ISM280-01D/X: BUSINESS PROCESSES AND INFORMATION TECHNOLOGY
Summer 2009; First Session (On-Line Section)
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Office Hours: By appointment only

Required Materials:
All required reading and study materials are provided online through Blackboard (BB).
There are no textbook or other materials to purchase!

NOTE: Several items below are also included in either the LEARNING AREA or COURSE DOCUMENTS tabs in BB. While this is an online class, most activities are scheduled for Mon, Tue, Wed, and Thu. Quizzes or tests not taken on assigned dates will lead to a grade of zero.

Description:
ISM 280 involves a description and analysis of major business functions, organizational structures, activities and processes and how information technology can be used to improve processes and business performance. Students will analyze business operations, learn about newer technologies and analyze how businesses are applying information technology to remain competitive by improving processes.
Prerequisite: ISM 110, sophomore standing and overall GPA of 2.0 or higher

Overall Course Objectives—What every student should be able to do upon completion:
1. Identify typical business functions, their related units and activities within those units.
2. Specify particular departments and units of functions that could be involved in the process of order fulfillment for either a product or service order.
3. Document examples of primary and supporting processes and why each is either primary or supporting. Describe a sub process and its related procedures and tasks for specified processes.
4. Give two examples of customer problems that could result from lack of integration among functional activities in order processing.
5. Document how the following technologies must be integrated to provide effective supply chain management and e-business: TPS, databases, LANS and telecom.
6. Provide specific examples of how I.T. has changed: business practices, employee roles, and consumer expectations of business.
7. Detail the steps and issues in planning: an integrated database; a business process reengineering project; and, the technology needed to perform B2B effectively.
8. Contrast two examples each of legal and ethical issues related to use of I.T.

Performance Evaluation:
All students are expected to follow the provisions of the UNCG Academic Integrity Policy in completing course work. If you do not know provisions of the Integrity Policy make time to study it. UNCG’s Academic Integrity Policy (AIP) can be downloaded from http://facsen.uncg.edu/Content/Resolutions/AIchanges0307.pdf. I enforce the policy diligently and its contents may be covered on a quiz/test.
Tentatively, it is planned that course grades will be based upon: three regular exams (about 100 points each), 7 quizzes (70 points), and a comprehensive final exam (about 150 points). There will also be a BLOG and a wiki assignment in which you will be required to contribute to assigned topics (expected value of 20-30 points). Details will be posted on BB. All quizzes/tests are online and will be available only on the date indicated in schedule between 8 am and 10 pm. Time limits will be posted on BB. No make-up allowed unless the excuse is well documented.

**The grade scale following is applied to the total points possible. ALL points are equal!**

\[
\begin{align*}
98-100\% & = A+ \\
94-97\% & = A \\
90-93\% & = A- \\
87-89\% & = B+ \\
83-86\% & = B \\
80-82\% & = B- \\
77-79\% & = C+ \\
73-76\% & = C \\
70-72\% & = C- \\
67-69\% & = D+ \\
63-66\% & = D \\
60-62\% & = D- \\
\text{Below 60} & = F
\end{align*}
\]

**Blackboard and email:**
Check your UNCG email at least once every week day for email messages from me. We will be using Blackboard (BB) for email and I will post announcements and other information on BB. Use my email address at the top of page one of this syllabus when sending me messages. I recommend you visit the BB site frequently for updates. Failing to read emails or BB announcements/updates will not constitute an excuse for missed work, quizzes or tests.

**Online Learning:**
This is an online class where all of your learning will be done through use of materials available online. The dates for quizzes and exams are given. Unless you receive approval from me PRIOR to the exam or quiz you MAY NOT make up quizzes or exams.

**Ways to Earn a Good Grade in 280**

1. Read and STUDY the assigned materials for each assigned date.
2. PAY ATTENTION TO DATES AND TIMES FOR QUIZZES AND TESTS! Only with prior approval will I allow you to make up a missed item.
3. Complete all self assessment exercises. See the last page for study tips.
4. Do NOT get behind! Read, study and think about how the information applies to businesses you know about. Do this on a regular basis.
5. Check email and BB Announcements frequently so you don’t miss important information.
6. Form a study team online with other students. Use email to ask each other questions and to explain examples of the topics covered.

**NOTE:** If you have poor study skills please visit the UNCG Learning Assistance Center SOON. It is located in Rm. 159 Reynolds Hall. These services are included in your tuition payments...use them!

