Online Course
ISM 3011: e-Business Systems Fundamentals
Department of Management & MIS
University of West Florida
Summer 2012

Instructor
Dr. Esmail Mohebbi

Office Location
FWB Campus, Bldg. 4 – Rm. 463
Pensacola Campus, Bldg. 76 – Rm. 123

Contact Info
emohebbi@uwf.edu

I check my email regularly and try to provide you with a same-day response; however, emails received in my mailbox after 5:00 pm during weekdays or anytime during the weekend (starting 5:00 pm on Friday) may experience a longer response time. Please note that Emails that do not meet the following minimum formatting requirement will NOT receive a response:

Professor/Dr./Mr./Ms. {Instructor’s last name}  
{Body of the message}  
{Student’s first and last Name}

Please do not call my office as I do not respond to phone inquiries and/or voice mails during the C-term; however, you are welcome to ask for and schedule a phone conference with me, if necessary, by sending me an email.

Office Hours
I do not hold regular office hours during the C-term. You may schedule a time for an office visit or an online chat if needed by contacting me via email.

Course Format
This course is offered online via eLearning. It is therefore essential that you secure and maintain consistent and reliable use of the Internet throughout the C term in order to participate in the course. If you have a question about how to gain access to eLearning, please contact the ITS Help Desk at (850) 474-2075.

If this is your first online course at the University of West Florida, please visit the UWF Online Campus.
**Required Texts**


Note that this is a *customized* textbook for UWF only and as such, it can be conveniently purchased from the [UWF Bookstore](#). Keep in mind that this edition of the book has only been used at UWF since fall 2011 in case you wish to purchase a used copy. *Using an older edition of the book is NOT recommended!*

*(Supplementary reading materials may be provided by the instructor.)*

**Prerequisite**

CGS 2570 (Personal Computer Applications) or an equivalent course providing working knowledge and experience with current popular microcomputer application packages such as word-processing, spreadsheet, database software, internet browsers (e.g., Microsoft Internet Explorer or Netscape) and email.

**Software**

Please note that familiarity with [Microsoft Excel and Access](#) are critical for completing your computer assignments in this class. The textbook contains two tutorials on spreadsheet and database development to assist you with these assignments. All computer assignments are expected to be competed using [Microsoft Office 2010](#). If you do not have Office 2010 installed on your personal computer, you may gain access to the latest version of Office products via [eDesktop](#) by logging onto [MyUWF](#).

**Course Description**

*Catalog description:* *Use and application of information system technology in the business environment, with emphasis on the fundamental e-Business models, technology concepts and systems used to enable and conduct electronic business. Concepts include the components of an I.S., the systems development process, the functions of the various types of communication networks, hardware, and software, including practical, hands-on projects designated to enhance e-Business analytical skills.*

Electronic business or “e-Business” is an overarching term that refers to expanding and enhancing traditional business practices (i.e., any kind of sales, services, purchasing or commerce) by means of the Internet, computer networks, wireless transmissions, etc. Simply put, e-business is any business process that is empowered by an information system.

This course provides an overview of “information technology” and “information systems” as the key enabling resources for development and implementation of successful e-Business models. Furthermore, it emphasizes on how these resources can be best utilized to increase the efficiency and effectiveness of any organization’s business processes.
Although technical by nature, this course should not be mistaken with an application-oriented programming class; nor should it be perceived as an introduction to computer hardware technology. As a business professional, you will need sufficient knowledge of various elements of information technology and the ensuing information systems to make informed and effective decisions on how this technology should be put to work to help your organization achieve its goals. For example, when interacting with IT members of your team, you need to be able to ask relevant questions and interpret the responses correctly to reach a logical conclusion. You also need to know why information systems are needed, what the essential technologies and systems are, and how information systems are to be managed and developed. This course is designed and structured to inspire and guide you toward gaining such knowledge.

You will need to learn a lot of **technical terms** and **definitions** in order to understand the rapidly changing information system technology – a task that appears to be daunting at first, but is guaranteed to be overcome through perseverance and diligent efforts on our part. We will work together to accomplish this task and practice “how to learn” about this technology.

Topics to be covered along with their associated chapters from the textbook include:

- **Why MIS?**
  - Chapter 1 (The Importance of MIS)
  - Chapter 2 (Collaboration Information systems)
  - Chapter 3 (Information systems for Competitive Advantage)
- **Information Technology**
  - Chapter 4 (Hardware & Software)
  - Chapter 5 (Database Processing)
  - Chapter 6 (Data Communication)
- **Using IS for Competitive Advantage**
  - Chapter 7 (Enterprise Systems)
  - Chapter 8 (E-Commerce, Web 2.0, and Social Networking Systems)
  - Chapter 9 (Business Intelligence Systems)
- **Information Systems Management**
  - Chapter 10 (Business Process and Information Systems Development)
  - Chapter 11 (Information Systems Management)
  - Chapter 12 (Information Security Management)
Note: This is a list of desired topics. If the need arises, the list will be adjusted at the discretion of the instructor.

