

University of Massachusetts Dartmouth
Charlton College of Business
Information Technology for Small Business
MIS 375
(Online Course)

(*Syllabus is subject to change)

Instructor:	Shouhong Wang
Email:	swang@umassd.edu (Preferred)

Class Schedule, Office Hours and Location

This course is: 100% Online

Course Description

Course Description:

(This online course is a new course. The course description may not be listed in the catalog.)

A comprehensive overview of information technology methodologies which are widely applied in small businesses. Topics include small business strategies related to the use of information technology services, end user computing, end user decision support systems, end user business intelligence, social media for small business, cloud computing for small business, and open source software for small business.

Prerequisite:

MIS 315 Information Systems, or permission.

Course Credits: 3 credits

Textbook:

The online course site contains a variety of contents for teaching and learning of this course, including PPT, videos, quizzes, assignments, discussion questions, project guide, etc. However, the course site may not provide systematic, continuous, and detailed descriptions of theories, models, and examples of technical material. The following e-book is recommended. However, please view the online course site first, and download free pages from the e-book site for trial before you make a purchase decision. Please be aware that e-book is not

refundable and may not be used for resale.

Wang, S. and Wang, H. (2014). *Information Technology for Small Business*. Boca Raton, FL: Universal-Publishers ISBN-13: 978-1-61233-140-9. [ebook at <http://books.google.com/books?vid=ISBN1612331408&printsec=frontcover#v=onepage&q&f=false> \$14.16 (discount price) or \$24 (list price)].



(* Note: As the publisher does not trace whether a purchaser of the e-book is a UMassD student or any other online reader, the authors might receive royalties from a copy purchased by a student in this class. The instructor has filed a disclosure form to report this fact to the Massachusetts Government and the University. The University authority has approved to use this e-book for this course. More information can be available in the Human Resource Department or the Provost Office. The authors play no role in pricing or sales, whatsoever, after the publication. The instructor will make a donation to the UMassD scholarship fund to remove the financial conflict.)

Course Objectives

Course Objectives:

Upon successful completion of the course, the student will be able:

- (1) to identify various information technology methodologies to improve small business management.
- (2) to develop a comprehensive plan for a small business to use various information technology methodologies, including end user computing, decision support systems, social media, cloud computing, open source applications, and others, for marketing, recruiting, networking, customer services, decision making, and business intelligence.

Competencies and Contact Hours

The student will be introduced to:

- End user computing (2 hr)
- End user software (2 hr)
- End user decision support systems for small business (4 hr)
- Business intelligence for small business (2 hr)
- Social media for small business (2 hr)
- Cloud computing for small business (2 hr)
- Open source software (2 hr)

The student will understand:

- Design of end user computing architecture for small business (1 hr)
- Components and development of small business decision support systems (5 hr)
- OLAP for small business (4 hr)
- Applications of social media for small business (3 hr)
- Applications of cloud computing for small business (3 hr)
- Evaluate open source software (3 hr)

The student will be able to:

- Research into contemporary IT for small business (3 hr)
- Develop a business plan of use of IT for a small business (7 hr)

Communication Plan

Here are my expectations for electronic communication:

- Please use email ONLY (no voice mail on the phone) when the subject is of a personal and confidential matter. If your question is not a comment directed specifically at me, please post the question in the appropriate discussion board forum.
- I check my email daily Monday through Friday during my normal working hours. You can expect a reply from me via email within 24 hours during the work week. You may get an email reply during the weekend, but that would be an exception not the rule.
- I will check the discussion forums daily during the work week, and make my own comments.
- It is your responsibility to meet the due times for all assignments and online tests. In an exceptional case (e.g., medical excuse) when you are unable to meet the due time, please send me an email as soon as you can to explain.

Time Considerations

Please remember that in a traditional 3 credit-house face-to-face course you would be coming to class for 3 hours and then spending an additional 3-6 hours (at least) outside of class on assignments and reading. In this 100% online course environment, you have the flexibility of self-paced learning; however, you must to commit the equivalent amount of time on your own, working on reading, thinking, and course projects in the same way as you would usually do in a face-to-face course.

Substantive Participation Should:

- Add value to the discussion and avoid simply repeating, agreeing with, or answering yes or no to peer's comments.
- Challenge comments in class, including those of the facilitator.
- Ask insightful questions.
- Answer other people's questions.
- Exemplify the point with real-life events, when possible.
- Make comments that are relevant to the course content and objectives.

