

TIM 50: Business Information Systems

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Office/Office Hours: E2, Room 561; Wednesday, 2– 4PM

Lecture Times: TuTh 1:00 – 4:30 PM

Course Location: Physical Sciences Building, Room 130

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Course Description:

TIM 50 provides an introduction to the use of information systems in business and other organizations such as universities. It will cover business related concepts, including strategy, functions, processes, and organizational structures, and then show how information systems technologies are designed to support business processes and achieve competitive advantage. The course will also cover the basic building blocks of information system technology such as databases and computer networks. In addition to homework assignments and examinations, case studies and a quarter-long team-project will be used to integrate the business and information technology skills taught in the course.

Course Objectives:

- To understand and apply concepts in business and information systems/technology within the context of solving business problems.
- To understand how information systems/technology can be used to support business processes and achieve competitive advantage.
- To understand the basic building blocks of information technology, and how to combine them to design information technology solutions for business problems.
- To gain experience in the integration of business and information technology through comprehensive case studies and a team-project.

Course Learning Outcomes:

- **Fundamentals of Business and Information Systems:** Students will demonstrate their understanding of concepts in business and information systems, and how they relate to each other.
- **Fundamentals of Information Technology (IT):** Students will demonstrate their knowledge of the building blocks of information technology and their integration into information system architectures.
- **Problem Solving:** Students will demonstrate their ability to solve problems which require the integration of business and information technology to solve real world problems.

Grading:

- Homework: 25%
- Project: 25%
- Midterm Exam (7/7/16): 20%
- Final Exam (7/21/16): 30%

Project Plan (due dates are in parentheses):

- Form project teams, select company, business function, business processes, and identify potential business problem to be solved using information systems/technology (6/23/16).
- Project Proposal; preliminary Business Needs, Process, and Requirements Analysis, preliminary IT architecture (6/28/16).
- Phase 1: Business Needs, Business Process, and Business Application Design (7/04/16).
- Phase 2: Information Technology Architecture Design (7/11/16).
- Phase 3: Integration, Project Presentation, and Final Report (7/18/16).

In general, you will be applying what you learn from the lectures and home-works to your team project. To help you in this application process, instructions, which outline the requirements (“deliverables”) for each phase of the project, will be provided as part of the homework assignments.

General comments:

- **The course is very interactive.** We will be actively discussing case studies and homework in class. **Therefore, attendance is mandatory.** Please contact me ahead of time if you have to miss a lecture for some important reason.
- Please **turn off** your laptops, tablets, and cell-phones during the lecture. You need to “check-in” with the instructor if you plan on using your laptop to take notes.
- **Keep a project notebook**, which will be used when grading your term project.
- If you have any problems related to the course, please see me immediately so that we can quickly resolve the issue.

Required Text Books for the course:

You will need the following **two** reading materials for this class:

1. Reader (REQUIRED), which contains:

- Selected chapters from the following book, Understanding Networked Applications: A First Course, by David G. Messerschmitt (UNA)
- Case studies from Harvard Business School and other sources.

2. Custom Published Book (REQUIRED), which contains:

- Selected chapters from the following book, Essentials of Management Information Systems (EMIS), 11/e by Laudon and Laudon.

Recommended Reading for the course:

The Spring 2015 website for TIM 50 has slides and handouts prepared by Professor John Musacchio for each of the 20 lectures of the course, which can be accessed by clicking on the “[slides]” or “[handouts]” icons in the “**Topics**” column of the table in the “**Tentative Lecture Plan**” section of the course homepage:

<https://classes.soe.ucsc.edu/tim050/Spring15/>

Course Content:

In the table below “UNA” denotes “Understanding Networked Applications” by David G. Messerschmitt, and “EMIS” denotes “Essentials of Management Information Systems by Laudon and Laudon. The Case Studies, in the third column of the table, are in the Course Reader.

Topic	Reading	Case Study
1. Business and Information Systems Concepts	EMIS, Chapter 2	
2. Competitive Advantage with Information Systems	EMIS, Chapter 3	Otis
3. Enterprise Applications	EMIS, Chapter 9	Cisco
4. E-commerce	EMIS, Chapter 10	Alibaba
5. Information Technology	UNA, Chapter 4	
6. Client Server Computing	UNA, Chapter 5	
7. Modularity and Layering	UNA, Chapter 6	
8. Applications	UNA, Chapter 9	
9. Database and Database Management	EMIS, Chapter 6	Zhejiang Corporation of China
10. Networking	EMIS, Chapter 7	
11. Cloud Computing	http://www.eecs.berkeley.edu/Pubs/TechRpts/2009/EECS-2009-28.html	Amazon Web Services
12. Framework for Integrating Business and Information Technology	Course Handout	