Learning Outcomes

Upon completing this course, you should be able to:

1. Develop an appreciation of data and information as important organizational resources that must be managed both **effectively** and **efficiently**.
2. Appreciate the changes in organizational opportunities and expectations created through the use of e-commerce, telecommunications and internet-based technologies.
3. Understand what an information system is, what its components are, and how information systems support all aspects of organizational activities.
4. Gain an understanding of the functions of the various types of hardware, software and telecommunications and their uses to support organizations.
5. Learn the basic methods and procedures involved in planning and controlling the development and modification of an information system in an organization.
6. Gain an understanding of the basic **operational, tactical, and strategic** applications for information technology in the modern business organization; and develop **critical thinking skills** in terms of how computers interface with the organization, how an organization can gain a sustainable **competitive advantage** through the applications of technology, and the perils of not gaining such an advantage.
7. Enhance your analytical skills by utilizing selected software packages used for decision support.

Course Structure

Parallel Tracks

This course is designed to cover two parallel tracks: i) an extensive coverage of management information systems and technology, and ii) development of management decision support tools using Microsoft Excel spreadsheet and Access database software. Hence, the course is divided to several **modules**, and each module consists of tasks pertaining to both tracks including reading assignments, quizzes and computer projects.

Chapter Readings

Each chapter of the textbook (Ch.1 thru Ch. 12) is the subject of a reading assignment in accordance with the **Course Schedule**. You will find a
PowerPoint presentation posted on eLearning to accompany each chapter.

Practice Question Sets
There will be twelve sets of practice questions (on for each chapter) posted on eLearning in the PDF format. You have access to these practice sets throughout the semester. Please note these questions are provided as samples only for self-assessment purposes, and they should NOT be treated as a study guide for the final exam.

Quizzes
Each course module is concluded by an un-proctored online quiz which will be carried out through eLearning. The scope of each quiz will be limited to those chapters only that are included in its respective module as outlined in the course schedule. A quiz will typically consist of various types of questions such as true/false, multiple choice, matching, etc. All the quizzes are timed and the amount of time allowed to complete each quiz depends on the number as well as the difficulty level of the questions. Every quiz must be completed prior to its closing date/time as shown in the course schedule. You will NOT be allowed to take a quiz after it is closed under any circumstances; therefore you must plan accordingly to avoid point losses!

Tutorials
The best way to learn how to use software is to practice! As mentioned earlier, the textbook contains excellent tutorials on Excel spreadsheet, and Access database development for novice users. These tutorials are VERY useful in that they draw a roadmap for completing your project assignments. As such, you must complete and upload the requested file(s) onto eLearning for the following TWO tutorials (tutorial files will NOT be accepted if submitted through email):

1) The Excel (Spreadsheet) Tutorial: Timeka’s Tanning Salon, Inc., pp. 252 – 289 of textbook

Further instructions regarding the tutorials will be provided on eLearning.

Projects
You must complete TWO computer projects and upload the requested files onto eLearning. (Project files will NOT be accepted if submitted through email.) The projects will call for development of
Microsoft Excel and Access solutions for specific applications problems. Some of the project will require downloading data files from eLearning. Further instructions regarding the tutorials will be provided on eLearning.

**Discussion Threads**
Each tutorial/project will have a discussion thread created on eLearning to give you the opportunity to interact and share with each other your thoughts and ideas about how to perform specific tasks involved, if needed. I will monitor the threads and post a response if need be; however, you must keep in mind these threads are NOT meant to substitute emails. Hence, **if you have a question about the tutorials/projects (or any other course related matter) that you wish to ask me directly you must send me an email.**

**Email**
You will receive notices and other timely course information through email. All emails will be sent through the Group Mail functionality provided by University of West Florida. Therefore, it is imperative that you make sure your university email account is active and checked regularly.

**Examination**
The comprehensive final exam (Ch. 1 – Ch.12) will consist of various categories of questions such as true/false, multiple choice, matching, and/or other types of questions. In accordance with departmental policy, the final exam will be proctored and follow a closed book/closed notes format. There is no midterm exam in this course.

**Scores**
All the scores for quizzes, tutorials, projects and the final exam will be posted on eLearning. It is your responsibility to closely monitor your scores throughout the semester and contact me if you have a question/concern in a timely manner.

