CISM 3350: MIS Research  
RCOB 2327 - Monday/Wednesday - 9:30-10:50

Instructor Information

Professor: Bradley J. Prince, Ph.D.  
Office: RCOB 2223  
Availability: Monday/Wednesday: 11:00-2:00  
Tuesday/Thursday: 9:00-11:00 Online  
Google Voice: 256-405-9864  
Email: bprince@westga.edu (please put CISM 3350 as subject line)

Course Policies

Attendance Policy: You are required to attend class on scheduled class days. However, the majority of work will be completed online.

CourseDen Assistance: http://www.westga.edu/~distance/webct1/help/

Library Services: http://www.westga.edu/~library/

Films On Demand: (On Campus Only…if you are off campus you must use the current Galileo password to access this database.) http://digital.films.com/Dashboard.aspx

It is recommended that you keep an electronic copy of everything submitted. The University provides everyone with access to Gmail, and I recommend using the Google Drive to keep a copy of all your files for this course.

Course Description

In this course you will have two separate goals. First, to learn about MIS Research (we will refer to this as Data Analytics) and second, to help you research the MIS field of employment
and begin to find your personal area of focus for your career. We will begin by looking into the career aspect of the course. After finding, categorizing, and understanding the skills necessary to be successful in your chosen career, you will write a paper that will outline the market for the chosen area of interest, and begin the student on a path toward their career and not just toward their degree.

The bulk of the course will introduce various types and methods of data analytics. We will explore the three major areas of analytics in detail. These three are Descriptive Analytics, Predictive Analytics, and Prescriptive Analytics. We will spend the largest amount of time on Descriptive Analytics and Predictive Analytics as they are the most prominent currently used. Prescriptive Analytics is a new topic being explored that you will be introduced to. Each of these three types of Analytics will be covered using a four step approach.

1. First we will establish a solid vocabulary of important terms for this area. Once we have created a glossary of terms, you will take a vocabulary quiz. A score of 85% or higher is required to proceed in the course.
2. Second you will find and categorize real-world examples of companies that use data analytics in their operations.
3. Third you will complete a Case Study to learn the specifics about a company that has employed some type of data analytics.
4. Finally, the final exam will require you to provide your personal list of items that are advantages and disadvantages of data analytics.

Course Objectives

1. Students will demonstrate an understanding of a specific assigned topic within the area of Management Information Systems in the context of historical development, technology or application usefulness and impact, competitive technologies or applications, and future trends. (BBA 3, MIS 1)

2. Students will demonstrate the ability to use both the library and on-line resources available to acquire relevant information for their project (BBA 3).

3. Students will demonstrate the ability to organize their work in an effective and professional manner utilizing verbal presentations, papers, and electronic media presentations (BBA 1 MIS 1).

4. Students to participate in the evaluation of presentations (BBA 1)
Grading Information
Academic Dishonesty will not be tolerated. Please see the following link for the UWG policy. http://www.westga.edu/registrar/index_18478.php

Important Accessibility Information

Student Handbook, detailing instructions to visit the Rights and Responsibilities section, including the Honor Code and all Appendices available at: http://www.westga.edu/~handbook/index.php

AMERICANS WITH DISABILITIES ACT STATEMENT
If you are a student who is disabled as defined under the Americans with Disabilities Act and requires assistance or support services, please seek assistance through the Center for Disability Services. A CDS Counselor will coordinate those services. See http://www.westga.edu/studentDev/index_8884.php

EQUAL OPPORTUNITY STATEMENT
No person shall, on the grounds of race, color, sex, religion, creed, national origin, age, or disability, be excluded from employment or participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity conducted by UWG.

AFFIRMATIVE ACTION STATEMENT
University of West Georgia adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

STUDENTS RIGHTS AND RESPONSIBILITIES
Please carefully review the information at the following link:
http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
CREDIT HOUR POLICY

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.