



Course Syllabus Fall2023

ISOM240 - Introduction to Management Information Systems [3 credits]

Dr. Kamel Rouibah

Lecture Time: **Monday and Wednesday:** ISOM240-02A (9:30 to 10:45) [35 students] [Classroom: 1005 /C2] / ISOM240-05 (11:00 to 12:15) [22 students] [Classroom: 1005 /C2]

Contact Information

Location: ISOM Department, College of Business Administration, Shadadiya

Office: A2 1018, 2nd floor close to the ISOM secretary department

Office Hours By MS Teams (virtual) and Face to face Monday & Wednesday from 12:15 to 13:00

Email: kamel.rouibah@ku.edu.kw → Complete short survey by clicking here: <https://forms.gle/mHb6hvoqBs37SEW6A>

Social Media: NA

Name TA: Waad Akra

Email TA: waad.akra@ku.edu.kw

Office Hours TA: TBF

Tutorial: Self-learning using the online Training of Kuwait University (Web: <https://onlinetrain.ku.edu.kw>). Student will study by themselves 4 courses related to MS Access and then perform quizzes worth 2% in addition to 3 courses related to MS Excel Pivot Table and then perform quizzes worth 3%.

Course Description:

This course provides students with a focused introduction to the purposes, uses, and value of information systems and information resources in contemporary private organizations. It illustrates how information systems are innovatively employed to provide business intelligence, support decision making, improve business processes, attain competitiveness, augment collaboration with internal and external partners, and introduce innovative products and services. It introduces students to reasons, concepts and methods to design, acquire and implement information systems. The course also illustrates means to effectively manage, secure, and ethically use information resources in rapidly changing business and technological environments.

Course Learning Objectives (CLO):

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program. Upon successful completion of the course, students will be able to:

1. CLO1: Understand the components of Information Systems, the innovative role it plays in nowadays organizations, and how and why information systems are used today for competitive advantage [ISOM1]
2. CLO2: Understand how various types of information systems provide business intelligence, support decision making, and enable competitive advantage. Students gain hands-on

experience with *Database Management System (DBMS-MS Access)* and also applying MS Excel on real life cases. [\[LG2, LG3\]](#)

3. CLO3: Understand how information systems enable globalization, new forms of commerce, collaboration, and partnering with customers and suppliers [\[ISOM2\]](#)
4. CLO4: Identify and assess the sourcing alternatives for a new system [\[ISOM4\]](#)
5. CLO5: Understand how to secure information systems resources, mitigate risks, and plan for and recover from disasters [\[ISOM3\]](#).
6. CLO6: Evaluate the ethical concerns that information systems raise in society and the impact of information systems on crime, terrorism, and war [\[LG1\]](#).
7. CLO7: Strengthen students' evaluations of business strategies involving IS and identification of problems and opportunities that are amenable to IS solutions [\[LG5\]](#)
8. CLO8: Apply IT tools (e.g., DBMS, Spreadsheets) to evaluating IS related business strategies and identifying problems and opportunities amenable to innovative IS solutions [\[LGT2, LG3, LGT5\]](#).

CLO Mapping to CBA Skill Based Competency Goals¹

CLO	Competency Goals of CBA				
	Analytical	Communication	Information Technology	Business Ethics	General Business Knowledge
1					Introduce (I)
2			Apply (A)		
3			Reinforce (R)		
4					Introduce (I)
5			Introduce (I)		
6				Apply (A)	
7	Introduce (I)				
8		Reinforce (R)	Reinforce (R)		

Type of Emphases:

- Introduce (I): Students will be introduced to the skill and their grasp of it assessed in the course.
- Apply (A): The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- Reinforce (R): Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

Course Content Delivery Strategy

- In person, MyLab MIS and Moodle (With Safe Exam Browser) for homework, video exercises, quizzes, Midterm and Final exams. Click the following URL to learn more about how to use Safe Exam Browser on Moodle: <https://youtu.be/ru00EUcr5SU>
- **MS teams** for Hand notes and communication
- Use of Power Point for lecturing
- Use of commercial tools: MS Excel, MS Access
- Assignments and video exercises

Required Material:

Textbook: Kenneth C. Laudon and Jane P. Laudon (2021); *Essentials of MIS Global Edition*, 14th Edition, 528 pp, Print ISBN: 9781292342634

¹CBA Competency Goals can be found at the end of this document

Note: Having a hard copy of the book is *optional*. However, **you MUST obtain a code for “MyLab MIS with Pearson eText” that you can purchase from the library.** You will not be able to answer video exercises, nor solve homework using Pearson website without the access code. You cannot share the code or borrow it from other students