**Final Exam Availability Period**
The final exam will become available on eLearning on **August 8, and will stay available until August 9, 2012.** Exams will **open** at **10 am** (central time) and **close** at **10 pm** (central time) on each of these two days. The final exam requires **two hours** and must be completed on eLearning. You will NOT be allowed to take the final after the closing time on August 09, 2012 under any circumstances; therefore you **must plan accordingly** to avoid the negative consequences!
Final Exam Scheduling

Departmental policy requires proctored exams; hence you must either make arrangements to take the final exam during one of the pre-scheduled time slots in Pensacola, Fort Walton Beach, or Eglin AFB campus by contacting the individuals responsible for proctoring; or alternatively, you may make arrangements through UWF online Proctor U system to take the final exam sometime within the exam availability period – subject to working hours and scheduling restrictions imposed by Proctor U.

You will be responsible for any and all fees involved with taking the final exam via Proctor U. You are also responsible for ensuring that the video/audio hardware and setup on your computer is compatible with Proctor U if you wish to take the exam using this facility.

Regardless of your desired means of taking the final exam, you MUST schedule and sign up for your final exam AT LEAST ONE week prior to the opening of the exam. Failure to do so will result in missing your final exam. Hence, you are STRONGLY encouraged to sign up for the final exam as soon as you receive instructions from me to do so on eLearning AFTER the term starts, and let me know if you there is any problem.

To sign up for taking the final in a pre-scheduled time slot you must contact:

Ms. Tammy Keely in Pensacola Campus
Phone: 474-2310
Email: tkeely@uwf.edu

Mr. Thomas Schwingle in Fort Walton Beach Campus
Phone: (850) 863-6584
Email: tschwingle@uwf.edu

Ms. Deborah Cluff at Eglin AFB
Phone: (850) 678-3727
Email: dcluff@uwf.edu

To schedule a time to take the final exam through UWF Proctor U visit:
URL: http://www.proctoru.com/uwf
Pre-Scheduled Final Exam Slots

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, August 08, 2012</td>
<td>10:00 am – 12:00 pm</td>
</tr>
<tr>
<td>Wednesday, August 08, 2012</td>
<td>02:00 pm – 04:00 pm</td>
</tr>
<tr>
<td>Thursday, August 09, 2012</td>
<td>12:00 pm – 02:00 pm</td>
</tr>
</tbody>
</table>

(All time slots are available to you at Pensacola, FWB, and Eglin AFB.)

Evaluation Scheme

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (Equal Weights)</td>
<td>10%</td>
</tr>
<tr>
<td>Computer Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Excel Tutorial</td>
<td>2%</td>
</tr>
<tr>
<td>Access Tutorial</td>
<td>2%</td>
</tr>
<tr>
<td>Excel Project</td>
<td>3%</td>
</tr>
<tr>
<td>Access Project</td>
<td>3%</td>
</tr>
</tbody>
</table>

Final Exam (proctored) 80%

Total 100%

Late Project/Tutorial Submissions

It is imperative that you make every effort to submit your projects/tutorials on-time to avoid any penalties. **No project/tutorial will be accepted after the project/tutorial submission window closes at 11:00 pm on August 09, 2012.** If a project/tutorial is uploaded onto e-learning sometime after its respective due date/time as outlined in the course schedule, it will be regarded as a late submission, and as such will be subject to a lateness penalty which will be calculated as follows:

- **A 2% reduction** will be applied to the project/tutorial score for every day that it is late for up to five days; for example, a project/tutorial is submitted five days after its due date, assuming that the submission window is still open, it will receive a 10% (= 5×2%) penalty.
- **A 15% reduction** will be applied to the project/tutorial score if it is late beyond five days regardless of the lateness period; for example, a project/tutorial is submitted six, ten or fifteen days after its due date, assuming that the
submission window is still open, it will receive 15% penalty.

Keep in mind that projects/tutorials can ONLY be uploaded and submitted through eLearning. (Email submissions will NOT be accepted.) Once the submission window closes you will NOT be able to upload/submit any project/tutorial. The lateness penalty may be lowered or waived for one time only under extenuating circumstances at the instructor’s discretion – provided that the submission window is still open.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 – 100</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.9</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89.9</td>
</tr>
<tr>
<td>B</td>
<td>83 - 86.9</td>
</tr>
<tr>
<td>B-</td>
<td>80 - 82.9</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79.9</td>
</tr>
<tr>
<td>C</td>
<td>73 - 76.9</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 72.9</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69.9</td>
</tr>
<tr>
<td>D</td>
<td>60 - 66.9</td>
</tr>
<tr>
<td>F</td>
<td>below 60</td>
</tr>
</tbody>
</table>

Special Needs

Students with special needs must inform the instructor as soon as possible of any personal circumstances that may require special considerations in meeting course requirements or adhering to course policies. Students with a documented disability who require specific examination or course related academic accommodations should contact the Student Disability Resource Center (SDRC) by e-mail at sdrc@uwf.edu or by phone at (850) 474-2387. Students Disability Resource Center will provide the students with a letter for the instructor that will specify any recommended accommodations.

