

Principles of Information Systems

Course Guide



"THE COMPUTER SAYS I NEED TO UPGRADE MY BRAIN
TO BE COMPATIBLE WITH ITS NEW SOFTWARE."

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Syllabus

CBIS 2220 - Principles of Information Systems

Semester: Summer 2019
Course Title: CBIS 2220
Instructor: Bryan Marshall

Email: bryan.marshall@gcsu.edu
Office Hours: online
Office: online

Course Description

Prerequisite: CSCI 1000 or CBIS 1000 or CBIS 2215. The course covers the principles of the management of information systems and technology to improve business processes and decision making in order to gain competitive advantage. Topics include the study, design, development, implementation, management, support of computer based systems, data communications, and information security.

The field of Information Systems (IS) is an exciting discipline that is integral to all business activities. This course is designed to introduce students to IS and examine how these powerful systems have fundamentally reshaped modern organizations, as well as our society.

Course Objectives

Students should be able to:

1. Describe the role of information systems in organizations
2. Identify how information systems are used across and within organizations for competitive advantage
3. Understand basic computer hardware and software knowledge including basic server/client relationship and how that relates to the Internet
4. Create solutions to various organizational problems through the design and/or implementation of software
5. Describe information security techniques
6. Identify ethical considerations when working with information systems in an organization

Required Textbooks

Using MIS (2019, 11th Edition), Author: Kroenke, ISBN: 978-0-13-519176-7, Publisher: PEARSON EDUCATION

Grading (1000 points possible)

Quizzes	12 x 20 pts (drop the lowest 2 quiz grades)
Exams	4 x 100 pts
Projects	4 x 100 pts

Projects

Project 1 - Web Design with Weebly (Due 5/24/2019) 100 pts

Project 2 - Networking (Due 5/31/2019) 100 pts

Project 3 - Databases (Due 6/14/2019) 100 pts

Project 4 - Video Presentation (Due 6/21/2019) 100 pts

Weekly Schedule

Week 1 (May 13 - 17) WordPress / Ecommerce

- Start Project 1 - Web Design Weebly Project
- Read "*Importance of MIS*" - Complete Quiz 1 (5/13) 20 pts **(2017 - Ch 1 / 2019 - Ch 1)**
- Read "*Collaboration Information Systems*" - Complete Quiz 2 (5/14) 20 pts **(2017 Ch 2 / 2019 - Ch 7)**
- Read "*Strategy and Information Systems*" - Complete Quiz 3 (5/15) 20 pts **(2017 - Ch 3 / 2019 - Ch 2)**
- Complete Exam 1 (5/16) 100 points
- Finish Project 1 - Web Design Weebly Project (5/17) 100 points**

Week 2 (May 20 - 24) Content, Content, Content

- Start Project 2 - Networking Project
- Read "*Hardware, Software and Mobile*" - Complete Quiz 4 (5/20) 20 pts **(2017 AND 2019 - Ch 4)**
- Read "*Database Processing*" - Complete Quiz 5 (5/21) 20 pts **(2017 AND 2019 - Ch 5)**
- Read "*The Cloud*" - Complete Quiz 6 (5/22) 20 pts **(2017 AND 2019 - Ch 6)**
- Complete Exam 2 (5/23) 100 points
- Finish Project 2 - Networking Project (5/24) 100 points**

Week 3 (May 28 - 31) Woocommerce

- Start Project 3 - Databases Project
- Read "*Processes, Organizations and IS*" - Complete Quiz 7 (5/28) 20 pts **(2017 - Ch 7 / 2019 - Ch 8)**
- Read "*Social Media IS*" - Complete Quiz 8 (5/29) 20 pts **(2017 - Ch 8 / 2019 - Ch 9)**
- Read "*Business Intelligence*" - Complete Quiz 9 (5/30) 20 pts **(2017 - Ch 9 / 2019 - Ch 3)**
- Complete Exam 3 (5/31) 100 points
- Finish Project 3 - Databases Project (5/31) 100 points**

Week 4 (June 3 - 6) Product Development

- Start Project 4 - Video Presentation Project
- Read "*IS Security*" - Complete Quiz 10 (6/3) 20 pts **(2017 AND 2019 - Ch 10)**
- Read "*IS Management*" - Complete Quiz 11 (6/4) 20 pts **(2017 AND 2019 Ch 11)**
- Read "*IS Development*" - Complete Quiz 12 (6/5) 20 pts **(2017 AND 2019 Ch 12)**
- Complete Exam 4 (6/6) 100 points
- Finish Project 4 - Video Presentation Project (6/6) 100 points**