Tools to be used: E-plagiarism system (Turnitin: www.turnitin.com); Cloud system (OneDrive of Microsoft)

Prerequisites: ISOM 130

Unified Moodle Used

Pay attention to the name of MOODLE website

Course Outline:

Topics	Readings and chapters
Introduction & revision : Chapter 1: Business Information Systems in Your Career Chapter 2: Global e-Businesses and Collaboration Key Terms/ Concepts: Six Objectives/ Big Data and IoT/ What is an Information System?/ Problem Solving Approach/ Bus Process/ Bus Environment/ Levels in the Organization/ Bus Functions/ Business Intelligence/ Enterprise Systems/ IS Department/ Collaboration	You need to read these two chapters already covered in ISOM 130. They will not be covered during class but they are included as a bonus quiz (1 point)
Chapter 3: Achieving competitive advantage with information systems	Only two sections (3.1. and 3.4)
Chapter 9: “Achieving Operational Excellence and Customer Intimacy: Enterprise Applications”	Only three sections (9.1 , 9.2 and 9.3)
Chapter 6: Foundation of business intelligence : databases and information management	All sections (6.1, 6.2, 6.3 and 6.4)
Chapter 11: Improving Decision-Making and Managing Knowledge	Only two sections (11.1 and 11.2)
Chapter 8: Securing information systems	Only three sections (8.1, 8.3 and 8.4)
Chapter 10: E-commerce: Digital Markets, digital goods	All sections (10.1, 10.2, 10.3, 10.4, 10.5, and 10.6)
Chapter 4 : Ethical and Social Issues in Information Systems”	Only two sections (4.1 and 4.2)

Chapter 12: Building information systems and managing projects	Only two sections (12.1 and 12.2)
<p>Practical component consists of 4 MS Access 2019 [each 0.5 point] and 3 MS Excel 365 courses [1% each] using e-training of KU (https://onlinetrain.ku.edu.kw). Each student must login using the same username and password used when accessing the SIS portal, study the assigned 7 courses and pass quizzes / turn in certificates that account for 5% of the total grade: Note: If a student completed the certificates previously, then they must be redone. A screenshot of the most recent learning plan must be uploaded to Moodle</p>	

Policies: You are responsible for knowing these policies (“I didn’t know” is NOT an excuse):

- **Attendance and Participation:** Every student in this course must abide by the Kuwait University Policies (including ERT additions) on Attendance (published in the Student Guide, Chapter 3, and Section 13). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf. Be on time for the lecture (remember, class starts on time, NOT 5 minutes later). At the beginning of each lecture (after 5 minutes of the class start), I will take attendance. Anyone coming after that time will be considered as absent.
- **Students** must attend the classes they are enrolled in (i.e., no informal switching between different faculty members). The same is applied to taking quizzes, midterm, and final exams
- **Absenteeism:** University regulations governing absenteeism are applied to all students. This involves a first warning after 3 hours (**not lectures**), a second warning after additional 3 hours absence and a failure notice for any absence beyond the six hours. Absence with a valid excuse will still count as an absence. **But each student is allowed two absences (no questions asked)**, after that, each absence will be counted.
- **Students must attend the classes they are enrolled in (i.e., no informal switching between sections for the same faculty member or between different faculty members). The same is applied to taking quizzes, midterm, and final exams**
- **Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2; p. 22). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

الفصل الثاني الجرائم والعقوبات المادة (2)

يعاقب بالحبس مدة لا تتجاوز ستة أشهر وبغرامة لا تقل عن خمسمائة دينار ولا تتجاوز ألفي دينار أو بإحدى هاتين العقوبتين ، كل من ارتكب دخولاً غير مشروع إلى جهاز حاسب آلي أو إلى نظامه أو إلى نظام معالجة إلكترونية للبيانات أو إلى نظام إلكتروني مؤتمت أو إلى شبكة معلوماتية.

فإذا ترتب على هذا الدخول إلغاء أو حذف أو إتلاف أو تدمير أو إفشاء أو تغيير أو إعادة نشر بيانات أو معلومات ، فتكون العقوبة الحبس مدة لا تتجاوز سنتين والغرامة التي لا تقل عن ألفي دينار ولا تتجاوز خمسة آلاف دينار أو بإحدى هاتين العقوبتين.