Ideas for Substantive Participation Include:

- Share an experience that is related to the discussion. Comment on other participants' experiences that are related to the course.
- Ask others questions about their ideas and experiences that are related to the course.
- Challenge a point that another participant made in a respectful manner. Offer a different perspective on an idea that is being discussed.
- Give insights gained from readings that were assigned for the week. If you need more information, ask the participants a question about the week's reading.
- Discuss a work issue that is related to the course or discussion and ask for feedback.
- Relate how you have applied what you have read, learned or discussed regarding the course to your personal and professional life.
- Share another resource such as Web links, books, etc. that you have used to answer other participants' questions or as you explore the topics of the course, (as it is a violation of copyright law to copy the actual page).

Methods of Instruction

This is an online course. We will apply the flip teaching approach to this course using the following methods.

(1) You read the textbook and/or the course material posted on the course site (including lecture PPT and summary videos) by yourself first, instead of lectures in face-to-face classes.

(2) You then participate in online class discussions and complete the assignment for each chapter. You may share learning experiences with the instructor and other classmates.

(3) Upon the completion of reading and comprehension of the course, you conduct a course project.

The general requirements are:

(1) Students are required to take a quiz for each chapter (9 quizzes, online, closed book, timed, multiple choices – 100 questions in total).

(2) Each student must complete a course project in order to clearly understand the

concepts covered in course, and apply them to a practical scene. The assignments of individual chapters are actually used for you to prepare your course project as an integrated assignment.

Evaluation and Grading Breakdown:

- Class participation – 10 points (Discussions for each of the 9 chapters plus discussion for project. Each chapter includes many discussion questions. You think about these questions first, and then write a short essay for discussion by either integrating all these guiding questions or selecting a particular question for deliberation. Each post needs more than about 100 words.)
- Quizzes – 30 points
(1 quiz test for each chapter; 8-14 multiple choice questions each test; online; timed - 1 minute times the number of multiple choice questions; 100 questions in total.)
- Assignments – 25 points
(3 points for each chapter, except for Chapter 5 which is 1 point)
- Course project* - 35 points
 - Written presentation (5 points)
 - Scope and managerial significance (15 points)
 - Analytical skills (15 points)

(*The course project will be the final deliverables based on your chapter-based assignments. Detailed project requirements are exhibited in a separate section.)

Grading Scale:

- 95 – 100 A+ ● 90 – 94 A ● 85 - 89 A- ● 80 – 84 B+ ● 75 – 79 B ● 70 – 74 B-
- 66 - 69 C+ ● 62 – 65 C ● 58 – 61 C- ● 55 – 57 D+ ● 52 – 54 D ● 50 – 51 D-

Policy on Late Assignments and Missing Assignments:

A late assignment is acceptable only when you have a legitimate reason. A missing assignment receives no credit.

Schedule

(Schedule is subject to change in accordance with the progress.)

Unit	Topic	Assignments
1	Chapter 1. Introduction	Assignment, Online discussion, and Quiz
2	Chapter 2. End user computing	Assignment, Online discussion, and Quiz

3	Chapter 3. End user software for small business	Assignment, Online discussion, and Quiz
4	Chapter 4. End user decision support systems	Assignment, Online discussion, and Quiz
5	Chapter 5. End user DSS implementation	Assignment, Online discussion, and Quiz
6	Chapter 6. End user business intelligence	Assignment, Online discussion, and Quiz
7	Chapter 7. Social media for small business	Assignment, Online discussion, and Quiz
8	Chapter 8. Cloud computing for small business	Assignment, Online discussion, and Quiz
9	Chapter 9. Open source software for small business (You must complete all 9 quizzes at this point)	Assignment, Online discussion, and Quiz
10	Project proposal	Project proposal
11	Project Stage 1: Introduction	Online discussion Project preparation
12	Project Stage 2: Overall plan	Online discussion Project preparation
13	Project Stage 3: In-depth-1	Online discussion Project preparation
14	Project Stage 3: In-depth-2	Online discussion Project preparation
15	Project Stage 4: Write-up	Online discussion Project preparation
16	Project Presentations (Depending upon the class setting.)	Project report due

As the semester progresses, this syllabus will be adjusted to accommodate any unforeseen circumstances, at the discretion of the instructor when needed.

