



HSB
Hochschule Bremen
City University of Applied Sciences



HSB-International Summer School 2017
International Summer School for Advanced Study

INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

Syllabus

Instructor:	Dr. Judith Gebauer	Email: gebauerj@uncw.edu
	Cameron School of Business University of North Carolina Wilmington / USA	
	Associate Professor of Information Systems	

Time: Monday-Thursday 13:30 – 16:45

Course Description:

This course is designed to introduce students to the impacts of information systems on the firm, industry, society and the economy. The management of the information resource and issues related to accessing, processing, and distributing information within a business context are emphasized. Students will analyze the role of information systems in reaching organizational objectives including communication, collaboration, performance improvement and strategy implementation. Skill-based learning will reinforce strategic information systems concepts.

Course Objectives:

1. Understand how information systems enable and support the operations of a firm.
2. Understand how information systems help firms gain competitive advantage.
3. Understand the role of information systems to capture and distribute organizational knowledge and intelligence, and to enhance management decision making.
4. Identify and describe the components of information systems, including hardware, software, data storage, and networking.
5. Identify ethical, moral and legal issues related to the storage and dissemination of information and the use of information systems.

Course Policies:

1. We intend to provide a healthy, respectful learning environment. Expectations include: good manners, courtesy, respect, silent cell phones, and use of laptops only for note taking purposes. Students are expected to turn off their cell/mobile phones during class.
2. Attendance is expected at all classes and the group's field trips to businesses. Absences or tardiness will result in grade reductions.
3. On occasion, and only as long as the solution to an assignment has not yet been provided, late work will be accepted with a 25% penalty per day.
4. Cheating and plagiarism of any kind will result in grade deductions; repeated cheating will result in the grade of an F.
5. Please remember that you participate in this program as positive ambassadors both for your home school (UNC Wilmington for most of you) and your home country. You should be sensitive to differences in cultures and always be respectful of others.

Tentative Course Schedule:

July 9	Sunday	Arrival
July 10	Monday	Introduction and City Tour
July 11	Tuesday	Chapter 1: Business-Driven Technology Chapter 2: Identifying Competitive Advantages Business Plug-In 1: Business Basics
July 12	Wednesday	Cross-Cultural Management and Communication/German for Beginners
July 13	Thursday	Chapter 3: Strategic Initiatives of Implementing Competitive Advantages Chapter 4: Measuring the Success of Strategic Initiatives Business Plug-In 2: Business Process
July 17	Monday	Chapter 5: Organizational Structures that Support Strategic Initiatives Chapter 6: Valuing Organizational Information Business Plug-In 3: Hardware and Software Basics
July 18	Tuesday	Plant Visit: Mercedes
July 19	Wednesday	Chapter 7: Storing Organizational Information – Databases Chapter 8: Accessing Organizational Information – Data Warehouse Business Plug-In 4: MIS Infrastructures
July 20	Thursday	Chapter 9: Enabling the Organization – Decision Making Chapter 10: Extending the Organization – Supply Chain Management Business Plug-In 5: Networks and Telecommunications
July 24	Monday	Chapter 11: Building a Customer-Centric Organization – Customer Relationship Management Chapter 12: Integrating the Organization from End-to-End – Enterprise Resource Planning Business Plug-In 6: Information Security Business Plug-In 7: Ethics
July 25	Tuesday	Chapter 13: Creating Innovative Organizations Chapter 14: Ebusines Business Plug-In 8: Operations Management

July 26	Wednesday	Chapter 15: Creating Collaborative Partnerships Chapter 16: Integrating Wireless Technology in Business Business Plug-In 9: Sustainable MIS Infrastructures
July 27	Thursday	Chapter 17: Developing Software to Streamline Organizations Chapter 18: Methodologies for Supporting Agile Organizations Business Plug-In 10: Business Intelligence
July 31	Monday	Review and Final Exam
August 1	Tuesday	Excursion to Visit Beck's Brewery
August 2	Wednesday	Farewell
August 3	Thursday	Departure

Grading:

In-Class and Homework Assignments	30%
Attendance and Participation	30%
Final Exam	40%

Grading Scheme:

A	93-100%	B	83.3-86.6%	C	73.3-76.6%	D	63.3-66.7%
A-	90-92.9%	B-	80-83.2%	C-	70-73.2%	D-	60-63.2%
B+	86.7-89.9%	C+	76.7-79.9%	D+	67.7-69.9%	F	0-59.9%

HSB-INTERNATIONAL SUMMER SCHOOL

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