Expectations for Academic Conduct/Plagiarism Policy

All tutorials/project assignments as well as the online quizzes are to be completed independently and individually. If you find the need to seek help from a classmate, it must be for a general difficulty and not for a specific solution to a problem, task or assignment. Similarly, if a classmate contacts you for help you may explain general ideas but you may not share with him/her your work, file, answers, etc. Further clarifications in this regard, if needed, will be provided through email and eLearning. As a general rule, if you have a question or concerns in this area ASK before you act.
The Student Code of Conduct sets forth the rules, regulations and expected behavior of students enrolled at the University of West Florida. Violations of any rules, regulations, or behavioral expectations may result in a charge of violating the Student Code of Conduct. It is the student’s responsibility to read the Student Code of Conduct and conduct themselves accordingly. You may access the current Student Code of Conduct at http://uwf.edu/JudicialAffairs/.

As members of the University of West Florida, we commit ourselves to honesty. As we strive for excellence in performance, integrity – both personal and institutional – is our most precious asset. Honesty in our academic work is vital, and we will not knowingly act in ways to erode that integrity. Accordingly, we pledge not to cheat, nor to tolerate cheating, nor to plagiarize the work of others. We pledge to share community resources in ways that are responsible and that comply with established policies of fairness. Cooperation and competition are means to high achievement and are encouraged. Indeed, cooperation is expected unless our directive is to individual performance. We will compete constructively and professionally for the purpose of stimulating high performance standards. Finally, we accept adherence to this set of expectations for academic conduct as a condition of membership in the UWF academic community.

UWF Withdrawal Policy

The withdraw deadline for this course is 07/27/2012. Please discuss any academic concerns with me prior to withdrawing. Withdraws after the deadline will not be approved except for:

1. A death in the immediate family.
2. Serious illness of the student or an immediate family member.
3. A situation deemed similar to categories 1 and 2 by all in the approval process.
4. Withdrawal due to Military Service (Florida Statute 1004.07)
5. National Guard Troops Ordered into Active Service (Florida Statute 250.482)

Students who do not officially withdraw will be assigned a standard letter grade. Late withdraws must be approved by the students advisor, instructor of the course, department chairperson, and finally, the University Academic Appeals Committee. Students who withdraw are not enrolled as of the date the withdrawal is processed.
# Course Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Period</th>
<th>Reading Assignments</th>
<th>Practice Question Sets</th>
<th>Quizzes</th>
<th>Quiz Closing Date/Time</th>
<th>Computer Project</th>
<th>Project Due Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>06/27-07/01</td>
<td>Chapter 1</td>
<td>Set 1</td>
<td>Quiz 1</td>
<td>07/01 (11:00PM)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 2</td>
<td>Set 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>07/02-07/08</td>
<td>Chapter 3</td>
<td>Set 3</td>
<td>Quiz 2</td>
<td>07/08 (11:00PM)</td>
<td>Excel Tutorial</td>
<td>07/08 (11:00PM)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 4</td>
<td>Set 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>07/09-07/15</td>
<td>Chapter 5</td>
<td>Set 5</td>
<td>Quiz 3</td>
<td>07/15 (11:00PM)</td>
<td>Excel Project</td>
<td>07/15 (11:00PM)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 6</td>
<td>Set 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>07/16-07/22</td>
<td>Chapter 7</td>
<td>Set 7</td>
<td>Quiz 4</td>
<td>07/22 (11:00PM)</td>
<td>Access Tutorial</td>
<td>07/22 (11:00PM)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 8</td>
<td>Set 8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>07/23-07/29</td>
<td>Chapter 9</td>
<td>Set 9</td>
<td>Quiz 5</td>
<td>07/29 (11:00PM)</td>
<td>Access Project</td>
<td>07/29 (11:00PM)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 10</td>
<td>Set 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>07/30-08/07</td>
<td>Chapter 11</td>
<td>Set 11</td>
<td>Quiz 6</td>
<td>08/07 (11:00PM)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 12</td>
<td>Set 12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Final Exam**

<table>
<thead>
<tr>
<th>Period</th>
<th>Reading Assignments</th>
<th>Quizzes</th>
<th>Quiz Closing Date/Time</th>
<th>Computer Project</th>
<th>Project Due Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/08-08/09</td>
<td>Chapters 1-12</td>
<td>Refer to Final Exam Availability Period above.</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

(If need arises, adjustments may be made to the above schedule, and announced on eLearning.)

**Important Note:** The Projects/tutorials submission window will close at 11:00 PM on Augusts 09, 2012. No project/tutorial can be uploaded and submitted after that.