Project Requirements

The objectives of the course project are:

- (1) to be able apply the concepts learned from the course to the real small business you are familiar with.
- (2) to be able to design a comprehensive business plan for the real small business to use various IT solution services technologies to implement the business model (or business strategy) and to improve the business practices.

Each student will select a local small business organization for this study.

(Note: Students have the responsibility to get permission from an authority of the organization for the study. The organization's name may be disguised in the project report.)

General guide:

The course project is a business plan of applications of IT for the concerned small business organization. This plan covers all aspects you learned from this course in general, and gives emphasis to one or two topics. In other words, the business plan should include two parts:

- (a) A general plan of how various IT solution services can be applied to the small business organization in implementing the business model (or business strategy);
- (b) Specific implementation of an IT solution service(s) to improve the management practice in implementing the business model (or business strategy).

Each chapter has an assignment. The assignment of each chapter allows you to learn specific types of IT solution services for small business discussed in the chapter. The assignment of each chapter is used for the instructor to provide you feedback, is not graded. You can use the work in your assignment for your final course project. Upon the completion of all the assignments, you should be able to develop the first part of the course project. You then select some topics to develop the second part of the project and develop a detailed investigation on one or two topics. The videos in the project module provide good examples of these topics.

For the second part of course project, if you choose topic off-the-shelf end user software (Chapter 3), or social media for small business (Chapter 7), or cloud computing for small business (Chapter 8), or open source software for small business (Chapter 9), you need to cover end user architecture design (Chapter 2) first, in order to make your project meaningful. DSS (Chapter 4 and Chapter 5) or BI (Chapter 6) is rather technical, and could be a good topic for students who are interested in decision making and business intelligence techniques.

You make a good balance between the two parts of the business plan of applications of IT solution services to meet your interests.

Project proposal:

Each project must submit a typed proposal by the deadline. The proposal should not be longer than 2 pages typed - 1.5 spaced. It should include:

- (1) Title page: Course name and number, title of the project, and student name.
- (2) Text page: Background of the small business, and your plan for the course project.

The approved proposal, along with the instructor's comments (no grading), will be returned to the student a day after.

Project report:

Each student must submit a project report at the final class. The report text is typically 15 pages, 1.5 spaced (exclusive of the title page and appendices). All diagrams (if any) should be computerized. A guideline and major contents of the report are given as follows.

(1) Title page

- Title of the project
- Student name

(2) Text

- Introduction (company's background)
- The business plan of use of IT solution services in all topics covered in the course
- In-depth development of one topic (e.g., DSS, BI, social media for marketing, SaaS, open source ERP, etc.)
- Cost-benefit analysis, justification, and risks
- Recommendations

(3) Appendices

- References and information sources
- Relevant evidences of investigation (e.g., screenshots)
- Computer artifacts (for DSS and BI)
- Diagrams (if any)
- Others

Rubrics

Rubrics for Assignments

	Learning Outcomes of Assignment	Performance Poor Excellent 0 100
Managerial Significance (1 point)	<ul style="list-style-type: none">◦ The assignment adds significant values to your small business organization◦ The assignment provide excellent materials for your course project	
Analytical and thinking Skills (1 point)	<ul style="list-style-type: none">◦ The assignment demonstrates your understanding of the subject of the chapter◦ The assignment demonstrates your initiation of IT solutions for your small business	
Written Presentation (1 point)	<ul style="list-style-type: none">◦ The assignment is organized into clear sections and well edited◦ The assignment provides complete	

	references (e.g., URL of information sources)	
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(* Chapter 5 Assignment is worth 1 point, and the points for the three categories of criteria are adjusted correspondingly.)

Rubrics for Course Project

	Learning Outcomes of Practical Course Projects	Performance Poor Excellent 0 100
Managerial Significance	<ul style="list-style-type: none"> ◦ Clearly defined objectives of the project ◦ Clearly developed and linked the business strategy and the end user computing strategy ◦ Excellent project scope/scale 	
Analytical and thinking Skills	<ul style="list-style-type: none"> ◦ Clear insight of IT for small business ◦ Excellent design thinking <ul style="list-style-type: none"> - Excellent selections of IT solution services for the small business; or - Excellent design and implementation of IT applications for the small business ◦ Value-adding business plan of use of IT 	
Written Documentation and Oral Presentation	<ul style="list-style-type: none"> ◦ Excellent documentation organization ◦ Rich support material ◦ Professional page/slides layout 	

Attendance Policy

Attendance:

This is a pure online course. The quality and frequency of class discussions are counted as the attendance.

