

**Argosy University**  
**COURSE SYLLABUS**  
*MGT331*

*Technology and Business Integration*

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**Faculty Information**

**Faculty Name:**

**Campus:**

**Contact Information:**

**Office Hours:**

**Short Faculty Bio:**

**Course description:** This course examines information technology trends and use in the context of modern business organizations. Emphasis is placed on the integration of a wide assortment of information system applications that support: a) management decision making; b) organizational communications; and c) business processes. Students will obtain an understanding of emerging hardware and software technologies, evaluation tools for justifying the development of new systems, methodologies for designing and managing systems development projects, and implementation approaches.

**Course Pre-requisites:** None

**Required Textbook:**

Haag, Cummings, & Phillips (2008). *Management information systems for the information age with CD and MISource*. (7<sup>th</sup> ed.). McGraw-Hill.  
ISBN: 9780077240592

**Course length:** 7.5 Weeks

**Contact Hours:** 45 Hours

**Credit Value:** 3.0

**Program Outcomes:**

1. **Communication**
  - 1.1 Communicate business concepts effectively, both written and orally appropriate to the audience
2. **Team**
  - 2.1 Define the attributes of an effective team member and leader and the characteristics of an effective team in reaching specific business goals
3. **Cognitive**
  - 3.1 Problem Solving – Given a business problem, select and defend a business solution chosen from specific alternatives
  - 3.2 Information Literacy – Given a business research question, access information from a variety of sources, select appropriate sources to respond to a business question
4. **Analysis/Application**
  - 4.1 Integration – Describe the interrelationship of the functional business areas of statistics, accounting, operations, finance, marketing, and strategy
5. **Ethics/Diversity**
  - 5.1 Diversity – Identify the issues and challenges related to diversity in current business organizations
  - 5.2 Ethics – Identify the issues and challenges related to ethics in current business organizations

**Course Objectives:**

1. Explain information, data, information technology (IT), and an MIS.
  - 1.1. Differentiate between data and information.
  - 1.2. Differentiate between IT and an MIS.
  - 1.3. Understand the role of people in an MIS.
2. Understand and discuss the potential of an MIS to create competitive advantage.
  - 2.1. Enumerate the methods of gaining competitive advantage over business competitors.
  - 2.2. Compare an MIS with other methods of gaining competitive advantage.
3. Describe the main elements of data acquisition, storage, and retrieval.  
Describe the main types of MISs.
  - 3.1. Identify the main purposes of an MIS.
4. Compare Internet-based business models with traditional business models.
  - 4.1. Identify the businesses that are made possible by the Internet.
  - 4.2. Identify the business processes that are improved by the Internet.
  - 4.3. Understand the cost advantages of using the Internet.
5. Enumerate the business challenges and opportunities presented by an MIS and the Internet to businesses.
6. Describe how an MIS is created and implemented.
  - 6.1. Enumerate the stages of the system development life cycle (SDLC).
  - 6.2. Identify the key factors in successful system development.
7. Understand the relationship between an organization’s goals and its IT infrastructure.
8. Identify the legal and ethical issues in data management.
  - 8.1. Understand the rights and responsibilities of data management.
9. Discuss the future developments in IT and the implications of these developments for an MIS.

**Assignment Table**

Module	Module Topics	Readings	Assignments
1	<ul style="list-style-type: none"> <li>• Introduction to Management Information Systems               <ul style="list-style-type: none"> <li>○ Data</li> <li>○ Information</li> <li>○ Information Technology</li> </ul> </li> <li>• Competitive Advantage with MIS</li> </ul>	Haag, Cummings, & McCubbrey Chapter 1	
2	<ul style="list-style-type: none"> <li>• Acquiring, Storing, and Retrieving Data</li> <li>• Databases</li> <li>• Data Warehouses</li> <li>• Data Mining</li> </ul>	Haag, Cummings, & McCubbrey Chapter 3	
3	<ul style="list-style-type: none"> <li>• Supply Chain Management Systems</li> <li>• Customer Relationship Management Systems</li> <li>• Business Intelligence Systems</li> <li>• Integrated Collaboration Environment Systems</li> <li>• Summary</li> </ul>	Haag, Cummings, & McCubbrey Chapter 2	
4	<ul style="list-style-type: none"> <li>• Decision Support Systems</li> <li>• Artificial Intelligence</li> </ul>	Haag, Cummings, & McCubbrey	

