SYLLABUS (MOIS305)

Introduction to Information Systems/Technology

Fall 2012

Dr. Nahed Azab – nazab@aucegypt.edu
Class: MR 11:30-12:45 – Room 1065 (Section 4).
Office hours: meetings to be scheduled by appointment.

Course prerequisite
None

Vision of the Department of Management
The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world.

Mission of the Department of Management
Our mission is to develop business leaders who are dedicated to the betterment of society by providing a high quality business education to top caliber students from all segments of Egyptian society as well as from other countries while focusing on continuous improvement and a commitment to excellence in learning, intellectual contributions and service.

In support of this mission the department:
• Provides a high quality contemporary-style business education that blends a global perspective with national cultures and is relevant to the business needs of Egypt and the region.
• Provides programs that encourage the development of an entrepreneurial spirit that emphasizes creativity, innovation, individual initiative and teamwork
• Provides a learning environment that fosters faculty/student communication and promotes lifelong learning and career development
• Encourages faculty development activities that improve teaching, maintain competence and that keep faculty current with ideas and concepts in their field.
• Seeks to develop a portfolio of intellectual contributions to learning and pedagogy, to practice, and to the theory and knowledge base of the disciplines.

Course Description
This course is an introduction to information systems/technology and its applications for business students. The course highlights the role of information systems in assisting organizations in reaching their goals and objectives. It explores the applications of Computer Based Information Systems (CBIS) in the major functional areas of business (including accounting, finance, marketing, production, and personnel) as well as in supporting management. The course content gives also an insight into systems’ concepts, systems’ types, business processes, applications software and hardware, database concepts, electronic commerce, and competitive advantage.
Besides the theoretical foundations, the course includes a practical component in which students are required to learn basic office automation tools including basic computer software and navigation through the cyberspace. Many cases during the course will be discussed to reflect on the ideas and concepts presented and demonstrated including various functional information systems (confined to one department) and enterprise information systems (involving the entire enterprise or major portions of it such as customer relationship management, supply chain management, enterprise resource planning, and decision support systems).

**Course Objectives**

The course aims at the development of computer end-users and systems managers. Upon completion of this course students will be able to:

- Understand how today’s managers, entrepreneurs, and professionals make optimum use of IS/IT innovations in organizational and business transactions.
- Identify the strategic role and social impacts of information systems on an organization.
- Determine the major management challenges to building and using information systems, especially the management challenges in sustaining strategic advantages.
- Critically evaluate IS/IT needs in an organizational context.
- Recognize the basics of online business and the implementation of emerging Information and Communication Technologies (ICT) in the modern business development environment.
- Apply various positioning frameworks to analyze an organization’s dependence on information technology and determine an organization’s competitive strength.
- Use basic software applications such as spreadsheets, database, and presentation tools.

**Learning Goals**

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<thead>
<tr>
<th>Learning goal</th>
<th>Level of Coverage *</th>
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<tr>
<td><strong>1. Ethics:</strong> Each student will be able to define, analyze, and evaluate ethical issues and the need for socially responsible organizations.</td>
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<td><strong>2. Communication:</strong> Each student will demonstrate effective written and oral communication skills</td>
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<td><strong>3. Leadership:</strong> Each student will be able to demonstrate knowledge of effective leadership styles, teamwork, and collaborative behavior.</td>
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<tr>
<td><strong>4. Entrepreneurship:</strong> Each student will be able to identify a business opportunity and write a value proposition statement (identifying business opportunities is the key to entrepreneurship).</td>
<td>3</td>
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- 1= not at all covered
- 2= covered to a limited extent
- 3= covered to some extent
- 4= covered to a large extent

**Reading Materials**

*Essential*


Additional selected articles and case studies will be distributed during class sessions. All readings need to be read and comprehended because they represent material for course examinations.

**Recommended**


It is also important that students get into the habit of reading current articles (suggested URLs are provided in the class notes) in the relevant areas covered in the module.

**Lab Sessions**

The course includes a number of lab sessions that cover issues such as spreadsheets and database tools. The applications to be taught will include MS Excel and MS Access. A lab test will be conducted on MS Excel and MS Access. Assistance in MS PowerPoint would be provided upon request to the groups in charge of presenting their term papers.

**Attendance and Participation**

- Attendance and participation are important to enrich class discussions; they are an important component of the course.
- In case of missing class or lab sessions, documented excuses are required.
- Please read the assigned chapters and be well prepared to discuss concepts/issues in class. It would help if you could print the slides and bring them to class to take some notes based on the discussions.
- It is expected that you will respect others by turning off and not using communication devices during the class period and in general by not disturbing the class in any way.
- Kindly be on time for class.
- The instructor will determine the effect of absence and/or coming late to the class on a student’s grade. However, it should be noted that students missing more than 7 sessions will not normally receive credit for the course.
- For a complete explanation of AUC’s attendance policy, please refer to the University Catalog.

**Term Paper**

Students will be divided into groups of 4. Each group will study, analyze and develop short-paper analyzing different ICT aspects in a Small and Medium Enterprise (SME); (Defining and explaining the characteristic of SMEs is to be discussed in class). The nature of the organization could range from academic, industrial, service-oriented, etc. The suggested sections of the paper should include (but not limited to):

1. **Background**

Provide a background of the history of the technology/organization/project, such information could include the type of business, products/services provided, management structure, financial status (including annual sales) if possible, strategic planning, organizational culture, economic climate; and any other information that you feel is necessary to provide the reader with a comprehensive understanding of the subject studied.
2. **Technology description**  
Describe the technology utilization, advancements, management practices and philosophies, etc. of the organization prior to initiation of the IT project/experience as well as the players involved and their roles within the organization, role of the technology in rendering the organization competitive or the impact of the technology on the marketplace. This section could also include technology concerns, technology components, and technology resources and constraints.

