

DSCI 300–HTM SPRING 2008
Management Information Systems
Beatty 304, MWF 10:00-10:50AM

(This syllabus is subject to change; please check the most recent version in WebCT)

- Instructor:** Dr. Bing Pan
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<http://www.ota.cofc.edu/pan/>
- Office hours:** MWF 11:00AM – 1:00PM or by appointment
- Course prerequisites:** Junior standing; ACCT 203, ACCT 204; DSCI 232;
MATH 104; Computer literacy.

Course objectives: The first goal of this course is to gain **hands-on skills** of web page design, Excel, and Access; and learn how to work together with technologies to achieve business advantage. The second goal is to **conceptually** survey recent information technology development, management information systems, and decision support systems, especially in hospitality and tourism settings. The content includes the introduction of systems analysis concepts, methodologies for information system design and development, review of the current issues, trends and future developments in business information processing and management.

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures and guest speakers from tourism and technology industries, but will rely heavily upon hands-on exercises with a strong emphasis upon the use of case studies. The students should have the responsibility to learn how to use WebCT and other software such as Excel, Word, and Power Point. Excel and Access will be covered in the class. There will be two progress tests, five homework assignments, and a final project. **This course focuses a lot on challenging and constructive homeworks.**

Required text: Haag/Cummings/McCubbrey, *Management Information Systems for the Information Age*, Sixth Edition, McGraw-Hill Irwin, with *Extended Learning Modules* CD and *MISource 2006* CD. Or buy eBook online! www.ebooks.primisonline.com

Academic Integrity: The College of Charleston's Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else's work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else's idea's without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one's work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

	# of Units	Score	Total
Attendance and Participation*	1	100	100
Homework	5	80	400
Progress Test	2	100	200
Google Challenge Project	1	300	300
Total			1000

** One missing class session will be counted as -2; one active class participation will be counted as +1; the final score will be curved based on the distribution of the total attendance and participation grades of all students. The lowest score will get 0 in participation and the highest will get 100; everyone else will be curved in between.*

LETTER GRADE (New Policy from Fall 2006)	
>94	A
90-93.99	A-
86-89.99	B+
83-85.99	B
80-82.99	B-
76-79.99	C+
73-75.99	C
70-72.99	C-
66-69.99	D+
63-65.99	D
60-62.99	D-
<60	60

Class attendance: Your attendance is expected and students are responsible for all content and assignments for each class. Missing lots of sessions will hurt your grade.

Class participation: thinking, doing, and reasoning. We are all learners and we can learn from each other in a great deal if we are actively participating. As the instructor, I am merely facilitating your learning.

Active participation, i.e. your willingness and enthusiasm for contributing to class discussion, as well as the quality of your contribution, will result in a positive participation grade. I will track your participation in the classroom though I won't call each name in every class. Lack of preparation or consistent poor attendance, which results in lack of participation, will result in a poor participation grade. You are expected to contribute! The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class.

To support the required reading of the text, which is expected to be completed prior to each class session, additional readings will be assigned during the semester and included on the progress tests. In addition, cases, discussion questions and other exercises will be distributed prior to class sessions. Students are expected to come to class prepared to discuss these.

Hands-on homework and case studies: During the semester we will be exploring numerous topics through the use of hands-on exercise and homework assignments. *These*

may be adjusted during the semester, with either additional homeworks assigned or some of the above deleted. **Your assignments must be handed in or uploaded at the due time. Late submissions will not be accepted.**

In addition, for the final project, you will be required, with a group to be assigned, to make an oral presentation to the class regarding the case. Details will be distributed later.

Semester project: You need to find real client(s) for a relatively significant project. Three to five students can form one group. The client can be the restaurant/hotel you are working in, or the family business your parents are involved, or a professor's project in the college. Please talk to them as early as possible for ideas. For example, you can: research a couple of information systems to decide which one to adopt; work with a programmer to develop a web site for a business; build a frequent customer database for a restaurant; evaluate a piece of software and make recommendations for changes; or build an accounting Excel Sheets for a company. You don't have to be the developers if the project requires a professional programmer or developer, or you don't feel comfortable with your computer skills. The project needs to have enough complexity and have a real client(s). Each project proposal needs to be approved by the instructor.

Progress tests: If you miss a progress test without a valid excuse, you will receive zero credit for the test. With a valid excuse (Instructor's discretion) the points will be allocated to the other assessed components. If a second test is missed you will receive zero credit for both tests.

