

Management Information Systems - 150:249

MBA Program
College of Business Administration
University of Northern Iowa

Facilitator

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Course Schedule

Wednesdays **5:30-7:30pm** in CBB 131 and **7:30-9:00pm** in CBB 224. Meets from November 11-December 16, 2009 and January 13-February 10, 2010 and Saturday Seminars 8:30-12:00 noon, 12/12 and 1/23/2010 in CBB 224.

Required Text

Power, D. J. Decision Support Basics, **Business Expert Press, 2009**, Print ISBN: 978-1-60649-082-2, at URL <http://businessexpertpress.com/books/decision-support-basics> . The book should be available at University Book November 9, 2009.

You will receive a free subscription to DSSResources.COM. The subscriber zone has support materials that you should find useful, including assigned readings and cases.

Catalog Description

Provides students with knowledge of the role of information systems within an organization; systems, information and decision theory; information systems applications including decision support; and systems evaluation and selection. Prerequisites: consent of MBA Director.

Course Overview

This is an advanced course in information systems and information technology (IS/IT) for MBA students. The course is targeted to students who want more expertise in developing, managing and using information systems and especially Decision Support Systems, but who do not want to master and use the specialized systems development and technical skills associated with an MIS major curriculum. If you want to be a sophisticated IS/IT user and possibly an innovator AND a business manager or staff support specialist, then this course should be a "good fit" for you.

Today, business information systems are a primary channel for communicating, storing and retrieving product orders, accounting records, and other business data. In your information systems foundation course,

you learned that information systems support most tasks and functions of an organization. Also, you learned most managers are involved with using and managing information. You should have developed some knowledge of how computers, software, networks and information systems support business decision making and operations. You probably realize that some of what you learned is already dated or obsolete. We are studying complex, rapidly changing systems and technologies. For all of the above reasons, managers need to continually learn more about IS/IT and they need to develop a positive partnership with Information Systems professionals. Managers and IS professionals must share responsibility for the effectiveness of information systems and share responsibility for dealing with the problems and opportunities presented by rapidly changing information technologies. Managers must consider both information systems and information technology issues when they design jobs, supervise subordinates, work with customers and suppliers, formulate strategy, develop goals and plans and implement management controls.

Your knowledge of information systems and information technology must include understanding how IS/IT can help you be a better manager and how it can help improve the management and operations of the company where you work.

The primary focus of this course is exploring the design and development of decision support systems and web-based information systems. We will also explore the role of information systems in supporting organization goals and the impact of information systems on organizations.

My perspective will be both managerial and technical. My overriding concern is helping you become a person who can use and manage information systems and technologies to improve your own productivity, the productivity of subordinates and co-workers and the productivity of the organization as a whole.

Course Objectives

As a result of our work together in this course, you should:

1. Develop a more sophisticated understanding of how IS/IT can help a firm meet its objectives, including gaining a competitive advantage, increasing revenues and profits, decreasing expenses, providing better customer service, and improving decision making.
2. Become a better informed consumer of Decision Support Systems and information technology resources. Review the foundations on which information technology and applications are built. We will especially emphasize buying and developing DSS applications.
3. Develop skills that can help you use and manage information technology resources.
4. Learn more about the Internet, the World-Wide Web and its potential business uses and impacts.
5. Become more aware of the impact of information systems on organizations and anticipate changing technologies.
6. Explore new organizational capabilities, management/leadership principles, and sources of value that arise within networked companies.
7. Engage in sustained reasoning about IT including defining a problem, formulating a solution, and planning, designing, executing, and evaluating a solution.
8. Develop contemporary skills related to using a spreadsheet for decision support.

Grading Process

Most of our class sessions are oriented to mini-lectures, discussions, student presentations, web-based materials, cases and company examples. The readings, case studies and supporting material will introduce you to problems and solutions associated with management use of information and decision support systems. Discussions will emphasize using and managing information systems and information technology. Grading will emphasize mastery of concepts and understanding of the material discussed and presented in class sessions. Students are responsible for completing all assigned readings.

Your final grade is a function of four major components, including:

Quizzes/short write-ups/Excel exercises/Excel presentation	100
Team case analysis and a case presentation	75
Project and Presentation	75
Exam on Decision Support Basics book	100

Students receiving at least 92% of the points will receive an A; at least 82%, a B; at least 72%, a C. Plus and minus grades will be awarded. The curve may be adjusted downward at the discretion of the instructor.

Quizzes/short write-ups/exercises/Excel presentation

You will be expected to complete a number of in-class and out-of-class assignments, quizzes and Excel exercises (100 points). If you have problems that prevent you from following the class schedule, please let me know in advance and we will discuss how we might accommodate your situation. In class labs are open book and open notes. If the lab is submitted at the end of the lab session, then the student can receive 100% of the points. Lab exercises submitted within 24 hours of the end of a lab session can receive a maximum of 80% of the total points for the lab. Student groups will present Excel topics and prepare a handout. The topics include: 1) Pivot Tables, 2) One and 2 way data tables, 3) Goal Seek and Scenario Manager, 4) Solver, 5) Adding Controls and recording Macros.

