IS 100 Introduction to Information Systems
Fall 2011

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Hours:	Wed: 10-11; Thu: 3-4; By appointment
Text:	**Notes on Mentor and links in Syllabus** Frye, Curtis: Plain & Simple Microsoft Access 2007

 Course Objectives:
1. To develop basic literacy in information technology (hardware, software, applications, etc.)
2. To understand and discuss the role of Information Systems and Technology in business
3. To gain a working understanding of the systems development process
4. To apply newly-acquired technical knowledge and analytical skills to a systems development project of limited scope

Class Schedule

Class of	Assignment
Sep 6, 9	Introduction, Hardware, Software, Networking overview Steve masters video case
Sep 13	Industries that have been replaced/transformed by IT - yellow pages, mail, newspapers, music, movie rental, cable TV, Encyclopedias, entertainment, personal taxes, advertising, shopping, news reporters, stock brokers, airplane ticket sales, book sales, bank tellers, film cameras, CD/DVDs, landlines, music instruments, marketing
	10 markets transformed by the Internet All businesses will be transformed

Sep 16	How other industries may be transformed in the future - accounting, finance, movie making (animation, virtual reality, 3D) Netflix case quiz1
	How many jobs will be replaced by IS jobs by 2045 (outsourcing video)
Sep 20, 23	Labor shortage in IT
	Careers in Technology (WSJ) Why is Systems Engineer the best job in America? Why are so many IT jobs on the list? Is increasing healthcare demand causing the shortage? Are government security demands causing the labor shortage? Are Silicon Valley companies creating the shortage? IT Labor Shortage Case Report
Sep 27	IT Entrepreneurship case studies (Google's Founders, Facebook's founders, Microsoft's founders, Apple? Dell? Walton family? Carlos Slim Helu?)
	Forbes list of Richest People 2006 2010 Youtube Founders IT entrepreneurs Case report
Sep 30	Photo editing – pixlr.com, Social media/Web 2.0
	How Privacy Vanishes Online How Social Media impacts companies, consumers, choices and advertising (video) How social networking can benefit individuals How businesses can use Social media Social Media Revolution Social Strategies quiz2 How to use Social media to promote your small business How to use Social Media Successfully Tools for good causes An article on Social Media from 2006. What of it is still true and what has changed? Social Media Case Report
Oct 4, 7	Mobile Apps (Smartphone/Tablet/Portable electronic devices such as iPhone, iPad, Android, etc)

	[For a discussion on which mobile apps attract Venture Capital funding and which mobile apps do not](#)
Oct 11, 14, 18	iPad project **MIDTERM**!
	This project introduces you to the jobs of Information Systems professionals. Your group is tasked with designing an iPad App. The App should not be anything that is currently available in the iTunes App store . If a similar app exists in the iTunes App store, you should suggest improvements so that customers will have a reason to prefer your app to any similar apps already available. **Deliverables:** One presentation per group. Each presentation should include at least 3 slides: 1. The first slide should have the title of your iPad App, as well as the names of all the group members 2. The second slide should include a brief description of the iPad app 3. The third slide should have a drawing of at least one screen of the iPad App (Include additional slides if your app has several screens) Each group will present its app to class - presentations and group work are a very important part of an IS professional's job! Rules for presentations: 1. Introduce yourselves at the beginning of the presentation. 2. No reading! 3. Be loud, so the entire class can hear you. Speak clearly, make eye contact
Oct 21, 25, 28	Website Design project (http://sites.google.com) The App and Website should sell pens and books from recycled material
	First week: Follow the instructor (in groups, helping each other) as he goes step-by-step to build a website using Google Sites' WYSIWYG editor. Second week: Design your own website (in groups, helping each other)
Nov 1, 4, 8	Database project using Access
Nov 11, 15	ERP using case studies of Micro-finance
	[Microfinance](#) [Real Katrina hero](#) [Walmart and the poor](#) [How Walmart beat the Feds to New Orleans (CIO)](#) Each group will present the APP & Website 11/15.
Nov 18	Supply Chain Management - SCM improves Nike's Sweatshops, enables WalMart to respond to Katrina hurricane several days before FEMA or the US Army
	Corporate view of sweatshops [Where sweatshops are a dream](#) [An Agreement in Bangladesh](#) [The CEO of the Fair Labor Association talks about the real reasons for the existence of sweatshops](#)

	Discussion Question/Project: How can Supply Chain management / IT automation solve the problems that the CEO of the Fair labor organization identified as the main reasons for sweatshops?
Nov 22	Netbook vs iPad (SDLC Project); explanation, theory.
Nov 29	Project
Dec 2	Project
Dec 6	Project
Dec 9	Project
Final	**Section C**: Dec 15 11:30 a.m. **Section E**: Dec 21 3:00 p.m.

Grading:

Quizzes	20%	A	93-100	C+	77-79
Midterm	15%	A-	90-92	C	73-76
Cases/Projects	30%	B+	87-89	C-	70-72
Final	20%	B	83-86	D	60-69
Participation	15%	B-	80-82	F	0-59