Disability Students: The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations should notify their professors as quickly as possible.

Homework: Please check your WebCT under Assignments or Calendar.

Schedule: updated schedule can be viewed in Syllabus in WebCT

Presentations: PowerPoint slides used in class and handouts will be available under Notes in WebCT.

Computer Hardware: If you don't have one already, we highly recommend buying a Flash drive of at least 512 megabytes to work on your website and homeworks;

Computer File Storage: Remember everything you saved on the computer of Lab 304 is temporary which may be deleted. You can store your files on your Flash drive.

**** Subject to Change**** Please Check WebCT for the Most Recent Version

Date	Day	Lecture	Chapter	Assignment
Wed	Jan 9	Introduction		
Fri	Jan 11	HTML Basics		
Mon	Jan 14	The Information Age 1	1	
Wed	Jan 16	Client-Server Structure and Web Design		
Fri	Jan 18	Web Design		Homework 1 Due
Mon	Jan 21	MLK Holiday		
Wed	Jan 23	The Information Age 2	1	
Fri	Jan 25	Web Usability		Homework 2 Part I Due
Mon	Jan 28	Web Design	4	
Wed	Jan 30	Google Project Session		
Fri	Feb 1	Online Marketing		Homework 2 Part II Due
Mon	Feb 4	Online Marketing		
Wed	Feb 6	Business and IT Advantage	2	
Fri	Feb 8	Guest Lecture		Project Business Due
Mon	Feb 11	eBay Discussions		
Wed	Feb 13	e-Commerce 1		
Fri	Feb 15	e-Commerce 2		Letter to Business Due
Mon	Feb 18	Guest Lecture		
Wed	Feb 20	Mid Term Review		
Fri	Feb 22	Project Proposal Presentation		Pre-Campaign Strategy Due
Mon	Feb 25	Project Proposal Presentation		Pre-Campaign Strategy Due
Wed	Feb 27	Project Proposal Presentation		Pre-Campaign Strategy Due
Fri	Feb 29	Mid Term Exam		Mid Term Exam
Mon	Mar 3	Spring Break		
Wed	Mar 5	Spring Break		
Fri	Mar 7	Spring Break		
Mon	Mar 10	Decision Support System	4	
Wed	Mar 12	Excel Basics	4	
Fri	Mar 14	Excel Basics	4	
Mon	Mar 17	Excel Review	4	
Wed	Mar 19	Advanced Excel	4	Homework 3 Due
Fri	Mar 21	Excel Review	4	
Mon	Mar 24	Database 1	3	
Wed	Mar 26	Database 2	3	Project Progress Report Due
Fri	Mar 28	Access Hands-on 1	3	
Mon	Mar 31	Access Hands-on 2	3	
Wed	Apr 2	IT Development 1	6	Homework 4 Due
Fri	Apr 4	IT Development 2	6	
Mon	Apr 7	People and Security	8	
Wed	Apr 9	Guest Lecture		
Fri	Apr 11	Future Trend	9	Homework 5 Due
Mon	Apr 14	Guest Lecture		
Wed	Apr 16	Review Section for Final Exam		
Fri	Apr 18	Project Presentation		Post-Campaign Summary Due
Mon	Apr 21	Project Presentation		Post-Campaign Summary Due
Wed	Apr 23	Project Presentation		Post-Campaign Summary Due
Wed	Apr 30	Final Exam		Final Exam



Online Marketing Challenge Project

<http://www.google.com/onlinechallenge/>

Every student will be randomly assigned to a team of four;
 Each team will work with a real business to market their web site online;
 Each team will get \$200 from Google to market their product;
 Each team will run Google AdWords for consecutive three weeks;
 Each team will propose a business, submit a pre-campaign strategy, project progress report, and post-campaign summary;
 Each student needs to submit the individual contributions of team members;
 Each student will get 300 points (30%) of class grade from this project;
 Each team will also submit the Strategy and Summary to Google to compete globally.

The global winners and their professor will receive a trip to the Google Headquarters in Mountain View, California to meet with the team that developed AdWords. Regional winners and their professor will receive a trip to their local Google office. In addition, the global and regional winners will likely receive media attention for themselves and their institutions;

More information will come soon...

Break Up	Points
Pre-Campaign Strategy	50
Progress Report	100
Post-Campaign Summary	150
Total	300

** The final grade will be weighted on individual contributions.*