Incomplete Policy

According to the university catalogue, an incomplete may be given only in exceptional circumstances at the instructor's discretion subject to approval of the Department and CCB. The student must be passing at the time of the request or be sufficiently close to passing. If the work is not completed within one year of the recording of the incomplete grade, the grade will become an F(I). The incomplete policy for this course is that at least 70% of the course must be already completed and an exceptional circumstance (i.e. medical issue) must exist. If you feel you

require an incomplete for an exceptional reason, you need to email me and state your reasons for the incomplete in writing. We will then decide on a course of action.

<http://www.umassd.edu/nfi/teachingandadvising/course syllabus/sampleincompletestatement/>

Student Academic Integrity Policy

All UMass Dartmouth students are expected to maintain high standards of academic integrity and scholarly practice. The University does not tolerate academic dishonesty of any variety, whether as a result of a failure to understand required academic and scholarly procedure or as an act of intentional dishonesty.

A student found responsible of academic dishonesty is subject to severe disciplinary action which may include dismissal from the University. The procedure for responding to incidents of academic dishonesty may be found in Section III of this document. You may also refer to the Student Handbook for information about the judicial process.

A high standard of academic integrity promotes the pursuit of truth and learning and respect for the intellectual accomplishments of others. These are values that are fundamental to the mission of this University. Such values are undermined by academic dishonesty.

Academic freedom is a fundamental right in any institution of higher learning. Honesty and integrity are necessary preconditions of this freedom. Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are legitimate only when the assistance of others is explicitly acknowledged and deemed appropriate by the instructor of the course. Ethical conduct is the obligation of every member of the University community, and breaches of academic integrity constitute serious offenses.

Maintenance of the standards of academic integrity and the successful administration of this policy depend on the mutual cooperation of faculty and students.

Faculty cooperation is essential for successful application of the procedures defined by this Academic Integrity Policy. Faculty members promote academic integrity by making clear on their syllabi their expectations concerning homework assignments, collaborative student efforts, research papers, examinations, computer-based infractions, and the like. Efforts should be made to detect and to prevent cheating and plagiarism in all academic assignments. If faculty members have evidence of academic dishonesty, they are expected to report such evidence promptly.

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Students are also expected to report incidents of academic dishonesty to the instructor or dean of the instructional unit.

The intent of this policy is to make clear the standards of academic integrity at UMass Dartmouth.

****For additional information on violations, infractions, and consequences visit the UMass Dartmouth Student Academic Integrity Policy at the link below.***

<http://www.umassd.edu/studentaffairs/studenthandbookintroduction/studentconductpolicies/academicintegritypolicy/>

Center for Access and Success

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please meet with the instructor at the beginning of the semester and provide the appropriate paperwork from the [Center for Access and Success](#). The necessary paperwork is obtained when you bring proper documentation to the Center, which is located in Liberal Arts, Room 016; phone: 508.999.8711.
<http://www.umassd.edu/dss/>

Resources

Tutoring

The Academic Resource Center (ARC) offers a number of student support services including free tutoring and other academic help for math, science, nursing, business, engineering, humanities and social science, writing, study skills, college reading, and ESOL. Throughout the school year ARC tutors a wide variety of subjects and an abbreviated schedule during the summer and intersession. Tutoring appointments are made by contacting the tutoring center you wish to visit by scheduling an appointment. However, some walk-ins can be seen if there is an available tutor.

The ARC now offers [e-tutoring](#). We will also be offering Live Chat services Sundays through Thursdays from 8 p.m. - 10 p.m.

<http://www.umassd.edu/wrc/hourslocation/>
<http://www.etutoring.org/>
<http://www.umassd.edu/dss/resources/students/tutoring/>

This course is an upper level business course with emphasis on IT in the business context. If you are having difficulty with specific subjects of the class please:

- Post a message on the Discussion Board – be sure to use your classmates for troubleshooting and problem solving.
- Send an email to the instructor to explain your situation for help.

Technical Help

If you are in need of technical assistance for myCourses, the IT Service Desk is available to students.

Claire T. Carney Library, lower level

508.999.8884 (x8884) or [Email](#)

Students living in the Residence Halls may also contact the Residential Technology (ResTech) Support Center:

Visit [ResTech](#) in Elmwood Hall, lower level

Call the ResTech Help Line at 508.999.8040 (x8040)