3. **Organizational challenges and opportunities (from the organization’s staff’s view)**  
Describe some of the challenges and opportunities that the organization face in the context of operating or being deployed and used by the community in Egypt.

4. **Solutions (from the organization’s staff’s view)**  
Talk about the role of IT in providing a solution to the above challenges in terms of planning, feasibility, time of implementation, man/days, integration, security, scalability, etc.

5. **Business/value impact (from the organization’s staff’s view)**  
What business impact (based on tangible and tangible results) has the solution(s) brought to the business in solving problems or rendering opportunities?

6. **Future plans (from the organization’s staff’s view)**  
State the management short and long term planning.

7. **Strategic analysis**  
Conduct an analysis using Porter’s Five Forces Model to assess the position of the organization in the market. Based on this analysis, determine a relevant business strategy.

8. **Role of technology**  
Suggest the way(s) Information Technology (IT) can help to realize the selected business strategy. (Justify your point of view).

9. **Conclusions and recommendations**  
In this section, wrapping-up the paper and addressing the analysis of the issues studied and your interpretation of future use, diffusion amongst other elements in the context of Egypt.

10. **References**  
List the sources that you have used to write the case and make sure the case is genuine.

**Permission from Organization**  
Written permission is the responsibility of the student(s) and must be obtained from the organization for the use of their name, data or any trademark products or services that are referred to in the paper. A consent form to be signed by the organization will be provided later.

**Length, Accuracy and due date**  
The length of the paper, excluding references and appendix items (if any), should not exceed 3500 words. Please spell-check your paper prior to its submission. Attention to all details will contribute to the clear, concise meaning of your ideas and to the grading of your paper. All term papers are due to be submitted in both hard copies to the instructor and via email to nazab@aucegypt.edu on Thursday 6 December.
**Academic Integrity**

All students are expected to agree to and comply with the university academic integrity policy, which states,

“Valuing the concepts of academic integrity and independent effort, The American University in Cairo expects from its students the highest standards of scholarly conduct. The University community asserts that the reputation of the institution depends on the integrity of both faculty and students in their academic pursuits and that it will be their joint responsibility to promote an atmosphere conducive to such standards”.

It is important to note that any violation of what constitutes academic dishonesty and procedures will not be tolerated by the instructor at any point in time and could lead to a range of actions taken by the instructor ranging from the dismissal of a student from class to a student not receiving any credit for the course pending the incident committed.

Detailed information about the University Academic Integrity Policy may be found in the University Catalog and on the University website.

**Grading**

The grading criterion for the course is formulated according to the demonstrated chart. It is important to note that delayed assignments will be liable to deductions.
## Schedule

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<tr>
<th>Week</th>
<th>Content</th>
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| **Week 1 (3, 6 September)** | • Syllabus Overview.  
• Introduction to Information Management (class notes [presentation 1], chapter 1). |
| **Week 2 (10, 13 September)** | • Introduction to Information Management (class notes [presentation 1], chapter 1).  
• Classification and Evolution of Information Systems (class notes [presentation 2]).  
• Term Paper Discussion. |
| **Week 3 (17, 20 September)** | • Classification and Evolution of Information Systems (class notes [presentation 2]).  
• Lab Session (Spreadsheet). |
| **Week 4 (24, 27 September)** | • Due Date Topic & Group Names’ Submission for the Term Paper (Monday 24 September).  
• Lab Sessions (Spreadsheet). |
| **Week 5 (1, 4 October)** | • Lab Sessions (Spreadsheet). |
| **Week 6 (8, 11 October)** | • Excel Quiz (Monday 8 October).  
• Term Paper Discussion.  
• Business Processes, Information, information Systems, and Business Process Management (class notes [presentation 3], chapters 2, 7). |
| **Week 7 (15, 18 October)** | • Due Date Term Paper’s Executive Summary (Monday 15 October).  
• E-Commerce and Web 2.0 (class notes [presentation 4], chapter 8).  
• Business Processes, Information, information Systems, and Business Process Management (class notes [presentation 3], chapters 2, 7). |
| **Week 8 (22 October)** | • Mid-Term Revision. |
| **Week 9 (1 November)** | • Mid-Term Exam. |
| **Week 10 (5, 8 November)** | • Term Paper Discussion.  
• Organizational Strategy, Information Systems, and Competitive Advantage (class notes [presentation 5], chapter 3). |
| **Week 11 (12 November)** | • Database Processing (class notes [presentation 6], chapter 5, Ext. 7, Ext. 8). |
| **Week 12 (19 November)** | • Lab Session (Database). |
| **Week 13 (26, 29 November)** | • Lab Sessions (Database).  
• Information Security Management (class notes [presentation 7], chapter 12). |
| **Week 14 (3, 6 December)** | • Spreadsheet Lab Revision.  
• Spreadsheet Lab Test (Thursday 6 December).  
• Term Paper Submission (Thursday 6 December). |
| **Week 15 (10, 13 December)** | • Database Lab Revision.  
• Database Lab Test (Monday 10 December).  
• Final exam Revision. |
| **Week 16** | • Final Exam. |

**Good Luck**