Course # and Name as it appears in the catalog
GBUS 300 – Management Information Systems
Credit Hours: #3
Scheduled hours per week
      Lecture: #3
      Hybrid
      online
      Lab: #
      Other: #

Catalog Course Description: The course provides an overall picture of how technology is used to assist businesses in making informed decisions. It covers the important features of management information structure and technology to business and managerial applications. Topics covered include database management, responsibilities of Information Technology personnel and interaction with functional managers, analysis of organizational communications using online and web-based technology, e-commerce, decision support, project management, and other software solutions to business problems.
Pre-requisites: COMM 111

Co-requisites: na

Course Learning Outcomes:
Students should be able to:
1. Understand the value of information and how it helps business decision makers achieve organizational goals.
2. Determine the best system for collecting, storing, updating, and maintaining organizational information using economical and functional logic.
3. Understand the importance of working with Information Technology (IT) professionals as well as those in functional departments within companies for determining IT solutions to organizational problems.
4. Understand the terminology and general usage of a variety of computer hardware and software programs and determine which will best meet the organization's needs.
      a. This includes operating systems, network systems, programming languages, and industry-specific software programs.
      b. This includes the determination of when and what new hardware should be purchased.
5. Understand the use of database software and requirements in order to manage customer relations as well as internal functional departments.
6. Determine the most appropriate way for businesses to utilize their communication systems including the company's home page on the World Wide Web, their email systems for internal and external communications, telephone and the telecommunications hardware.
7. Explore the concept of E-Commerce and determine its appropriate usage for companies who want to market their products over the Internet.
8. Explore the concept of transaction processing and the related software requirements that will enable a company to best utilize information and computer systems to their competitive advantage.
9. Utilize decision support (DSS), project management, and other software to assist companies in utilizing technology upon which to base decision making processes.
10. Identify, adapt to, and maintain awareness of emerging technology as it evolves. Determine when and if new systems need to be implemented within a company.
Topics to be studied:
      The difference between data and information and the importance of collecting and analyzing the right types of amount of data to aid organizations in decision making.

- Working with IT professionals to collect and analyze data.
- Database management.
- Use of spreadsheets in data organization and analysis.
- Computer hardware and software needs for an organization – when to upgrade to newest versions.
- Computer security and protection including use of off-site back-up storage and duplication of software in case of critical failure or destruction at the main facilities.
- Online and web-based communications processes and systems including e-mail, company web page, intranets.
- E-Commerce software including transaction processing.
- Decision support systems.

Relationship of Course to Program or Discipline Learning Outcomes:

Bachelors of Applied Science in Business Administration	
(BASBA) Program Outcomes	
Business Information Technology concentration (BIT):	
• Communicate effectively and professionally both orally and in writing including complex report generation.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Use accounting software such as Quickbooks to manage accounting functions for statement preparation by accountants or external analysts.	
• Build on the competencies developed in the AAS in Business Technology to demonstrate competence in the use of electronic tools –hardware and software --to research, manage, and present information including word processing, spreadsheet, and presentation software.	X

Bachelors of Science in Business Administration	
(BSBA) Program Outcomes	
General Business Specialization (GenBus):	
• Communicate effectively and professionally both orally and in writing including complex report generation.	
• Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Demonstrate the ability to solve complex business and organizational problems using programmed and non--programmed decision techniques using logical reasoning for evaluating information and data.	X
• Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.	X
• Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.	
• Be admission-ready for a Master of Business Administration program if desired.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	X
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
5/3/2016	

Special requirements of the course:

na

Additional information:

na

Prepared by: Jeff Holland

Date: 10/20/2017