فإذا كانت تلك البيانات أو المعلومات شخصية فتكون العقوبة الحبس مدة لا تتجاوز ثلاث سنوات والغرامة التي لا تقل عن ثلاثة آلاف دينار ولا تتجاوز عشرة آلاف دينار أو بإحدى هاتين العقوبتين.

According to rules of Kuwait university, plagiarism results in “F” in the course see page no in the syllabus “p.3) **Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2; p. 8). A copy of the student guide can be accessed online (see copy below).

4.1 Dishonesty, including but not limited to the following:

- a. Cheating, **plagiarism**, or other forms of academic dishonesty. The term “cheating,” includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when specifically prohibited from doing so by the instructor, looking at text, notes or another person’s paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to, giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic term; giving or selling a term paper, report, project or other restricted written materials to another student.
- b. The term “plagiarism” includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts, regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one’s own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person’s academic work as one’s own. Individual academic departments may provide additional examples in writing of what does and does not constitute plagiarism, provided that such examples do not conflict with the intent of this policy.

Breaches of the University’s policies pertaining to academic dishonesty may result in academic penalties and/or disciplinary action at the discretion of the instructor. Academic penalties may include, but are not limited to, a failing grade for the particular assignment or a failing grade for the particular course. The Code of Academic Honesty and procedures for violations are outlined in the Academic Catalog. Additionally, the student may be referred to the Director of Student Life for violations of the Student Conduct Code if applicable.

Exams and Quizzes

- Exams and Quizzes are executed ONLINE on YOUR LAPTOP during class time without use of handheld/mobile devices
- Make-up quizzes and exams: **No make up for quizzes.** Midterm and final exams will be executed according to plans. In case Moodle fails for uncontrolled reasons, the exam will be re-scheduled the next Saturday (after the initial plan date) and at the same timing. **If you have Covid (during Midterm/ Final Exam time), then you need to submit documentation of PCR/ Civil ID to the Committee to decide on your case. For the Midterm, if your documentation is approved, you will be invited to complete a makeup (at a time set by the committee). For the Final, if your documentation is approved, an “I” (Incomplete) will appear in the KU portal and you will be invited to complete the makeup the following academic term.** You must inform your instructor and share the results of a PCR test at least 4-5 days before and exam to be eligible for a make-up.
- Moodle will be used with **Safe Exam Browser**. Make sure you access Moodle using Google Chrome. **Safe Exam Browser** must be installed on laptop. Be sure to **install Safe Exam Browser before the exam date** by taking the compatibility test in Moodle (for technical help, please see your TA). You are responsible for having a working computer (Systems Updates **and Safe Exam Browser** Updates) fully charged and with working Internet **before the final exam**.
- Exams will NOT be administered using handheld devices like iPhone or iPad (even if it has worked in past exams). You need a laptop for the entire exam.

- Any suspicious behavior during the exam will be considered cheating and reported to Associate Dean of Student Affairs to take the proper actions. The student will receive a ZERO for the assessment until the Disciplinary Committee renders a decision on the case.
- Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2; p. 22). A copy of the student guide can be accessed online on: http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf
- If you have **special needs** (e.g., any type of disability, pregnancy, diabetes, etc.), please make sure you inform the instructor (within the first week of class). You can also check with Associate Dean for Student Affairs office for other rights and duties.
- **The instructor will NOT answer any questions during the exam including clarification questions. Furthermore, dictionary use is prohibited during exams.**
- If you have any doubt related to a question(s) on quizzes or exams you need to flag the question(s) and insert a comment with your full name, section, and the reason for flagging the question(s). Failure in doing so will result in not reviewing flagged question(s).

Grading:

- There are **NO** collaborations in quizzes and exams. This will be **considered cheating**. Plagiarism will also be considered as cheating. All cheating cases will be reported to Associate Dean of Student Affairs.
- Late submission of assignments/cases **will not be accepted even** with a valid excuse because cases and assignment are posted on Moodle days before the due submission
- You are responsible to upload **cases and MS Access/Excel certificates** to Moodle and before you click submit, download the same case/certificate on a different machine to view it. Instructors cannot be responsible for **un-submitted or corrupt files** (students will receive a zero), and will not extend deadlines because of this issue
- Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help (For more details see <http://www.easybib.com/guides/citation-guides/apa-format>) and <http://www.bibme.org/apa>
- **After a grade is posted (quizzes, assignment, midterm), you will have three working days to discuss it with your instructor or teaching assistant (TA).** After that, the grade is final and released.
- For the final exam, the final grades will be posted after 12 hours
- **Negotiation of the final grade is neither accepted nor discussed.**
- There **will no rounding up grade once your grade is finalized** (for example, 89.99% is B+ not A-).
- Students cannot contact instructors or TAs out of normal hours to get help **if they have a technical issue, and will not get an extension for deadlines to solve technical problems**. Just work before the due date!
- Students are responsible for the content/ instructions etc. on LMS (Moodle/ MS Teams) as well as emails. For example, your instructor will not remind you of due dates.

