



American University of Ras Al Khaimah

AURAK Syllabus

Course & Instructor Information

Course Title: Introduction to Business Information Systems

Course Code: MIST 301

Credit Hours: 3.0

Methods of Instruction *(See Syllabus Guide for additional information that should be added here):*

This course uses the face-to-face method of instruction.

Prerequisite course(s) and/or co-requisite courses, if applicable:

Faculty Name: Osama Sohaib

Contact Information and Office Hours:

Email: osama.sohaib@aurak.ac.ae (Email & Teams). Office H-319. 5 pm to 6pm (Tuesday)

Course Description:

This course introduces the fundamentals of computer hardware, software, networking, the Internet, and its technology components. The discussions are centered on the role of technology in contemporary business, and include basic relational storage concepts, with hands-on experience in building business database applications and web sites.

Additional Information about the course:

This course is not an online course.

Prerequisite course(s) and/or co-requisite courses, if applicable: Sophomore Standing

Course Textbooks and Materials:

Keri E. Pearlson, Carol S. Saunders, Dennis F. Galletta, October 2019, Managing and Using Information Systems: A Strategic Approach, 7th Edition, ISBN: 978-1-119-56115-6

Baltzan P., 2020, Business Driven Technology, 8th Edition, ISBN10: 1259924920/ ISBN13: 9781259924927, McGraw-Hill Higher Education

Reference Texts:

R. Stair & G. Reynolds, 2017, Principles of Information Systems, A Managerial Approach, 9th Edition, ISBN-10: 1305971779/ 1337516945.

Other Resources:

N/A

Web Resources:

- Information Systems [https://cio-wiki.org/wiki/Information_System_\(IS\)](https://cio-wiki.org/wiki/Information_System_(IS))
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- IT Management [https://cio-wiki.org/wiki/IT_Management_\(Information_Technology_Management\)](https://cio-wiki.org/wiki/IT_Management_(Information_Technology_Management))
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- Business IT Alignment https://cio-wiki.org/wiki/Business_IT_Alignment

Course Learning Outcomes (CLOs)

Course Learning Outcomes At the end of this course, students should be able to:	
CLO 1	Explain the typical roles of IS within business organizations.
CLO 2	Identify basic attributes of ERP, CRM, and SCM schemes, and discuss their usage within organizations.
CLO 3	Develop basic business database applications.
CLO 4	Explain how organizations leverage E-business advantage for added competitive advantage.
CLO 5	Apply information systems concepts in case studies.

Program Learning Outcomes (PLOs) and Mapping Course to Program Outcomes

Please see the APPENDIX for the Course to Program Learning Outcomes Mapping.

Assessment Activities

The dates for quizzes, exams, and submission of assignments are specified in the schedule. You will be graded in this class based on the number of points you earn for quizzes, exams written assignments, or other activities, including your class participation. Keep track of your scores in Blackboard.

Assessment Activities and Grading Weight	Quiz 15%	Individual Project 35%	Mid-term Exam 25%	Final Exam 25%
CLO 1	X		X	
CLO 2	X	X		X
CLO 3		X	X	X
CLO 4	X	X	X	
CLO 5	X	X		X
	Feedback will be given to students within 10 to 14 days of the due date.	Feedback will be given within 10 to 14 days of the due date.	Feedback will be given to students within one week of the mid-term exam.	Feedback will be given to students within 48 hours of completion of the final exam.

Assignment 1 Quiz: This assignment covers CLOs 1, 2, 4, and 5. This quiz assessment will evaluate your understanding of fundamental concepts in Business Information Systems. Information Systems play a critical role in today's digital world, enabling organizations to manage and utilize information effectively. This assessment will test your knowledge of key IS components, their functions, and their impact on business processes. This quiz assessment consists of multiple-choice, short-answer, and scenario-based questions. It's designed to gauge your comprehension of IS concepts and ability to apply them to real-world scenarios.