**Emergencies:**
Hopefully, none of you will encounter an emergency this semester. However, if you encounter a situation that prevents you from fulfilling your responsibilities please contact me immediately or have a friend contact me.

The following course schedule is tentative and any changes, if needed, will be sent by email and posted in Blackboard announcements.
**COURSE SCHEDULE AND OUTLINE OF TOPICS AND ACTIVITIES:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>May 20</td>
<td>Intro, 1-1, 1-2, 1-3—course overview, major business operations, business reliance upon technology today, MowersRUs</td>
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<tr>
<td>May 21</td>
<td>1-4, 1-5, 1-6,—business functions, departments and activities; functions and processes, WIKI assignment DUE by 5 pm.</td>
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<td>*May 25</td>
<td><strong>Quiz on Unit 1:</strong> 2, 2-1, 2-2, 2-3—business priorities related to processes, pleasing customers, business practices, primary and supporting processes, functions involved in processes, process flows</td>
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<tr>
<td>May 25</td>
<td>2-4, 2-5—process parts and relationships, horizontal flow of processes, process identification, PART 1 of Blog Due finalize business choice</td>
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<td>May 26</td>
<td>2-6—process improvement approaches.</td>
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<td>May 26</td>
<td>2-7—process reengineering, starting a BPR project, PART 2 of Blog Due.</td>
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<td>*May 27</td>
<td>2-8, 2-9, 2-10, <strong>Quiz</strong>—process analysis steps and documentation, key analysis questions, CEMM</td>
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<td>*May 28</td>
<td><strong>Exam on Units 1 and 2</strong> online between 8 am and 10 PM (time limit see BB).</td>
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<td>June 1</td>
<td>3, 3-1—technology needed for processes, PART 3 of Blog Due</td>
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<td>June 2</td>
<td>3-2, 3-3—software types and trends; types of information systems</td>
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<td>June 3</td>
<td>3-4—data storage systems, database management, data warehouses and data mining</td>
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<td>*June 3</td>
<td>3-5, 3-6, <strong>Quiz</strong>—communication systems, networks, system trends; newer technologies and trends</td>
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<td>June 4</td>
<td>4, 4-1, 4-1.1, 4-2—systems integration issues; ERP systems and modules</td>
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<td>June 8</td>
<td>4-2.1, 4-2.2, 4-2.3—reasons for ERP; applying best practices; implementation of ERP and relationship to processes; pros and cons of ERP</td>
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<td>June 8</td>
<td>4-3—examples of ERP applications; reliance of ERP upon databases; 4-4, 4-4.1 ERP for SCM and CRM</td>
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<td>*June 9</td>
<td>4-4.2, 4-4.3, <strong>Quiz</strong>—CRM and SCM processes; how ERP software works</td>
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<td>*June 10</td>
<td><strong>Exam on Units 3 and 4</strong> online between 8 am and 10 PM (time limit see BB).</td>
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<td>June 11</td>
<td>5, 5-1, 5-2, 5-3;—virtual organizations, e-business types, pros and cons of e-business, requirements and challenges</td>
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<td>June 11</td>
<td>5-4, Business models for ebusiness</td>
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<td>*June 15</td>
<td>5-5, 5-6, <strong>Quiz</strong>—business models for ebiz; ebiz assets and legal aspects; emergence of the virtual organization, work teams and social networks</td>
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<td>June 16</td>
<td>6, 6-1, 6-2—meshing technology capabilities with ethical and legal concerns; foundations of ethics</td>
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<tr>
<td>June 16</td>
<td>6-3, 6-4, 6-5—ethics approaches and codes; electronics laws; applications to scenarios</td>
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<td>*June 17</td>
<td>6-6—information privacy and computing; fair practices; identity theft; employee privacy; 6-7, data security; intellectual property; security measures <strong>Quiz on Unit 6</strong></td>
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<td>*June 18</td>
<td><strong>Exam on Units 5 and 6</strong> online between 8 am and 10 PM (time limit see BB).</td>
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<td>June 22</td>
<td>7, 7-1;—technology and process management; pros and cons of outsourcing; outsourcing considerations and guidelines</td>
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<td>June 22</td>
<td>7, 2—solution feasibility, SLAs, RFPs; project management</td>
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<td>June 23</td>
<td>7-3, 7-4 I.T. management and Services management</td>
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<td>*June 23</td>
<td>7-5; emerging technologies, <strong>Quiz on Unit 7</strong></td>
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<tr>
<td>**June 24</td>
<td>Final Exam—online between 8 am and 10 PM (time limit see BB updates).</td>
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* indicates either a quiz or exam day. Please mark these in your calendars as no make-ups will be allowed unless it is an acceptable and documented excuse.
Additional Topics and Emphases of ISM 280

As part of providing an integrative learning experience with other courses you will take in the Bryan School and enhancing your overall business education I will intentionally emphasize certain general business concepts, perspectives and skills. Please review the following to see what you can expect.