		Chapter 4	
<b>5</b>	<ul style="list-style-type: none"> <li>• Internet-Based Business Models <ul style="list-style-type: none"> <li>• Business-to-Business</li> <li>• Business-to-Consumer</li> </ul> </li> <li>• Internet-Based Business Models vis-à-vis Traditional Business Models</li> </ul>	Haag, Cummings, & McCubbrey Chapter 5	
<b>6</b>	<ul style="list-style-type: none"> <li>• Development and Implementation of Management Information Systems <ul style="list-style-type: none"> <li>○ Prototyping</li> <li>○ Outsourcing</li> </ul> </li> <li>• Matching IT Infrastructure to Organizational Goals</li> <li>• Summary</li> </ul>	Haag, Cummings, & McCubbrey Chapter 6 Chapter 7	
<b>7</b>	<ul style="list-style-type: none"> <li>• Legal and Ethical Issues Concerning MIS</li> <li>• Ownership of Data</li> <li>• Privacy</li> <li>• Security</li> <li>• Government's Role as an MIS User</li> </ul>	Haag, Cummings, & McCubbrey Chapter 8	
<b>8</b>	<ul style="list-style-type: none"> <li>• Implications of Future Developments in IT <ul style="list-style-type: none"> <li>○ Developments in IT</li> <li>○ Developments in MIS</li> </ul> </li> <li>• Portability and Mobility of MIS</li> </ul>	Haag, Cummings, & McCubbrey Chapter 9	

## Grading Criteria

*Grading Scale*  
*Grading requirements*

<b>A</b>	100 – 93
<b>A-</b>	92 – 90
<b>B+</b>	89 – 88
<b>B</b>	87 – 83
<b>B-</b>	82 – 80
<b>C+</b>	79 – 78
<b>C</b>	77 – 73
<b>C-</b>	72 – 70
<b>D+</b>	69 – 68
<b>D</b>	67 – 63
<b>D-</b>	62 – 60
<b>F</b>	59 and below

<i>Attendance/participation</i>	<i>25%</i>
<i>Weekly Assignments</i>	<i>20%</i>
<i>Final paper</i>	<i>35%</i>
<i>Optional</i>	<i>10%</i>
<i>Optional</i>	<i>10%</i>
	<i>100%</i>

## **Library**

All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.

Library Resources: Argosy University's core online collection features nearly 21,000 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>. Detailed descriptions of online resources are located at <http://library.argosy.edu/libweb/resources/>

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarians.

Information Literacy: Argosy University's Information Literacy Tutorial was developed to teach students fundamental and transferable research skills. The tutorial consists of five modules where students learn to select sources appropriate for academic-level research, search periodical indexes and search engines, and evaluate and cite information. In the tutorial, students study concepts and practice them through interactions. At the conclusion of each module, they can test their comprehension and receive immediate feedback. Each module takes less than 20 minutes to complete. Please view the tutorial at <http://library.argosy.edu/infolit/>

## **Academic Policies**

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the *Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition (2001)*. Washington DC: American Psychological Association (APA) format. Please refer to Appendix A in the *Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition* for thesis and paper format. Students are encouraged to purchase this manual (required in some courses) and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through "Turnitin," ([www.turnitin.com](http://www.turnitin.com)), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

## **Americans with Disabilities Act Policy**

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student's responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

### **The Argosy University Statement Regarding Diversity**

The Argosy University provides equitable access through its services and programs to students of any social, geographic and cultural background, regardless of gender, and strives to prepare all candidates to work with and provide services to diverse populations. Argosy demonstrates its commitment to diversity through the development and support of a diverse educational community.