Assignment-2 (Individual): The assignment covers CLO 2, 4, and 5. This is a group assessment (max 4 in a group). Students will be asked to prepare a report. Students will work in a group to develop a business and IT strategic report in response to a proposal request (e-commerce solution). This report will include an analysis of the hypothetical company using the Information Systems Strategy Triangle (business strategy, organizational strategy, and IT strategy), database strategy, and information resources strategically finally develop an eCommerce website. More information is available at the course site Blackboard.

Midterm: The midterm will cover material from the first half of the course. It will comprise medium-length questions covering CLO 1, 3, and 4. The students will be required to answer MCQs and short answers etc. More details about the exam will be communicated in class and via email.

Final Exam: The final exam will cover CLO 1, 2, 4, and 5. It will comprise MCQs, short answer questions, a case study, etc. More details about the exam will be communicated in class and via email.

Assessment Rubrics:

The assessment instruments with the answer key, marking scheme/ assessment rubric will be included for all assessment instruments for this course in the Course File and uploaded on the Course File Component of the IDAP system.

Grading Scale

The grading system and scale for AURAK, as established by the Board of Trustees, is as follows:

AURAK Grading System and Scale		
Grade	Percentage Scores	Grade Points
A	95-100	4.00
A-	90-94	3.70
B+	86-89	3.30
B	83-85	3.00
B-	80-82	2.70
C+	76-79	2.30
C	73-75	2.00
C-	70-72	1.70
D+	66-69	1.30
D	60-65	1.00
F	0-59	0.00

An “S” grade reflects satisfactory, or passing, work in a course (i.e., equivalent to grade of C or higher for graduate students. A “U” grade reflects unsatisfactory, or failing, work in a course. S/U will have no effect on the GPA.

Weekly Course Information

Schedule of Course Topics, Required Reading, and Assignments and Assessments (Including scheduling of laboratory, studio, external visit, and other non-classroom meeting sessions, as appropriate)				
Week	Topic	Required Readings	Assignment, Assessment (with grade weighting) & Due Date	Mapping of CLOs to Assessments
1	Course Overview; Basic concepts and terminology; IS and business models	Chapter 1		1, 2
2	Foundations of Information Systems in Business	Chapter 1		1, 2
	Foundation Concepts: Business Processes			1
	Foundation Concepts: The Components of Information Systems			1
3	IT Infrastructure: Hardware and Software	Essentials of MIS -Ch 5		2
	ERP, CRM, and SCM their usage within organizations			2
4	The Information Systems Strategy Triangle	Chapter 2		1,2
5	Developing Information Systems			

6	e-Business/e-Commerce Systems	Chapter 14 (Baltzan)	Quiz (15%)	1,2,4,5
	e-Business/ e-Commerce Fundamentals			4
	Case Study 1: Improving order processes with information technology: McDonald's case. In the context of UAE.			5
7	Data Resource Management	Chapter 7 (Baltzan)		3
	Technical Foundations of Database Management			
	Managing Data Resources			
8	Information Systems Sourcing	Chapter 10		1, 4
	IS sourcing and Cloud			
	Mid Term Exam		Mid Term exam (25%)	1,3,4
9	Web 2.0/Web 3.0; Web Information Systems; Case study: Web accessibility	Chap 15 (Baltzan)		1,2,5
10				
11	Knowledge Management and Business Intelligence	Chapter 12		5

12	Case Study 2: Towards a Sustainable Digital Ecosystem: Exploring New Frontiers in Information Systems			5
13	Group projects presentations and Submission		Individual Project (35%)	2 - 5
14				
15	Subject Review			
16	FINAL EXAM	Final Examination (25%)		2,3,5
'The course syllabus will be contextualized for the UAE wherever necessary'				

Attendance Policy

Regular student attendance and class participation are essential for students to meet course expectations and to succeed in their studies. The following are benefits associated with attending classes:

- Opportunity to participate in active learning
- Opportunity to demonstrate preparation for class
- Opportunity to engage with the faculty member teaching the course, classmates, and the course material

The following are requirements of the university's attendance policy:

- Students must provide a satisfactory reason for being absent from class, to the course instructor, in advance of missing a class.

- Students must observe protocols for online course attendance (e.g., having camera turned on).
- Students must arrive on time for class and must not depart early from the class. Persistent late arrival at, or early departure from, class meetings may result in being counted as absent from class.

