



**Kuwait University**  
**College of Business Administration**  
**Information Systems and Operations**  
**Management Department**



**Course Syllabus**  
**ISOM 240 Introduction to Management Information Systems**  
**Dr. Zainab M. AlQenaei**  
**Spring 2023**

**Lecture Time and Location:**

**ISOM 240 / 07A** : Sun Tues Thurs 10:00 AM – 10:50 AM Room C2 1022

**Contact Information:**

**Location** : ISOM Department – 2<sup>nd</sup> Floor – Office No. A2 1037

**Email** : zmalbader@gmail.com

**Office Phone** : (965) 2498 8683

**Office Hours** : Sun Tues Thurs 11:00 AM – 11:50 AM or by email appointment

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**Teaching Assistant:**

**Name** : TBA

**Location** : TBA

**Email** : TBA

**Office Hours** : TBA

**Course Description:**

This course provides students with a focused introduction to the purposes, uses, and value of information systems and information resources in contemporary 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 (CLOs):**

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:

- 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.
- CLO2.** Understand how various types of information systems provide business intelligence, support decision making, and enable competitive advantage. Students gain hands-on experience with DBMS and also applying MS Excel on real life cases.
- CLO3.** Understand how information systems enable globalization, new forms of commerce, collaboration, and partnering with customers and suppliers
- CLO4.** Identify and assess the sourcing alternatives for a new system.
- CLO5.** Understand how to secure information systems resources, mitigate risks, and plan for and recover from disasters.

- CLO6.** Evaluate the ethical concerns that information systems raise in society and the impact of information systems on crime, terrorism, and war.
- CLO7.** Strengthen students' evaluations of business strategies involving IS and identification of problems and opportunities that are amenable to IS solutions.
- CLO8.** Apply IT tools (e.g., DBMS, Spreadsheets) to evaluating IS related business strategies and identifying problems and opportunities amenable to innovative IS solutions.

**CLO Mapping to CBA Skill Based Competency Goals<sup>1</sup>**

CLO	Competency Goal				
	Analytical	Communication	Information Technology	Business Ethics	General Business Knowledge
1					I
2			A		
3			R		
4					I
5			I		
6				A	
7	I				
8		R	R		

**Type of Emphases:**

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** 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.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

**Required Material:**

**Textbook** : Kenneth C. Laudon and Jane P. Laudon (2019); Essentials of Management Information Systems, Global Edition, 13<sup>th</sup> Edition, 517 pp, ISBN-10: 1292253355; ISBN-13: 9781292253350

**Additional Material** : Other material is available on Moodle

**E-Learning System** : MS Teams and Moodle Learning Management System

**Course Website** : <https://moodle.ku.edu.kw/login/index.php>

**Course Requirements and Policies:**

**Case Studies:** There are total of two group case studies. These case-studies need to be submitted through Moodle by the due dates. Late submission is not accepted.

**Quizzes:** There are total of three quizzes (drop the lowest). These quizzes are scheduled on the due dates of the respective chapters. No make-up quizzes will be given.



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**Grades:** After a grade is posted, you will have two days to discuss your assignment, quiz, presentation, or absence with your instructor or teaching assistant. After that, the grade is final.

**Emails:** Emails sent must include a subject, be addressed properly, and signed with full name, course and section number. Otherwise, the email will be discarded. Email etiquette could be accessed online upon request.

**Class Preparation:** It is very important that students are prepared for each class period. Check MS Teams before each class for the required reading or video.

**Nepotism:** By registering for this class, you agree to abide by all its regulations including the zero tolerance of nepotism. By agreeing to this rule, you understand that your grade will be decreased a full letter grade (that is: goes from an “A” to a “B” for example) if anyone (family, friends, etc.) attempts to influence your grade (with or without your knowledge).

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

[http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf)

Participation will be assessed in each class period. Your class participation and attendance will both contribute to your overall grade. Be on time for the lecture. At the beginning of each lecture, attendance will be taken, anyone coming after that time will be considered as late. Being late three times is equivalent to one absence. Absence with a valid excuse will still count as an absence.

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). A copy of the student guide can be accessed online on:

[http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf)

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. Tools may be used include E-plagiarism system (Turnitin: [www.turnitin.com](http://www.turnitin.com)) and Cloud system (OneDrive of Microsoft). If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Mobiles:** Students should turn their mobile silent at the beginning of each class.

**Special Needs:** If you are a special needs student (have any disability), please inform your instructor.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Unit for help.