1. Ethical issues will be addressed as they relate to computing practices, to legal use of software and to appropriate uses of databases and issues surrounding the use of the Internet.

2. Business is global. Understanding global business is an overriding theme of the Bryan School. You can expect we will touch upon global issues.

3. Understanding political, social, legal, regulatory and environmental issues is important to becoming a business professional. Our coverage in 280 is somewhat limited except for legal aspects related to technology development and utilization. Legal issues will also include liability issues related to security of data.

4. Knowing about technology and its best uses is the core of this course. You are encouraged to consider how technology can be best applied to your Bryan School major and your desired career.

5. Ensuring demographic diversity is important to the success of business. We live and work in a socially and culturally diverse society. When appropriate, we will address such issues.

6. Being able to write and speak effectively is essential for continued success. I expect you to write correctly and effectively. Please use appropriate and correct language when speaking, sending email and participating in online discussions.

7. Learning to research problems and finding relevant information is essential for good decision making. You should use the Internet and various search engines for information to supplement class discussions and the text.

Statement of Students' Rights and Responsibilities

Note: See the Student Section of the Bryan School website for additional information about “Faculty and Student Guidelines”.
http://www.uncg.edu/bae/faculty_student_guidelines.pdf

Although many items in the above guidelines pertain to face-to-face classes, there are some common items that are true for any class. As a student in my class you have explicit rights and responsibilities. Your full understanding and acceptance of the following rights and responsibilities can lead to more effective learning and more productive use of our time together.
You have the right to expect:

1. Clear statements of course expectations, policies, testing and grading practices and student performance.
2. Your professor to hold a reasonable number of office hours to discuss assignments or to assist you with course matters.
3. Knowledgeable assistance from your professor regarding class assignments and course content.
4. Professional behaviors reflecting equitable treatment, ethical practices and respect for your rights.
5. Opportunities to challenge ideas and defend your beliefs in a professional manner.
6. To be challenged to grow both academically and professionally. This means I may openly disagree with some responses or comments. Use such exchanges to grow intellectually.
7. Information regarding career opportunities related to ISM programs.
8. Your professor to abide by University policies.
10. Adequate opportunity to appeal any perceived violations of the above rights.

You, as a serious learner, have specific responsibilities to:

1. Plan your study and work schedule appropriately to allow sufficient time to do quality class work. (Please review "Suggested Academic Workload Guidelines" for the Bryan School of Business and Economics published in the UNCG Undergraduate Bulletin and available online.) I suggest you devote at least 9-12 hours per week to this course.
2. Complete assignments by due dates and submit quality work.
3. Understand and follow course in the syllabus.
4. Commit yourself to grow both academically and professionally.
5. Practice ethical behaviors and display respect for rights of others.
6. Contact your instructor and discuss circumstances which may prevent acceptable performance and to make such contact on a timely basis. Contact me by phone if there is an emergency…do so promptly.
7. Fully understand and abide by the UNCG Academic Integrity Policy and other University policies relating to student conduct.
8. Report observed violations of the UNCG Academic Integrity Policy.

STUDY GUIDELINES..SO YOU MAY LEARN EFFECTIVELY.

1. As you read and study each unit part make written notes of the key ideas. Writing these notes will help reinforce learning and make it easier to prepare for quizzes and exams.
2. The tests will include at least one question from each unit part such as Unit 1-1, 1-2 and so on. Thus, as you make notes be sure you identify several KEY IDEAS from each unit part.
3. If you encounter information or ideas that don't make sense or aren't clear send me an email asking for clarification.
4. Remember, mastering anything involves lots of good practice and commitment. Discipline yourself to study materials REGULARLY, to review what you have studied, to make notes and to apply what you have learned. Set a regular schedule and stick to it! DO NOT TRY TO STUDY OR LEARN LARGE BLOCKS OF MATERIAL AT ONE TIME!
   We want you to do well…but we can't learn for you. Invest your time wisely.