If students fail to attend 20% of the scheduled classes for the semester the following will be the consequence:

- Students will receive a notice that they have been withdrawn from the course, receiving a grade of either W or F (or U).
- W if the 20% absence is reached prior to the deadline for withdrawing from a course with a grade of W.
- F (or U) if the 20% absence is reached after the deadline for withdrawing from a course with a grade of W.

Accommodations for Students of Determination

Students of determination may find they require additional support, services, or considerations. AURAK will endeavor to support students of determination of those with special needs where resources are available. Accommodations will be provided, for students with verified needs, allowing equal access to educational facilities, programs, services, and activities at AURAK. Accommodations are never applied retroactively – only students who have previously requested and have been approved for supporting accommodations can have them apply to a given academic semester/course. Students needing support must make the request from the Office of Support Services located in Building D.

Other Relevant Policies

A. Academic Integrity

The Honor Code

The American University of Ras Al Khaimah strongly supports the concept of academic integrity and expects students and all other members of the AURAK community to be honest in all academic endeavors. The AURAK Honor Code can be found in the AURAK Student Handbook.

The role of the Honor Code and associated Academic Integrity Policy is to protect the academic integrity of the university, encourage consistent ethical behavior among students, and foster a climate of honorable academic achievement. The Honor Code is an integral part of university life and students are responsible, therefore, for understanding and abiding by the code's provisions. While a student's commitment to honesty and personal integrity is assumed and expected, this Code and associated policy and procedures provides clarity of expectations.

Expectations

Cheating, plagiarism, and all other forms of academic fraud are unacceptable; they are serious violations of university policy. AURAK expects all students to be familiar with university policies on academic integrity. The university will not accept a claim of ignorance – either of the policy itself or of what constitutes academic fraud – as a valid defense against such a charge.

Violations of Academic Integrity

Violations of academic integrity constitute academic fraud. Academic fraud consists of any actions that serves to undermine the integrity of the academic process or that gives the student an unfair advantage, including:

- Inspecting, duplicating or distributing test materials without authorization.
- Cheating, attempting to cheat, or assisting others to cheat – relevant here is the prohibition on being in possession of a mobile telephone or similar electronic device during a test or examination. In case such devices are found with a student, the student will be deemed to have attempted to cheat and will be subject to disciplinary action under the Student Academic Integrity Policy.
- Altering work after it has been submitted for a grade.
- Plagiarizing.
- Using or attempting to use anything that constitutes unauthorized assistance. **PLEASE NOTE:** Faculty members may prohibit the use of generative AI, including though not limited to, generative AI such as Open AI ChatGPT and Canva, in completing assignments. When such prohibitions have been communicated by

the faculty member, incorporating information from such sources into your assignment submission will be treated as a serious violation of academic integrity expectations.

- Fabricating, falsifying, distorting, or inventing any information, documentation, or citation.

Plagiarism

One of the most common violations of academic integrity is plagiarism. Plagiarism can be intentional or unintentional. However, since each student is responsible for knowing what constitutes plagiarism, unintentional plagiarism is as unacceptable as intentional plagiarism and thus will bring the same penalties.

Plagiarism – submitting the work of others as one's own - is a serious offense. This includes submitting work obtained from AI writers such as Open AI Chat GPT, as well as other forms of generative AI. In the academic world, plagiarism is theft. Information from sources – whether quoted, paraphrased, or summarized – must be given credit through specific citations. When a student paraphrases a work, it is still necessary to cite the original source, even when the information has been provided by generative AI writers and/or sources. Merely rearranging a sentence or changing a few words is not sufficient. The citation style should be appropriate for the discipline and should clearly indicate the beginning and ending of the referenced material. All sources used in the preparation of an academic paper must also be listed with full bibliographic details at the end of the paper, as appropriate in the discipline. **PLEASE NOTE:** Faculty members may prohibit the use of generative AI in completing assignments. When such prohibitions have been communicated by the faculty member, incorporating information from such sources into your assignment submission will be treated as a serious violation of academic integrity expectations.

