to, and promoting changes important to a profession’s societal purpose and the professional’s role.
8. *Leadership capacity* is exhibiting the capacity to contribute as a productive member of the profession and assuming appropriate leadership roles.
9. *Scholarly concern for improvement* is recognizing the need to increase knowledge and to advance the profession through both theoretical and applied research.

The Carnegie Foundation recommends three instruments for measuring outcomes in a capstone course: *a senior thesis* (which draws on the historical, social, and ethical perspectives of the major,) *an oral presentation* of the thesis with peer critique in a public forum, and *preparation of a portfolio*. For the purpose of ISM 452, these measures will be embodied in your project, its oral presentation, and the accompanying documentation.

**Academic Integrity Policy:**

All students are required to follow the UNCG Academic Integrity Policy in completing course work. If you do not know provisions of the Honor Policy, make time to study it.

**Emergencies:**

Hopefully, none of you will encounter an emergency this semester. If you do encounter a situation that prevents you from fulfilling your responsibilities, please contact me as soon as possible. In inclement conditions, use your best judgment when deciding to attend class. I will be here unless UNCG cancels classes! If in doubt, you should call 334-4400 to inquire about UNCG closings or postponements.

**Performance Evaluation:**

ISM 452 course grades will be determined as follows:

- **Interim Evaluation** ** 25%
- **Project** ** 30%
- **Final Exam** ** 30%
- **Presentation** ** 15%

* based on team member evaluations
** includes evaluation by industry partners, project champions, and your peers, depending on the nature of the project
A complete description of course deliverables can be found in the course documents section of Canvas.

**Extra Credit:**
Information systems research is ongoing at UNCG. Occasionally, students might be offered the opportunity to participate in this research by completing brief a survey or sitting for an interview. If such opportunity should arise, students who wish to participate will be offered a small amount of extra credit (typically 1 point toward the final course grade). Students who wish NOT to participate will be offered an alternative assignment requiring similar effort to receive the same amount of extra credit.

**The final grade is then determined using the following scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>97 – 100%</td>
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<tr>
<td>A</td>
<td>94 – 96.9%</td>
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<tr>
<td>A-</td>
<td>90 – 93.9%</td>
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<tr>
<td>B+</td>
<td>87 – 89.9%</td>
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<tr>
<td>B</td>
<td>83 – 86.9%</td>
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<tr>
<td>B-</td>
<td>80 – 82.9%</td>
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<tr>
<td>C+</td>
<td>77 – 79.9%</td>
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<td>C</td>
<td>73 – 76.9%</td>
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<tr>
<td>C-</td>
<td>70 – 72.9%</td>
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<tr>
<td>D+</td>
<td>67 – 69.9%</td>
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<td>D</td>
<td>65 – 66.9%</td>
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<tr>
<td>F</td>
<td>0 – 64.9%</td>
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</tbody>
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Keep a record of all points possible and earned on each. This will make it easy for you to determine your exact grade status throughout the course. They may also be needed to resolve any discrepancies in your record.

**Deliverables: Due dates and format guidelines**
All deliverables are due at the beginning of class. Work turned in after class starts will be counted as late and will be assessed a severe grading penalty. Work not received within 24 hours of the due date will not be accepted and will be given a grade of 0. Use software features to check spelling and grammar, however, DO NOT assume that the software will catch all errors. Please proofread your work carefully. Be sure to cover all assignment parts. Any assignment that requires rework will be assessed at least 10% penalty.

**Class Expectations:**
The last page of the syllabus explains what you can expect of me and what I expect of you. Please review this page carefully and discuss with me any questions or concerns you have. My goal is to provide a professional course where you may learn productively and effectively. Specific expectations follow:

1. You are expected to attend class and to attend all scheduled meetings of your team. Professional behavior and attendance is expected herein just as it is in business. You are responsible for all information, announcements, and course material presented in class. This class is scheduled to meet twice a week (Monday and Wednesday). The schedule is divided so that Mondays will be dedicated to in-class activities while Wednesdays will be dedicated to meetings with your team. Both will take place in our assigned classroom, and attendance to each is required. On occasions when fieldwork related to the project is required, Wednesday’s class period may be used for that purpose with advanced notice to the instructor. Students missing more than four class sessions may be administratively dropped from the course. It will often be the case that you will be asked in class to critique the work of other teams, or to take specific actions regarding your team project. Similarly, you are always expected to contribute to your team. Therefore, your attendance to both is expected. It is critical to you and your team’s success in this class.