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**Make-up:** 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 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 first week of the following academic term. You must inform your instructor and share the results of a PCR test before and exam to be eligible for a make-up.

**Grading:**

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

Weight	Description
5%	Discussion and Participation
5%	MS Access Lab 2% and MS Excel Pivot Table Quiz 3%
10%	Quizzes (unified – 3 quizzes drop 1 – 5% each)
10%	Case Studies (unified – 2 case studies - 5% each)
30%	Midterm exam (unified)
40%	Final exam (unified)
<b>100%</b>	<b>Total</b>

**Grade Distribution:**

Grade	Range
A	≥ 95
A-	≥ 90 and < 95
B+	≥ 87 and < 90
B	≥ 83 and < 87
B-	≥ 80 and < 83
C+	≥ 77 and < 80
C	≥ 73 and < 77
C-	≥ 70 and < 73
D+	≥ 65 and < 70
D	≥ 60 and < 65
F	< 60

**Lab Information:**

Title	Objective
MS Access MS Excel Pivot Table	Creating/editing Access databases  Four MS Access 2019 courses using the e-training of KU: <a href="https://onlinetrain.ku.edu.kw">https://onlinetrain.ku.edu.kw</a> Each student must login using the same username and password used when accessing the SIS portal, study the assigned courses and pass quizzes that account 2% of the total grade. Student must show your instructor digital certificates that account 2% of the total grade (remark: you get a digital certificate if you succeed and get higher than 70%). MS Excel Pivot Table account for 3% and will be held during class time.

**Course Outline:**

Title	Topics
Chapter 3	<b>Achieving competitive advantage with information systems</b> Two sections (3.1 and 3.4)
Chapter 9	<b>Achieving operational excellence and customer intimacy: enterprise applications</b> Three sections (9.1, 9.2, and 9.3)
Chapter 6	<b>Foundation of business intelligence: databases and information management</b> All sections (6.1, 6.2, 6.3, and 6.4)
Chapter 11	<b>Improving Decision-making and managing knowledge</b> Two sections (11.1 and 11.2)
Chapter 8	<b>Securing information systems</b> Three sections (8.1, 8.3, and 8.4)
Chapter 10	<b>E-commerce: digital markets and digital goods</b> All sections (10.1, 10.2, 10.3, 10.4, 10.5, and 10.6)
Chapter 12	<b>Building information systems and managing projects</b> Two sections (12.1 and 12.2)
Chapter 4	<b>Ethical and social issues in information systems</b> Two sections (4.1 and 4.2)

**Revision from ISOM 130**

In addition to the topics listed above, you are responsible to review material from ISOM 130. Review material covers Chapters 1 and 2 with the following topics:

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

**Important Dates:**

Date/Time	Event
February 5 <sup>th</sup> – February 16 <sup>th</sup> , 2023 11:59 PM	Quiz (compatibility – unlimited attempts) 1% Bonus
February 23 <sup>rd</sup> , 2023	Quiz (Review Chapters 1 & 2) 1% Bonus
March 9 <sup>th</sup> , 2023	Quiz 1 (Chapter 3 & 9)
March 11 <sup>th</sup> , 2023	Pre-midterm 1% Bonus
March 12 <sup>th</sup> , 2023 (6 pm – 7:30 pm)	Midterm Exam (Chapters 3 & 9)
March 16 <sup>th</sup> , 2023	Last Day to Withdraw
March 23 <sup>rd</sup> , 2023	Quiz 2 (Chapter 11)
March 23 <sup>rd</sup> , 2023	MS Access Lab Online Certificates
March 30 <sup>th</sup> , 2023	Case Study 1
April 6 <sup>th</sup> , 2023	Quiz 3 (Chapter 8 & 10)
April 13 <sup>th</sup> , 2023	Case Study 2
April 20 <sup>th</sup> , 2023	MS Excel Pivot Table Quiz
May 4 <sup>th</sup> , 2023	Last day of classes
May 9 <sup>th</sup> , 2023 11:59 PM	Pre-final 1% Bonus
May 10 <sup>th</sup> , 2023 (11 am – 1 pm)	Final Exam (Chapters 6, 8, 10, and 12)



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**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.

**CBA Competency Goals:**

1. **Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

**Student Learning Objectives:**

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

2. **Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

3. **Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

**Student Learning Objectives:**

- 3.1. Use data-processing tools to analyze or solve business problems.

4. **Ethical Competency:** A CBA graduate will 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:**

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

5. **General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

**Student Learning Objectives:**

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).