Case analysis/Vendor Review

You will be expected to complete a case study analysis and a vendor review during the course. Working with 2 or 3 other students as a team you will select a case to analyze, summarize and present in class (50 points written analysis; 25 points presentation and PPT slides). Written analysis due Jan. 27, 2010.

Project and Presentation

The project (75 points) is an opportunity for students to study an existing DSS, propose an innovative DSS or build a small scale DSS using Excel. Some students will conduct a decision process audit and analysis and then develop a proposal for building a decision support system. Some students with strong technical skills can alternatively request to use Microsoft Excel to build and document a small-scale, spreadsheet-based DSS. Some students may research and write a case study. Some student will complete a more traditional research project. Students have a choice in the type of project proposed between a more managerial and a more technical end user development task. A maximum two (2) page project proposal must be submitted by Wednesday, December 9, 2009. Projects will be presented during the final class sessions. Students may work individually or as part of a 3 person team on the project.

Exam Decision Support Basics Book

The exam (100 points) covers the content in lecture over Power **Decision Support Basics** and assigned chapters from the online DSS Hyperbook and DSS FAQ. The exam will include 35 multiple choice questions (70 points), 10 short answer questions (20 points), and an open book/open notes essay question (10 points).

Attendance and Class Participation

You are expected to participate in **all** class sessions. Active, consistent participation in class is an essential part of the learning experience. You need to read the materials and prepare for the discussions and lab sessions. I may assign graded review questions for students to complete and submit. Meaningful participation in discussions is valued and needed. Meaningful participation means making a contribution to our discussion, and it does not mean simply agreeing with what others have said. However, as I realize unexpected situations occur at home and at work, we can negotiate the “make up” for one missed class session. I reserve the right to lower your grade for limited participation in course activities.

Affirmative Action/Disability Policy

"The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities. Students requesting instructional accommodations due to disabilities must arrange for such accommodation through the Office of Disability Services. The ODS is located at: 213 Student Services Center, and the phone number is: 273-2676."

Updates

Course materials, syllabus and assignments may be updated, revised or altered during the course. When possible changes will be announced in class or by email with at least 1 week notice. Also, check the course web page.

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Course Schedule Fall 2009/Spring 2010

Last revised 10/29/2009

Dates	Assigned Content/Readings	Labs
Wed., November 11, 2009	Course Overview Transactional versus Decision Support Systems Current technology topics	DSSResources.COM MS Excel 2007 overview
Wed., November 18, 2009	Chapter 1: Decision support systems revisited 1. What is the need for decision support? 2. What technology skills do managers need? 3. What is the history of computerized decision support? 4. What is the theory of computerized decision support systems? 5. What is different about modern decision support systems? Chapter 2: Decision support concepts and key terms 6. What is a decision support system? 7. Do we (still) need Executive Information Systems? 8. What is business intelligence? 9. What is operational business intelligence? 10. Are BAM and BPM decision support systems? 11. What is knowledge management?	Pivot Tables and Charts
Wed., December 2, 2009	Chapter 3: Recognizing types of decision support 12. What is decision automation? 13. What is a computer supported special study? 14. What are the different types of DSS? 15. What are basic characteristics of a decision support system? 16. What are the features of a communications-driven DSS? 17. What are the features of a data-driven DSS? 18. What are the features of a document-driven DSS? 19. What are the features of a knowledge-driven DSS? 20. What are the features of a model-driven DSS? 21. What type of DSS is it?	One and two way data tables; goal seek and scenario manager
Wed., December 9, 2009	Chapter 4: Decision support benefits and tradeoffs 22. What are potential benefits of decision support? 23. Can DSS provide a competitive advantage? 24. Can DSS impact decision outcomes? 25. What are substitutes for computerized decision	Project Proposal due Using Solver

	<p>support?</p> <p>26. What are possible disadvantages of building and using DSS?</p> <p>Chapter 5: Identifying decision support opportunities</p> <p>27. What is decision support planning?</p> <p>28. What is a decision process audit?</p> <p>29. Is reengineering necessary to build an effective DSS?</p> <p>30. What is a decision support system feasibility study?</p> <p>31. What factors influence DSS implementation risk?</p> <p>32. What are tradeoffs of outsourcing enterprise-wide DSS?</p>	
Sat., December 12, 2009	Read: Who are the major vendors of Excel add-in programs for building model-driven DSS?	Developing an Excel application; data validation; conditional formulas; add spinners
Wed., December 16, 2009	<p>Chapter 6: Looking forward to innovative DSS</p> <p>33. Do you need formative or summative evaluation?</p> <p>34. What are ethical issues associated with DSS?</p> <p>35. Can project champions reduce resistance to a new system?</p> <p>Exam Review</p>	
Wed., January 13, 2010	In-class Exam DSS book (100 points)	Project consultations
Wed., January 20, 2010	Case analyses/Vendor presentations	
Sat., January 23, 2010	Excel lab	All exercises due by Noon
Wed., January 27, 2010	Case analyses/Vendor presentations	Written Case analysis due; Project consultations
Wed., February 3	Project presentations	
Wed., February 10, 2010	Project presentations	Project Deliverable due
This schedule is subject to change and when possible changes will be announced in advance.		