

Business Analytics and Information Tech
COURSE NUMBER: 29:136:370
COURSE TITLE: Management Information System

COURSE DESCRIPTION

Management Information Systems means using technology (computers, networks, and algorithms) to improve the operations or performance of businesses and other organizations. Of course, this is a broad topic – applying equally to tracking the massive client database of a major bank to improving conversion rates on your blog.

The core of this course will be focused on how to best organize business-related information (i.e. data) in a computer system in order to generate business intelligence. In particular, we will study *database design*: starting from a description of a business and situation and determining what data are relevant, how to organize and store the relevant data, and how it should be interrelated. We will focus on the design and use of *relational databases*, one of the most common types of data basing systems.

COURSE MATERIALS

Books:

1. *Using MIS*, 6th ed., by David M. Kroenke. Pearson, ISBN 978-0-13-302967-3. Required; We will use this text for general descriptive lecture material.
2. Dr. Eckstein has lecture notes that he is currently making into a textbook. We will use these to some extent, and anything we use will be posted on Blackboard. Note that these notes are limited release, so please do not disseminate unduly or not in relation to this course.
3. *Open Data Now*, Joel Gurin. McGraw-Hill, ISBN 978-0-07-182977-9. This will be a supplementary text that we will use for discussion and non-technical material.

Software:

Microsoft Access; all business school computers have version 2013, but recent versions could work for most assignments.

CLASS ORGANIZATION & ADMINISTRATION

Attendance:

Attendance is required, and will factor into final grading calculations. Intentionally, the details of this calculation will not be announced until the end of the semester. The salient point to garner is that missing more than a few classes will negatively impact your final grade; you don't get points for

attending class, you lose points for not attending several classes. Also, priority will be give in office hours to students who attend class.

Class Discussion:

Participation in class discussions is not only strongly encouraged, it is expected. Ask questions, answer questions, facilitate a dialogue. Sporadically, I will ask questions of random students. You need not have a “correct” answer, but you should be aware of the general topic in question and be able to converse intelligently. Intelligent participation will factor into your final grades positively; you don’t lose points for not participating, you gain points for participating.

Email List:

I will sometimes use the Blackboard mailing system to send out important class communications. The system is linked to your official Rutgers email address. It is your responsibility to ensure that you are checking emails that go to this address. If you don’t check regularly, have mail forwarded to an account you do check, or change your official Rutgers email (both of these are simple to do).

Exams:

Exam policies will be announced prior to each exam. Generally, you can expect exams to be closed-book, closed-notes, no-computer exams, but this is subject to change. The final exam will be comprehensive; the coverage of each midterm exam will be announced prior. If you miss an exam, you *must* present verifiable, documented proof of a serious medical or family emergency; otherwise, you will receive zero credit. There will be no make-up exam for a missed midterm exam, instead the weight will be distributed over the other exams.

Homework:

I plan to give approximately 10 homework assignments. The due date of each will be given at the time of assignment, but will generally be one week later. Most homework will be submitted in paper form, but this is subject to change. *There will be no credit given for late homework.* No exceptions. Please let me apologize in advance. Your lowest homework score will be dropped, however. If you have an emergency, again, verifiable documentation must be supplied by you.

Computers and Software:

Microsoft Access (2013) ail be used in this course. Access 2010 should also work fine, but Access 2003/2007 probably will not work for some assignments. All computers in the RBS computer labs have Access 2013 installed, and you should be able to use those to complete all homework assignments. Access does not run on a Mac, sorry.

Reading:

I will post weekly readings, primarily from the Kroenke text but also from Gurin’s book. Please do try to keep up with the readings so that you may participate in class discussions.

FINAL GRADE ASSIGNMENT

Letter grades are not assigned to homework or exams. Instead your aggregate score, weighed as below, will determine your final grade.

20%	First midterm
20%	Second midterm
40%	Final
20%	Homework (lowest dropped)
+	Class discussion
-	Poor attendance

If your Final exam grade is better than your lowest midterm exam score, then the final will count for 50% and the midterm for 10%. Note that I reserve the right to change the grade calculation scheme.

Practical computer experience is important, and we will learn to use Microsoft Access, a relatively user-friendly relational database software. Some of the homework will involve constructing databases, developing queries, forms, and reports using Access. Hopefully, you will come to learn how easy this can be. With all of the technical points on database design and using Access, we will also cover more general material largely from the Kroenke textbook. This material will primarily be tested via multiple choice on some exams.

Academic Integrity: Please familiarize yourself, again, with the RBS honor code pledge: "I pledge, on my honor, that I have neither received nor given any unauthorized assistance on this examination (assignment)." See [Academic integrity at Rutgers](#) for details on your responsibilities. Informally, please don't cheat. Any cheating or dishonesty detected will be formally prosecuted.