Grade Distribution:

Grade	Range	Points
A	≥ 95	4.00
A-	≥ 90 and < 95	3.67
B+	≥ 87 and < 90	3.33
B	≥ 83 and < 87	3.00
B-	≥ 80 and < 83	2.67
C+	≥ 77 and < 80	2.33
C	≥ 73 and < 77	2.00
C-	≥ 70 and < 73	1.70
D+	≥ 65 and < 70	1.30

D	≥ 60 and < 65	1.00
F	< 60	0.00

Grading:

The scores in this course will be the weighted average of the following items:

Exam	Description	Unified	Weight
Final	Jan 3rd, 2024, between 2 PM and 4 PM. 2 Hrs exam Moodle announcement will state sections included and number/ types of questions. All questions are developed and reviewed by class committee (TESTBANK NOT USED FOR THIS EXAM).	Yes	40%
Midterm	Oct 16th , 2023, between 12:30 and 1:50PM, 1:00 Hours exam. Moodle announcement will state sections included and number/ types of questions. All questions are developed and reviewed by class committee (TESTBANK NOT USED FOR THIS EXAM).	Yes	20%
Videos exercises	4 video exercises each worth 2.5%	Yes	10%
Homework	4 Homework each worth 2.5%	Yes	10%
Lab	<p>4 MS Access 2019 courses [2 points] using the e-training of KU (https://onlinetrain.ku.edu.kw) after completing chapter 6.</p> <p>3 MS Excel 365 Pivot Table courses [3 points] using the e-training of KU (https://onlinetrain.ku.edu.kw)</p> <p>Each student must login using the same username and password used when accessing the SIS portal, study the assigned courses and pass quizzes. Student must submit digital certificates that account 5% of the total grade (remark: you get a digital certificate if you succeed and get higher than 70%).</p> <p>If you are repeating the class and have old certificates, you must re-watch the videos and complete the exam once again upload your certificates on Moodle and take a screenshot of the Learning plan to show you have re-watched the videos. (you will have to attach the certificates, and the learning plan)</p>	Yes	5
Quizzes	<p>2 quizzes – closed book and notes – one attempt In-class and online through Moodle (15 minutes); <u>see due date on Moodle</u></p> <ul style="list-style-type: none"> Quiz 1: Chapters 3 and 9 (10 questions) – YOU CAN STUDY AUTHOR's TEST BANK Quiz 2: Chapters 8 and 11 (10 questions) – YOU CAN STUDY AUTHOR's TEST BANK <p>Bonus Quizzes (total 4 points):</p> <ul style="list-style-type: none"> Compatibility Quiz (general questions) Review Quiz (Chapters 1 and 2) 	Yes	10%

	<ul style="list-style-type: none"> • Pre-midterm quiz (general questions) • Pre-final quiz (general questions) <p>Note: You are responsible to download, install, and update to the latest version of Safe Exam Browser BEFORE a quiz. Those actions will NOT be allowed in class.</p>		
Other	Assignments [Pop-up quizzes, participation, attendance] [under Dr Kamel control]	No	5%
Total			100%

Important Dates

Item	Weight %	Date
Bonus Compatibility Quiz 1% Bonus	1	30/9/2023 [11:59 PM or earlier]
Bonus Quiz (Review Chapters 1 & 2)	1	2/10/2023
Quiz 1 (Chapters 3 & 9)	5	11/10/2023
Bonus Pre-midterm	1	14-16/10/2023 [11:59 PM or earlier]
Chapter 3 Homework	2.5	16/10/2023 [11:59 PM or earlier]
Chapter 9 video exercise (2.5%)	2.	16/10/2023 [11:59 PM or earlier]
Midterm Exam (Chapters 3 & 9)/ one hour	20	16/10/2023 (12:30PM – 1:50PM)
Last Day to Withdraw		28/10/2023
MS Access certificate	2	2/11/2023 [11:59 PM or earlier]
Quiz 2 (Chapter 8 & 11)	5	15/11/2023 (24 lectures)
MS Excel Pivot Table Online Certificates	3	23/12/2023 [11:59 PM or earlier]
Chapter 6 Homework	2.5	25/12/2023 [11:59 PM or earlier]
Chapter 11 video exercise	2.5	25/12/2023 [11:59 PM or earlier]
Chapter 8 Homework	2.5	25/12/2023 [11:59 PM or earlier]
Chapter 10 Homework	2.5	25/12/2023 [11:59 PM or earlier]
Chapter 4 video exercise	2.5	25/12/2023 [11:59 PM or earlier]
Chapter 12 video exercise	2.5	25/12/2023 [11:59 PM or earlier]
Last day of classes		25/12/2023
Bonus Pre-final	1	Anytime between 1-2/1/2024 [11:59 PM or earlier]
Final Exam (Chapters 6, 8, 10, and 12)	40	3/1/2024 [2 pm – 4 pm]