2017	2019
1. The Importance of MIS	1. The Importance of MIS
2. Collaboration Information Systems	7. Collaboration Information Systems
3. Strategy and Information Systems	2. Strategy and Information Systems
4. Hardware, Software, and Mobile Systems	4. Hardware, Software, and Mobile Systems
5. Database Processing	5. Database Processing
6. The Cloud	6. The Cloud
7. Processes, Organizations, and Information Systems	8. Processes, Organizations, and Information Systems
8. Social Media Information Systems	9. Social Media Information Systems
9. Business Intelligence Systems	3. Business Intelligence Systems
10. Information Systems Security	10. Information Systems Security
11. Information Systems Management	11. Information Systems Management
12. Information Systems Development	12. Information Systems Development

Teaching Philosophy

[Please watch this amazing video to see my fantastic teaching style.](#)

What you can't see in this video is the lifeguard looking terrified that this little girl wasn't wearing a life jacket. However, my little Madison did very well. She had been swimming in our pool all summer and had built up her confidence in swimming by practice. This is how I like to teach. My courses are very hands on. I feel students need the time to learn and practice the material.

Introduction



Welcome to CBIS 2220 - Principles of Information Systems. This course guide is specifically designed for this course during the 2019 Summer 4 week term.

My name is Bryan Marshall. I have been at Georgia College for about 12 years. I typically teach computer programming and other information technology courses.

Teaching Style

I am a firm believer in learning through practice. Throughout this summer you will be going through a series of 4 hands on projects.

These projects will walk you through and show you more about information systems.

Quizzes

Each quiz is 20 minutes. There are 20 multichoice questions that come straight out of the chapter. The best way to study is to 1) read the chapter, 2) study the key terms and concepts, and 3) go through the “active review” section.

How To Do Well In This Course

During the next month, you will be learning the very basics of information systems. Be sure to study the chapters in the book. You should start by skimming the chapter, then re-read any parts that may have stood out to you that you may not have understood. Also, give yourself enough time to finish the projects. They are fairly easy, but can be time consuming. Be sure to turn things in on time and in the correct format.

Email

Be sure to add professor@bryanmarshall.com to your approved email list. Check your spam folder for any emails from me and simply click the “not spam” button.

1. Select Actions from the toolbar at the top of the screen.
2. Select Junk E-mail.
3. Select Junk E-mail Options...
4. Click the Safe Sender tab.
5. Click Add.
6. Type in the email address you wish to add to your safe sender list.
7. Click OK.

Week 1 - Introduction to MIS

Let's hit the road running. Every week you are going to need to read 3 chapters out of the book and complete a project. You will also be taking 3 quizzes and 1 exam. In this guide, I will try to list the sections in the textbook that you should really focus on. As well as key terms to study for the quiz. The quizzes are open book but timed.

This week you will be going over Chapter 1 - 3. These chapters show the strategic purpose of Information Systems as a whole.

Section 1.1 - Web Design Project

Weebly is a great example of an Information System. If we compare it to the Five-Component Framework then we will see that it is a web application (software) that runs on servers in Weebly's datacenter (hardware). To create your website you (people) will follow steps (procedures) to add content (data) to your pages.

Read the project description below and create a unique website for your fictitious business and submit it. Copy and paste your final URL here in GaView under the assignment comments. In your submission, please write a 1 paragraph reflection of what you learned from this activity.

Here are some examples of student's past projects:

<http://bodymindsoulstudio.weebly.com/>

<http://wildandfreecoffee.weebly.com/>

<http://ecologyhair.weebly.com/contact.html>

<http://hydratedandhealthy.weebly.com/products.html>

The goal of this project is to develop a web site for a business. Your role is that of a small business owner. You are building the website for current and future customers. As a small business owner, you want to use the Internet to help conduct business and promote your company's products or services. You will create a website for your business. You will create and host the website on Weebly.com.

The web site should include

- 5 pictures (1 on each webpage)
- 1 survey
- 1 video
- at least 3 products (Weebly does not let you create a true ecommerce site from the free service. Present your products in the most functional way possible)
- 1 form (also known as a survey)

Potential Content: Content could include about us, products or services page, order forms, etc. Double check your content for spelling and grammar errors.

Submit a PDF document with a brief description of your company and the URL to your website to Website Project folder in the Assignments section of D2L.

Section 1.2 - Web Design Walkthrough

Step 1. Sign up for weebly. This is a free account. <https://www.weebly.com/> Select the option that "I just need a website".

Step 2. Select a theme. Any theme will do, it just should relate to your overall feel of your business.

Step 3. You are going to need 5 pages. Each page should have a different picture. Create your pages. Try to come up with the pages and how they will flow before you create them.