2. It is also the case that your team might interact with industry partners regarding your project. It is expected that these interactions will be professional and timely, representing UNCG and yourself well to the professional community. Your interaction with these partners impacts the opportunity of future students as well as your own. A portion of your project grade will be based upon evaluation by your industry partners (or your peers in the case of an entrepreneurial project).

3. Each UNCG student has been assigned a computer account and it is assumed that students know how to access and use email. Students are expected to check Email regularly and know how to use Canvas.
Requirements for assignments and various soft-copy documents may be distributed electronically via Canvas.

4. Due dates for assignments will be announced in class and will be adhered to.

5. The ISOM Department has approved a policy NOT to post grades (on doors!!). Furthermore, students are requested NOT to call the department office for grades. However, the Registrar's Office at UNCG has developed a phone-based system for the distribution of final grades.

6. Students are expected to follow the policies of the UNCG Academic Honor Code. Individual assignments are to be completed on an individual basis. Sharing of ideas is encouraged but the actual work that is submitted is to be the student's own. You must formally indicate on all deliverables that you have abided by the Academic Honor Code.

COURSE CONTENT and PERSPECTIVES

Oral & Written Communications Content:
Much of ISM 452 is spent designing an information system from a hands-on practitioner perspective. Students are expected to attend class prepared to think and communicate their thought process. Multiple design solutions are likely regarding a particular business problem, so students should be prepared to defend the design they propose! Since this class teaches professional design behaviors, it is expected that all communications are prepared and presented professionally.

Technology Applications:
Discussion of information technology is a major component of the course and, although this class is not a programming class, technology is used as a tool in ISM 452. Knowledge of graphics diagramming software, a spreadsheet, and a word processor is assumed.

Ethical Perspectives:
The importance of ethical considerations in the management and use of technology by business will be addressed because systems analysts frequently must use their professional judgment to make difficult decisions. Specific ethical issues such as software piracy, confidentiality of data and databases, software licensing and copyright protection (among others) may be discussed. Other ethical issue discussions may relate to uses of the Internet, e-mail, threaded discussion groups, groupware, and other electronic tools.

Global Perspectives:
Although globalization of IT is an emerging topic, global aspects of business and technology are not (or are only superficially) covered in this introduction course.

Demographic Diversity Perspectives:
Many information systems deal with and about an increasingly diverse workplace. Many exercises within analysis deal with breaking myths and get to core values and core "truths" about systems and the people that make them work. A by-product of this course is to learn how to triangulate and respect perspectives that may be different than our own.

Political, Social, Legal, Regulatory, and Environmental Perspectives:
Coverage of political, social, regulatory, and environmental perspectives is limited to the context of business issues in general and newsworthy developments that are both business-related and technology related (which may be considerable this semester).
Statement of Students' Rights and Responsibilities

As a student in my class you have explicit rights and responsibilities. Your full understanding and acceptance of the following rights and responsibilities can lead to more effective learning and more productive use of our class time.

You have the right to expect:

1. Your professor to be prepared for each class, to start class promptly at the designated time and to end class at the designated time.
2. Your professor to teach all scheduled classes or arrange for a qualified substitute if it is necessary to miss class because of illness or University approved commitments.
3. Clear statements of course expectations, policies, testing and grading practices.
4. Your professor to hold a reasonable number of office hours to discuss assignments or to assist you with course matters.
5. Knowledgeable assistance from your professor regarding assignments and course content.
6. Professional behaviors reflecting equitable treatment, ethical practices and respect for your rights.
7. Opportunities to challenge ideas and defend your beliefs in a professional manner.
8. To be challenged to grow both academically and professionally.
9. Information regarding career opportunities related to ISM and other business programs.
10. Your professor to abide by University policies.
11. Fairness and clarity in evaluation of your performance.
12. Adequate opportunity to appeal any perceived violations of the above rights.

You have specific responsibilities to:

1. Plan your study and work schedule appropriately to allow sufficient time to do quality class work. (Please review "Suggested Academic Workload Guidelines" for the Bryan School of Business and Economics published in the UNCG Undergraduate Bulletin.) I suggest you devote at least 3.0 hours per class period to this class.
2. Arrive at each class on time and prepared to discuss assigned readings and participate in discussions.
3. Complete assignments by dates due and submit quality work.
4. Understand and follow course policies as explained in class and in the syllabus.
5. Conduct yourself to grow both academically and professionally.
6. Work effectively and cooperatively as a team member on group projects if so assigned.
7. Practice ethical behaviors and display respect for rights of others.
8. Contact your instructor and discuss circumstances which may prevent acceptable performance and to make such contact on a timely basis.
9. Fully understand & abide by UNCG Academic Integrity Policy and other policies related to student conduct.