Guidelines how to send me e-mails in order to recognize you:

For many of us, e-mail is an important way to communicate. Using e-mails well can help us communicate effectively. Please observe the following guideline when you send me emails (**if you do not comply to the following rules you will be penalized**)

- Include an informative subject line. For example, if you include in the subject line "Missing Class Today", I would have known immediately what the message was about.
- Make sure your e-mail is set up to show your name correctly in recipients' inboxes and not a nickname such as "pinky". If you use a nickname then consider your e-mail as ignored deleted
- Start and end positively. Even if the e-mail is something negative, such as a complain, begin with positive words, such as **Dear Dr Kamel and end the same "Thank you"**.
- Keep paragraphs relatively short. Long paragraphs tend to be hard to read in e-mail. Therefore break your message into short paragraphs.
- Select one language when sending me e-mails and write me either in English or in Arabic. However don't mix the two. It is too bad for you and your image.
- Ovoid use of "chat" language such as plz for "please", 4u= For You 2 "two", etc.
- Proofread your e-mail before sending it to me.

FINALLY

In general, your ideas, comments, suggestions, questions, grade challenges, etc. are welcome and encouraged, if you feel the need to share your thought. However, **No part of your grade will be based on anything other than your coursework and attendance.**

- If a student decides to bring a parent/uncles/aunts (relatives) or anyone to discuss or change a grade, that student will automatically lose 10% of their total grade. Keep in mind your grades are private and I have no right to disclose any information to another person.
- If a student decides to resort to nepotism, also known as Wasta, to request alteration of a grade the student will automatically lose 10% of their total grade.
- "I am a senior and I need an A in the class to graduate because my GPA is low" or "I need a B+ because I am on probation" this is your own doing you will get a B+ or an A only if you (EARN IT), the professor will not entertain such excuses.
- I promise to give you RESPECT / FAIRNESS / and QUALITY in return I expect the same courtesy from you towards me and your fellow class mates.

CBA Vision:

To be the leading provider of quality business education in the region.

CBA Mission:

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

Undergraduate Program Learning Goals:

LG1. Ethical Skills: A CBA graduate shall be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 1.1. Identify the ethical dimensions of a business decision.
- 1.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 1.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

LG2. IT and Computer Skills: A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

Student Learning Objectives:

- 2.1. Use a word-processing application to type and format a business document.
- 2.2. Use a data-processing application to analyze or solve a business problem.
- 2.3. Use a presentation-making application to prepare a slideshow for a business issue.

LG3. Communication Skills: A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 3.1. Deliver clear, concise, and audience-centered presentations.
- 3.2. Write clear, concise, and audience-centered business documents.

LG4. Analytical Skills: A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

Student Learning Objectives:

- 4.1. Use appropriate tools to solve a given business problem.
- 4.2. Analyze business problems using suitable business theories and techniques.
- 4.3. Structure logic and frame quantitative analysis to solve business problems

Online Certificate

MS Access 2019 (0.5% each)

- Access 2019: Working with Databases
 - https://share.percipio.com/cd/VKLE_0Pft
- Access 2019: Tables, Fields & Entries
 - <https://share.percipio.com/cd/YJ8svWFRG>
- Access 2019: Creating Forms & Queries
 - <https://share.percipio.com/cd/pQt5fqxeS>
- Access 2019: Using the Report & Analysis Tools
 - <https://share.percipio.com/cd/BNmsdWkLc>

MS Excel 365 (1% each)

- Creating PivotTables and PivotCharts in Excel 365
 - <https://share.percipio.com/cd/mF280IHgU>
- Manipulating PivotTable data in Excel 365
 - https://share.percipio.com/cd/5W_5QSdSo
- Inserting PivotTables in Excel Microsoft 365 for Windows
 - https://share.percipio.com/cd/EaKsTt1_z