



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

ISM 280 Information Systems for Decision Making [Spring 2024]

Instructor	Dr. Lakshmi Iyer
Email	Lsiyer@uncg.edu (email is the best way to communicate)
Office	479B Bryan Building
Class Times (virtual)	No synchronous classes. Recorded lectures will be made available.
Office hours (virtual)	By Appointment. Send an email to (Email ID of Instructor)

CATALOG DESCRIPTION

Fundamentals of information systems needed to achieve organizational, operational, informational, technological, managerial, and innovative functions are discussed. Evolving role of information systems in achieving and maintaining competitive advantage is evaluated.

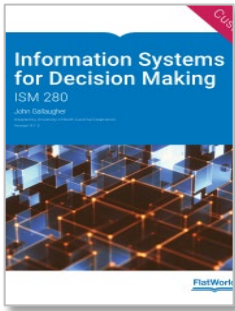
Prerequisite: ISM 110 or equivalent

COURSE OBJECTIVES

Upon completion of this course, students should be able to:

1. Identify the roles that information systems play in organizations and describe how organizations use information systems in implementing competitive strategies.
2. Describe and distinguish among components of a firm's value chain, application of information systems and innovation.
3. Explain and describe information technologies used by modern business organizations (TPS, databases, LANS and telecom).
4. Explain the role of information technology in process and product innovation.
5. Explain and apply concepts related to managing people, processes, and information systems in organizations.
6. Explain concepts related to managing information resources and innovation in a business enterprise.
7. Discuss examples of different website information architectures and explain the importance of usability and accessibility related to information systems.
8. Explain how IT supports business decisions including web analytics, dashboards, portals, and Web 2.0 technologies.
9. Explain legal and ethical issues related to use of information systems in business organizations.
10. Explain several Enterprise Systems including: Finance, Human Resources, Supply Chain, Customer Relations and Enterprise Resource Management.

REQUIRED TEXTBOOK AND MATERIALS



Required etextbook and digital access:

Information Systems for Decision Making: ISM 280 v9.1.3

John Gallaugh

Flatworld Publishing 2023

ISBN (Digital): 979-8-88794-317-6

This course is part of the campus' course material delivery program. The digital required materials for this course have been integrated with Canvas. The link to access the Course Materials is in the first module of this Canvas course. Please sign into Canvas to access your course and course materials.

ADDITIONAL REQUIREMENTS

- **Digital-access-code** - included with First-Day-Complete or purchase from FlatWorld Publishing. Students must purchase the access to FlatWorld to complete the assignments for ISM-280. Students cannot pass ISM-280 without this access to the e-textbook and assignments.
- **OPT-OUT** - students who **did not** participate in "**First-Day-Complete**" (**bundle pricing for your textbooks**) will need to purchase a digital access code. The **TEMPORARY** digital access code that you are using will expire the day after Drop/Add ends, on **Tuesday at 5:00PM**. Students who choose to "**opt-out**" will be required to purchase access the e-textbook directly through FlatWorld Publishing.
- **Canvas Course**: UNCG username and password are required for students to access Canvas Course page and to login to the assignment portal.
- **Internet**: Students should have Reliable and High-Speed Internet connection
- **Device**: Students should have a laptop or a desktop. You **must not** use Chromebooks, Tablets or Smartphones as they do not support the course assignments.
- **MS Office 365** – download from UNCG website for free [HERE](#). Ensure that the desktop version is downloaded to your device. Assignments cannot be completed in the online version.
- **Microsoft Excel - file format** - the assignment portal will only accept Excel files with .xlsx extension.
- **Web-browsers**: Chrome (preferred), Firefox or Safari -- do not use Internet Explore.
- **Backup Files**: Do not use Google Drive to back up your MS Excel files. Google Drive compresses files which will remove the embedded information resulting in grading errors.

iSPARTAN ACCOUNT (EMAIL)

Most communication will be done through email. You are expected to check your iSpartan email *at least once daily*.

Email communication between students and faculty is considered professional correspondence. Therefore, students are required to adhere to professional email format for every email sent to

their professor/instructor or other UNCG related emails.

If you contact me via email, you must follow these guidelines:

UNCG email: Use only your UNCG email when emailing your instructor.

SUBJECT LINE: the subject line *must* include your **course#** and **section#** in the subject of the email.

* example: ISM-280-02 or 05 (you must include your course & section#)

EMAIL BODY: clearly state your problem and include the name of the related assignment. Use proper grammar, spelling and paragraph structure. Check your email for spelling errors before sending.

SCREEN SHOT OF IMAGE: Include a screen shot of the issue -- *do not send an image or picture taken with a cellphone. Cellphone images are not clear enough to diagnose the problem.*

Use the Snipping Tool application or [Print Scr] and attach the screenshot to your email.

SIGNATURE: include your full name as it appears in Canvas.

RESPONSE TIME: You should not expect an immediate response from the instructor. Please keep in mind that in addition to classroom hours, all faculty have additional obligations throughout the day, and we will respond to your email as quickly as possible.

INSTRUCTIONAL METHODOLOGY AND ASSESSMENT

This class will be based on readings, quizzes, assignments and tests. Student performance will be assessed using quizzes, tests and Excel projects. This is a paperless class – most materials will be distributed, and all tests and assignments will be collected electronically. Feel free to keep notes in any format convenient to you.

All the materials will be made available as per the schedule published. There may be *weekly recordings* that provide students an opportunity to receive additional instruction on subject matter or questions assigned as homework.

It is your responsibility to communicate in advance with the professor if you anticipate missing assignments, exams, or other coursework.

ASSIGNMENTS AND GRADE COMPONENTS

There are four components of the final grade. They are:

1. Quizzes (30%):

There will be 12 quizzes over the course of the semester, each worth 25 points. The total weightage is 30% of the final grade. Multiple attempts are allowed and highest grade will be recorded.