While plagiarism detection software can assist identifying plagiarism, there is no “percentage of matching content” threshold for determining that content in a written assignment has been plagiarized. Indeed, the presentation of a single striking phrase originally written by another without attribution to the original source can constitute plagiarism, even though the percentage of matching content found by plagiarism-checking software might be very small.

Faculty and Student Expectations

- Every student, faculty member, and administrator is responsible for upholding the highest standards of academic integrity. Every member of the AURAK community shall honor the spirit of this policy by refusing to tolerate academic fraud.
- It is the responsibility of the instructor to provide students with additional guidelines for what constitutes “authorized” and “unauthorized” assistance.

- It is the responsibility of every student to see clarification if in doubt about what constitutes ‘authorized’ and ‘unauthorized’ assistance. In cases involving collaborative work, all students within the collaborative group may be help responsible for violating the code if any member of the group receives, accepts, or utilizes "unauthorized" assistance.
- Students are required to obtain permission prior to submitting work, any part of which was previously or will be submitted in another course. The instructor has the option of accepting, rejecting, or requiring modification of the content of previously or simultaneously submitted work.

A student who suspects that a violation of academic integrity has occurred should report the violation to the dean or to the Office of the Provost. In this report, the student should describe any action taken, such as talking with the person involved or with a faculty or staff member. Every effort will be made to preserve the anonymity of the student reporting the incident;

Possible penalties for academic fraud include: Formal warning, Reduction in grade for the assignment, Reduction in the grade for the course, A failing grade for the assignment, A failing grade (F) in the course, and/or Dismissal or Expulsion from the University.

Please refer to the relevant section in the *Student Handbook* and ensure a clear understanding of the provisions of the University Honor Code and the Student Academic Integrity Policy.

B. Concerns about grades or other course matters.

Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Chair of the department in which the course is taught. If you still have a concern, meet with the Dean of the school in which the course is taught. The matter is likely to be resolved before it reaches that point, but if it is not, then visit the Associate Provost for Academic Affairs. Students who decide to “jump to the top” will be referred “back” to the appropriate next step.

C. Assignments

University policy is that assignments are due on the date indicated when the assignment is made. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Mobile Phones

All mobile phones and other communication devices should be turned off before entering the classroom. Students may NOT have mobile telephone or other electronic devices in their possession while completing examinations. Any violation will be deemed as having attempted to cheat.

E. Diversity and the Use of English

English is the common language of the AURAK campus for everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world.

APPENDIX

Program Learning Outcomes (PLOs) : BS In Business Administration

Program Learning Outcomes At the completion of the program, students should be able to:	
PLO 1	1: Critically expand on the basic principles of economics, accounting, finance, management, information systems, marketing and operations in the context of a global economy.
PLO 2	2: Apply concepts and theories of ethics and social responsibility to practical business dilemmas, recognizing the implications of management decisions for the interests of key internal and external stakeholders.
PLO 3	3: Demonstrate competency in presentation and writing skills using the latest business communication tools.
PLO 4	4: Effectively work in teams and take the lead in team initiatives.
PLO 5	5: Engage in critical self-analysis and professional reflection about potential roles in a business context.
PLO 6	6: Evaluate business situations and critique managerial decisions, using financial statements, statistical tools, and other appropriate methods to organize, analyze and present data.

Mapping Course to Program Learning Outcomes : BS In Business Administration

The learning outcomes of this course contribute to meeting one or more of the program learning outcomes as shown below, with the contribution designated as “high”, “medium”, or “low”:						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
CLO 1	<i>high</i>	<i>medium</i>				<i>medium</i>
CLO 2	<i>high</i>	<i>medium</i>	<i>medium</i>			<i>medium</i>
CLO 3	<i>medium</i>	<i>medium</i>	<i>medium</i>	<i>medium</i>	<i>medium</i>	<i>high</i>
CLO 4	<i>high</i>	<i>medium</i>	<i>medium</i>			<i>medium</i>
CLO 5	<i>medium</i>	<i>medium</i>	<i>medium</i>	<i>medium</i>	<i>medium</i>	<i>high</i>