COQUITLAM COLLEGE
Established 1982

COURSE OUTLINE

Effective Semester: Fall 2024

COURSE INFORMATION

Course Title Introduction to Computers & Information Systems in Business   **Course Number:** BUSI 237   **Credits:** 3

Total Weeks: 14 (Fall, Spring)   **Total Hours:** 39   **Course Level:** ☐ First Year   ☒ Second Year
                12 (Summer)   ☐ New   ☐ Revised Course
                                                                                                        ☐ Replacement Course

Department: Computer Science   **Department Head:** M. O'Connor   **Former Course Code(s) and Number(s) (if applicable):** N/A

Pre-requisites (If there are no prerequisites, type NONE): Minimum of 15 university credits/transfer credits

Co-requisite Statement (List if applicable or type NONE): NONE

Precluded Courses: N/A

COURSE DESCRIPTION

This course provides students with a fundamental overview of computer-based information systems and their applications in business, including a discussion of issues involved in the use of information systems by management. The course also provides students with a "hands-on" tutorial experience in the use of microcomputers with particular emphasis on business productivity tools which include spreadsheets, database management systems, operating systems, etc.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:
- Define management information systems (MIS) and describe the three important organizational resources within it – people, information, and information technology.
- Describe how to use Porter's Five Forces Model to evaluate the relative attractiveness of and competitive pressures in an industry.
- Describe the key characteristics of a relational database.
- Describe the key characteristics of a data warehouse.
- Describe the four major types of data-mining tools in a data warehouse environment.
- Compare and contrast decision support systems and geographic information systems.
- Describe the major e-commerce business models.
- Identify the differences and similarities among customers and their perceived value of products and services in the B2B and B2C e-commerce business models.
- Define the traditional systems development life cycle (SDLC) and describe the seven major phases within it.
- Describe the self-sourcing process as an alternative to the traditional systems development life cycle.
- Discuss the importance of prototypes and prototyping within any systems development methodology.
- Describe the outsourcing environment and how outsourcing works.
- Define ethics and describe factors that affect how you make a decision concerning an ethical issue.
- Define privacy and describe ways in which it can be threatened.

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (specify):	
Total	

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Grading System: Letter Grades ⊠   Percentage ⊠   Pass/Fail ☐   Satisfactory/Unsatisfactory ☐   Other ☐

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments: 15% *Specify number of, variety, and nature of assignments: Homework/Class Work Assignment/Case Study*	Lab Work: %	Participation: % *Specify nature of participation:*	Project: % *Specify nature of project:*
Quizzes/Test: 5% *Two Computer Assignment Tests (2.5% each)*	Midterm Exam: 35%	Final Exam: 45%	Other: %

TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.
Management Information Systems for the Information Age, 9th Edition, McGraw-Hill/Irwin Haag, Stephen; Cummings, Maeve ISBN: 978-0-07-131464-0

COURSE TOPICS

List topics and sequence covered.

Week 1	Chapter 1: The Importance of MIS
Week 2	Chapter 2,4 : Hardware & Software, Decision Support
Week 3	Knowledge Extension 4 Introduction to Microsoft Excel
Week 4	Chapter 5: Databases & Data Warehouses Computer Test #1
Week 5 :	Knowledge Extension 6 Database Design
Week 6	Chapter 8: Decision Making and Business Intelligence
Week 7	Midterm Exam
Week 8	Chapter 9 Social Networking, Ecommerce, and the Web
Week 9	HTML/CSS
Week 10	Chapter 10: Acquiring Information Systems Through Projects Computer Test #2
Week 11	Chapter 10: System Development
Week 12	Chapter 12 Managing Information Security and Privacy
Week 13	Final Exam Review
Week 14	**Final Exam**

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: Coquitlam College Policies
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca

Last Reviewed: September 2024
Last Revised: September 2024