Professor: David W. Gerbing, Ph.D.
Office: BA 442
Phone: 725-4767 (not recommended except during office hours)
Office Hours: R 9:30 am - 10:30 am and by appointment
Class Website: D2L with content posted at http://web.pdx.edu/~gerbing/325/
Class Assignments: Turn in all assigned work, homework and projects, into their respective D2L Dropbox folders.
Class Email: gerbing@pdx.edu
→ Email: Place 325 II somewhere in the subject line to be placed in the priority class folder. I am concurrently teaching an online BA 325 section, so, if you would, add the II to help me differentiate the classes.
→ Avoid D2L email because it is not real email. Response to D2L email from the PSU email system is not possible.

Course Catalog Description and Prerequisites: Presents the key steps required to gain a competitive advantage in the marketplace through the use of information technologies. Primary focus is to help students understand the information systems development lifecycle and the ways that systems can support functional areas of a business. Other topics include communication technologies to support groups, productivity software and applications, designing systems for competitive advantage, and systems reengineering. The prerequisites are BA 205 and junior standing.


Homework: Weekly homework is posted under the relevant week listed on the home page of the course website. Homework for a given week is due at the beginning of class the following week, turned in via the D2L dropbox.

Course Learning Objectives: This course focuses on 1) the many ways that information technology, including computer technology, enhances business processes, and 2) how this technology creatively applied allows for new possibilities that provide new services and products. The result is a more competitive, successful business with more satisfied customers. Specifically:

✓ Understand the Internet and World Wide Web and its relation to business.
✓ Understand computer hardware and types of software, including open source software and some technical considerations in buying new computers.
✓ Understand database technology and how database systems organize and maintain data.
✓ Build some MS Office skills.

**Computer Projects**: The three inter-related Computer Projects require your application of the computer concepts to a real or hypothetical business. You may work alone or up to three students may form a team and turn in the same project. The projects are weighted 20%, 40% and 40%, respectively, in the calculation of the total Computer Projects score.

The projects require the following software, which you can provide on your own, find in student labs, or find on-line. SBA labs are closed for the summer, but all student access computers on campus, such as in the library, have MS Office, including MS Access. NH 465 is the official SBA lab for the summer and it also has the Bluefish editor, which you can also download for free on your own computer.

✓ Lab #1: MS Office on Windows or Mac.
✓ Lab #2: MS Access on Windows
✓ Lab #3: Web Site, any text editor, but recommended is the free HTML editor Bluefish for Windows, Mac or Linux.

The documentation for the MS Office labs applies to the 2013 version of the software, but any recent version of MS Office including Access works with only minor changes from the provided documentation.

**Tests**: There is a Midterm and a Final. The Final only covers material in the course presented after the midterm. Each test consists of multiple-choice questions, which requires the standard Scantron, and also short-answer questions.

All test questions are based directly on the homework questions. The study guide for the tests are the homework questions and posted solutions.

**Course Grade**: Your course percentage is calculated from the following weights.

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<th>HW</th>
<th>Projects</th>
<th>Midterm</th>
<th>Final</th>
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<tr>
<td>Weights</td>
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Your course percentage directly translates into a letter grade. The minimum guarantees are 90% and above an A- or A, 80% up to 90% a B-, B or B+, and 70% up to 80% a C or C+. The cutoffs may be lowered to your favor, but these are the minimum guarantees.

**Honesty**: Students are required to maintain high standards of academic honesty to pass this course.

**Screenshot**: A helpful debugging tool is to take a pic of the screen when there is some problem and forward to me. Here are directions on how to do this.


BA 325 Topic Outline

[check online for the official version]

Summer Week 1, beginning July 18

Week 1 [7/18]: Business and Business Information Systems
  Text Chapter 1: Setting the Stage
  Text Chapter 2: Strategy and Technology
  Text Chapter 3: Fast Fashion from Savvy Systems
  Computer: Integrating Microsoft Office Applications with Paragraph Formats
  Computer: Office Project

Week 2 [7/25]: Hardware and Software
  Text Chapter 5: Moore’s Law and More
  Text Chapter 11: Understanding Software
  Text Chapter 12: Software in Flux
  Videos to be posted on the web site

→ Due by the beginning of class on Mon, July 25
  Summer Week 1 Homework, which consists of Weeks 1 and 2 homework
  MS Office Project

Summer Week 2, beginning July 25

Week 3 [7/25]: Database: – NO CLASS MEETING material online for 7/25, 7/26
  Text Sections 13.1, 13.2: The Data Asset
  Computer: Database

Week 4 [7/27]: Database (continued)
  Text Section 13.3: The Data Asset

Week 5 [7/28]: Enterprise Applications – ERP, CRM, SCM
  Text Sections 13.4-8: The Data Asset

→ Due by the beginning of class on Mon, Aug 1
  Computer: Database Project
  Note: Summer Week 2 is not turned in as solutions are posted before the Midterm

Week 6 [Monday, Aug 1]
  Midterm: should take less than an hour
Summer Week 3, beginning Aug 2

Week 7 [8/02]
The Internet
  Telecommunications & Networks
  Text Chapter 14: The Internet and Telecommunications
  Computer: Constructing a Web Site

Week 8 [8/03]: E-Commerce
  Text Chapter 4: Netflix
  Text Chapter 6: Amazon.com
  Computer: Constructing a Web Site

→ Due at the beginning of class on Mon, Aug 8
  Summer Week 3 Homework, which consists of Weeks 7 and 8 homework

Summer Week 4, beginning Aug 8

Week 9 [8/08]: Social Media
  Text Chapter 8: Social Media, Peer Production, and Web 2.0
  Text Chapter 10: Facebook
  Computer: Constructing a Web Site

Week 10 [8/10]: Google
  Text Chapter 15: Information Security
  Text Chapter 16: Google in Three Parts

Final - Aug 11
Bring a regular Scantron - 882, most will finish in less than 1 hour

→ Due by 11:59pm, Sun, Aug 14
  Web Project
  Note: Summer Week 4 is not turned in as solutions are posted before the Midterm