Step 4. Add a survey to one of the pages. Make sure you edit the survey, to make it relevant to your site. Do not waste your users time asking questions that do not matter.

Step 5. Add a video to one of the pages.

Step 6. Add a form to your site. A contact form is a pretty good idea on your contact page.

Step 7. Make sure you publish your site at the top left of your site.

Step 8. Write up a short description of your company and save it as a PDF. Upload the PDF file and the URL to your site to D2L.

Section 1.3 - Web Design Grading Rubric

	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations	Did Not Attempt
5 Web Pages and Pictures	20 pts	16 pts	12 pts	0 pts
Survey, Form and Video	20 pts	16 pts	12 pts	0 pts
Products and Services	20 pts	16 pts	12 pts	0 pts
Professional Look and Feel	20 pts	16 pts	12 pts	0 pts
PDF with Business Description Write-Up	20 pts	16 pts	12 pts	0 pts

Week 2 - Data and Hardware

Weekly Checklist (May 20 - 24)

- Start Project 2 - Networking
- Read Chapter 4 - Complete Quiz 5 (5/20)
- Read Chapter 5 - Complete Quiz 6 (5/21)
- Read Chapter 6 - Complete Quiz 7 (5/22)
- Complete Exam 2 (5/23) 100 points
- Finish Project 2 - Networking (5/24) 100 points

Section 2.1 - Networking Project

The goal of this project is to design a network for a small home business. Your role is an entrepreneur who is interested in starting a new small business. Your target audience will be nontechnical and technical professionals. In this project you will develop a business idea and use Internet resources to design a home business computer network.

(1) *Company Description*. Write up a one page document describing your company. Explain why you need a computer network. Save as a PDF and upload to D2L.

(2) *Competitive Advantage*. Write up a one page document describing how your company will increase its competitive advantage due to the networking equipment purchased. Save as a PDF and upload to D2L.

(3) *Network Specifications*. Write up a one to two page document explaining why you chose each item in your network. Save as a PDF and upload to D2L.

(4) *Purchase Orders*. You will **also** turn in a purchase order(s) that you create listing the equipment you need for your network. You will have \$5000.00 dollars for the hardware portion of your network. You will be required to turn in purchase orders for each product purchased. If you purchase equipment from more than one vendor you will need a separate PO for each vendor.

A reference page should include a listing of the URLs to the vendor websites.

Your small business network must include:

- a laptop, workstation and server
- a smartphone or tablet (iPad, Galaxy Tab)
- network hardware (firewall, router, switch, or hub)
- a network printer
- the network media (fiber optic, Ethernet, category 5 cable, etc ...)

Resources

www.cdw.com

www.dell.com

www.hubbellpremise.com

www.tigerdirect.com

Section 2.2 - Networking Walkthrough

Step 1. Decide on your company. What good will it do to add a computer network to your new company.

Step 2. Write up a short description of your company. Save it as a PDF. This should be a little longer than 1 page, double spaced.

Step 3. Write up a short competitive advantage summary of how the network will help your new company. Save it in the same PDF as before. This should be a little longer than 1 page, double spaced.

Step 4. Find the items on the list out on the internet. Make sure you save where you will get them from. Keep the total costs under \$5000. Write up a short 1 - 2 page paper explaining why you choose each one. Be sure to explain the "WHY". Save this document as a new PDF.

Step 5. Using Microsoft Word, create a new document using the Purchase Order template. Fill out the purchase order template, removing the default values and replacing them with your companies. Save the purchase orders as PDF.

Section 2.3 - Networking Grading Rubric

	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations	Did Not Attempt
Company Description Write-Up	25 pts	20 pts	15 pts	0 pts
Competitive Advantage Write-Up	25 pts	20 pts	15 pts	0 pts
Network Specifications Write-Up	25 pts	20 pts	15 pts	0 pts
Purchase Orders	25 pts	20 pts	15 pts	0 pts

Week 3 - Processes and Organizations

Weekly Checklist (May 28 - 31)

- Start Project 3 - Databases
- Read Chapter 7 - Complete Quiz 7 (5/28)
- Read Chapter 8 - Complete Quiz 8 (5/29)
- Read Chapter 9 - Complete Quiz 9 (5/30)
- Complete Exam 3 (5/31) 100 points
- Complete Project 3 - Databases (5/31) 100 points

This is a short week because of Memorial Day. Please be ready to do this weeks work in just four days. We still need to go over the three chapters (7, 8 and 9), take the three quizzes, and complete the exam. We will also be working on a fairly difficult Microsoft Access database project.

Section 3.1 - Database Project

Create a database in Microsoft Access using the tables and data provided in the "CBIS2220 - Database Project Data Set" [Excel file](#). Once you have created your tables and entered the data, create the relationships between the tables.