2. Excel Exercises (30%):

Excel Exercises are periodically assigned throughout the semester. There will be six such projects each of which must be completed within a week. You will have unlimited attempts for these assignments only before the deadline.

3. Tests (20%):

There will be two tests – one at the end of chapter 5 and the second at the end of chapter 9. The tests will be administered online via Canvas. Only one attempt will be allowed. More details will be provided during the semester.

4. Final Exam (20%):

There will be a final exam at the end of semester, which will cover chapter 10-12. It will be administered online via Canvas. Only one attempt will be allowed. More details will be provided during the semester.

PERFORMANCE EVALUATION / GRADING

Requirements	Weightage	Number of submissions	Points per submission	Points
Quizzes	30	12	25	300
Excel Exercises	30	6	50	300
Tests	20	2	100	200
Final Exam	20	1	200	200
TOTAL	100			1000

Your letter grade will be based on the following distribution:

Grade	Points	Grade	Points
A	940-1000	C	740-769
A-	900-939	C-	700-739
B+	870-899	D+	670-699
B	840-869	D	640-669
B-	800-839	D-	610-639
C+	770-799	F	0-609

Grades are truncated, not rounded. For example, a total score of 899 will earn a B+ grade and not A-.

Late/missed assignments: It is your responsibility to communicate in advance with the professor if you anticipate missing assignments, exams, or other coursework due to **university-approved excuse**. In such instances following policy holds:

Present relevant documentation of relevant University-approved excuse to the professor.

Arrange to complete all missed work in advance of the absence whenever practicable as judged by the professor. When missed work cannot be completed in advance, the students would be provided with the opportunity to make-up the work. Students should be aware, however, that not all kinds of work can be made up. The professor has the discretion to deny make-up work

if (i) alternative assignments place an unreasonable demand on the professor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning.

COURSE SCHEDULE (Tentative and subject to changes)

Week	Dates	Topics	Assignments due on Sunday at 11:59PM
1	8 Jan – 14 Jan	Ch. 1—Setting the Stage: Technology & The Modern Enterprise	<ul style="list-style-type: none"> • Quiz 1
2	15 Jan – 21 Jan	Ch. 2—Strategy and Technology: Concepts and Frameworks for Achieving Success	<ul style="list-style-type: none"> • Quiz 2 • Excel assignment 1
3	22 Jan – 28 Jan	Ch. 3—FreshDirect: A Tech-Heavy Online Grocer Succeeds Where Others Fail	<ul style="list-style-type: none"> • Quiz 3
4	29 Jan – 4 Feb	Ch. 4—Zara: Fast Fashion from Savvy Systems	<ul style="list-style-type: none"> • Quiz 4 • Excel assignment 2
5	5 Feb – 11 Feb	Ch. 5 —Moore's Law and More: Fast, Cheap Computing, and What This Means for the Manager	<ul style="list-style-type: none"> • Quiz 5
6	12 Feb – 18 Feb	Test - I (Chapters 1-5)	<ul style="list-style-type: none"> • Test - I
7	19 Feb – 25 Feb	Ch. 6—Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction	<ul style="list-style-type: none"> • Quiz 6 • Excel assignment 3
8	26 Feb – 3 Mar	Ch. 7—A Manager’s Guide to the Internet and Telecommunications	<ul style="list-style-type: none"> • Quiz 7
9	4 Mar – 10 Mar	Enjoy your Spring break!	-
10	11 Mar – 17 Mar	Ch. 8—Understanding Software: A Primer for Managers	<ul style="list-style-type: none"> • Quiz 8 • Excel assignment 4
11	18 Mar – 24 Mar	Ch. 9—Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts	<ul style="list-style-type: none"> • Quiz 9
12	25 Mar – 31 Mar	Test - II (Chapters 6-9)	<ul style="list-style-type: none"> • Test - II
13	1 Apr – 7 Apr	Ch. 10—Information Security: Barbarians at the Gateway (and Just About Everywhere Else)	<ul style="list-style-type: none"> • Quiz 10 • Excel assignment 5
14	8 Apr – 14 Apr	Ch. 11—Data and Competitive Advantage: Databases, Analytics, AI, and Machine Learning	<ul style="list-style-type: none"> • Quiz 11
15	15 Apr – 21 April	Ch. 12—Social Media, Peer Production, and Leveraging the Crowd	<ul style="list-style-type: none"> • Quiz 12 • Excel assignment 6
	25 April	Reading Day	
16	26 Apr – 2 May	Final Exam (Chapters 10-12)	<ul style="list-style-type: none"> • Final Exam

POLICY STATEMENTS

Academic Integrity:

UNCG Academic Integrity statement can be found here: <https://osrr.uncg.edu/academic-integrity/>

Faculty and Student Guidelines

UNCG Faculty and student guidelines are be found here: <https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

Electronic Mail and Canvas Accounts

You should check your UNCG email and Canvas course link regularly as I may send email updates or add new info on Canvas on an ongoing basis. You will be responsible for any information or announcements contained in the email messages or updates on Canvas.

Student Code of Conduct:

The UNCG Student Code of Conduct can be found here: <https://osrr.uncg.edu/wp-content/uploads/2019/07/Student-Code-of-Conduct-12-3-18-2.pdf>

Accessibility policy

UNCG accessibility policy can be found here: <https://ods.uncg.edu>

DISABILITY SERVICES

If you have a learning or physical disability, please contact the UNCG Office of Disability Services in Suite 208 EUC. The Disability office will contact your instructor once your request is approved. You must make arrangements for special accommodations for each and every test in advance of the scheduled test date. Please provide your instructor at least a 48-hour notice when requesting testing accommodations.