Create queries to answer the following questions:

- 1) What are the first and last names and states of all customers that had sales of \$100 or more?
- 2) Who are the manufacturers that make boots and what are their phone numbers?
- 3) What are the customer names and the products that they purchased for sales on May 13th, 2015?
- 4) Who are the customers that purchased products in 2015 that were made in New York?
- 5) List the product names and descriptions for all products that cost less than \$50 and are made in California?

Create five more meaningful queries of your own based on the nature of the business and the data set. Each query should include the question that you are asking in the query and the reason for asking the question.

Save all relationships and queries in Access

Save your Access file as "YourLastName-DatabaseProject.accdb" and turn it into the Database Project folder in the Assignments section of D2L.

Section 3.2 - Database Walkthrough

Step 1. Open Access and create your tables.

Step 2. Create the table relationships.

Step 3. Populate the tables with the data from the excel spreadsheet.

Step 4. Write the 5 queries given above.

Step 5. Write 5 more queries that you come up with.

Step 6. Close your database and upload it to D2L.

Section 3.3 - Database Grading Rubric

	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations	Did Not Attempt
Create the Database (Correct Naming Standard, Tables, and Relationships)	30 pts	24 pts	18 pts	0 pts
Completed 5 Given Queries	30 pts	24 pts	18 pts	0 pts
Create 5 New Queries	30 pts	24 pts	18 pts	0 pts
Submission	10 pts	8 pts	6 pts	0 pts

Week 4 - BI, Security and Development

Weekly Checklist (June 3 - 6)

- Start Project 4 - Video Presentation
- Read Chapter 10 - Complete Quiz 10 (6/3)
- Read Chapter 11 - Complete Quiz 11 (6/4)
- Read Chapter 12 - Complete Quiz 12 (6/5)
- Complete Exam 4 (6/6) 100 points
- Complete Project 4 - Video Presentation (6/6) 100 points

Section 4.1 - Video Presentation Project

The goal of this project is to create a video presentation of a technology or issue assigned by the professor. (See list below)

The topic represents a technology or issue facing organizations and their IT/IS. You may suggest something left out of the list that should be there or switch to a topic that has not been assigned (with instructor permission). Your role is an information systems professional for an organization that is interested in learning more about a new technology or issue. The audience is your boss and other business executives.

Imagine that your boss learned a little about this new technology or issue and thinks your company should look into it more; thus, you are tasked with providing him/her an executive report to make his/her decision based upon the following.

You will create a one of the following:

- A 1 to 2 minute video presentation of the technology or issue (example <https://youtu.be/qlfY8J-z57w>)

An easy to use screen capture to make the video is Screen-Cast-O-Matic.

The video presentation should include the following:

- *Length:* Should be 1 to 2 minutes with voice sound (no talking head required), use PowerPoint or other slide presentation software to create the presentation.

- Content should include:
 - Overview of the technology or issue
 - Discuss its impact on organizations
 - Discuss what you and other experts think the future of the technology or issue will be.
 - Remember to keep an organizational focus.
- Include your references at the end of the video. Use at least three references.
- Upload your video to YouTube using your GCSU bobcats email address. This is a google address and automatically allows you to upload videos to your YouTube channel. Make sure the video is set to public viewing so I can grade your video.
- Submit your YouTube link into the comment section on D2L.

Research Topics: [Click here to find the topics page](#)

Section 4.2 - Project Walkthrough

Step 1 - Decide on your topic.

Step 2 - Do some research on your topic. Familiarize yourself with the technology. Use resources like Lynda, YouTube and even Google to help you see what technology is and how it can be used in your industry.

Step 3 - Create a presentation using Microsoft PowerPoint or some other presentation software.

Step 4 - Write and practice a script that you can say in under two minutes.

Step 5 - Setup a microphone and download and install Screen-Cast-O-Matic. Make sure the video software works.

Step 6 - Link your YouTube account with Screen-Cast-O-Matic.

Step 7 - Record and upload your short video. Upload the YouTube link to D2L.

Section 4.3 - Project Grading Rubric

	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations	Did Not Attempt
Time Limit (2:00)	10 pts (1:55 - 2:05 Minutes)	8 pts 30 secs off	6 pts 60 secs off	0 pts
Quality of Content (Great Content, Well Organized, Low Text Count on Slide, Mostly Pictures)	40 pts	32 pts	24 pts	0 pts
Quality of Recording (No Slang, Practiced, No Background Noise, High Quality Sound)	40 pts	32 pts	24 pts	0 pts
Submission (YouTube Link submitted to D2L)	10 pts	8 pts	6 pts	0 pts