



Honors Digital Systems

1.1 Introduction to MIS

FOX
MIS

Welcome!

Fall 2023

FOX
MIS

ME
ME
ME



- **Education: Temple: BBA, MBA, Ed.D**
- **Background: Marketing with a slide into Information Systems**
- **Consulting Work: PowerCAMPUS, Salesforce, Concur, Banner**
- **Academics: Director, MS-Digital Innovation in Marketing, Intro to MIS, UX, Data Analytics, Data Science, Business Intelligence, Digital Innovation Capstone, Managing with Data**
- **Certification: Google Analytics, Adobe**

Relevant Info:



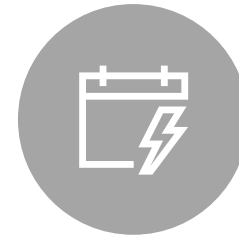
AMYL@TEMPLE.EDU



SPEAKMAN 209G



215-204-3196



OFFICE HOURS



M/W: 11:30-12PM
F: 10-11AM
OR BY APPT



***“Tell me and I forget.
Teach me and I remember.
Involve me and I learn.”***

- Benjamin Franklin

Managing Expectations

- **This class is unique!**
- **We will work through challenges together...plan on it!**
- **You will find the class engaging and fun!**
- **You will acquire knowledge and skills that you will use in future classes and your career!!!**

Course Highlights

- **Systems Analysis**
- **Process Mapping (Modeling with swim lanes & entity relationship diagrams)**
- **Digital Product Management**
- **Information Systems CRM & ERP, Data Analytics & SCM**
- **Platforms & Digital Business models, including APIs**
- **Cybersecurity and the Enterprise plus Artificial Intelligence**

Course Objectives

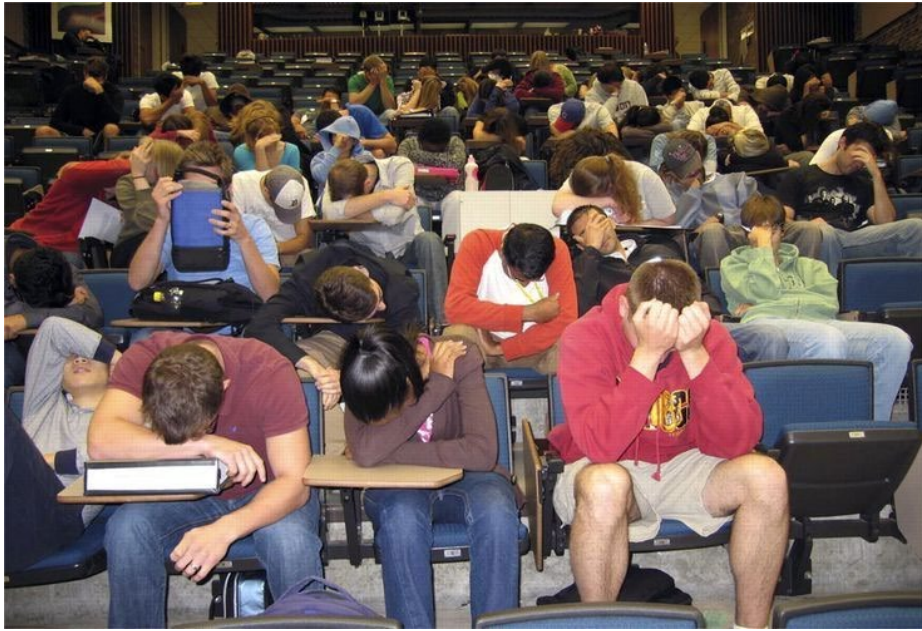
- **Explore the systems which organizations use to create their digital products**
- **Explore the platforms which these digital systems are built upon**
- **Explore the API ecosystems by which systems extend their reach and capability.**
- **Discuss cybersecurity including risks & responses surrounding digital products**
- **Introduction to the creation of software**

Graded Components

Component	Percentage
In-Class Activities & Participation * must be present in class to earn credit – no exceptions!	10%
Learn IT! Assignments ** no late assignments accepted – no exceptions!	25%
Exam #1	20%
Exam #2	20%
Exam #3	20%
Honors Technology Research Project	5%

*In-Class activities must be submitted while in class.

Lecture vs. Activities



Source: <https://www.theodysseyonline.com/11-things-college-lecture-hall>

- **3 Hours of zzzzzzzzz's**



- **1 Hour Discussion**
- **2 Hours of Activity**

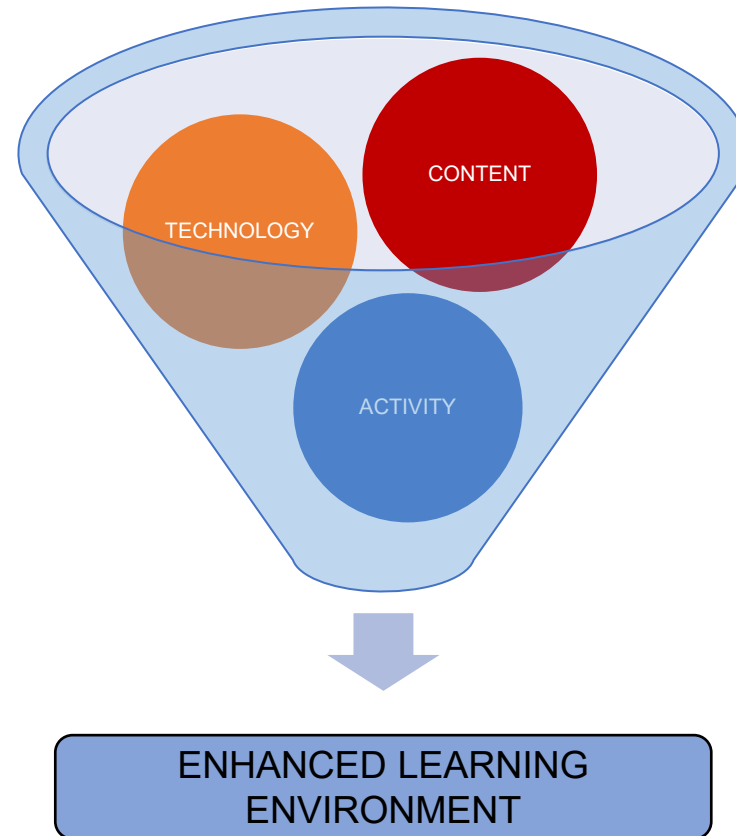
Active Learning Components

TECHNOLOGY

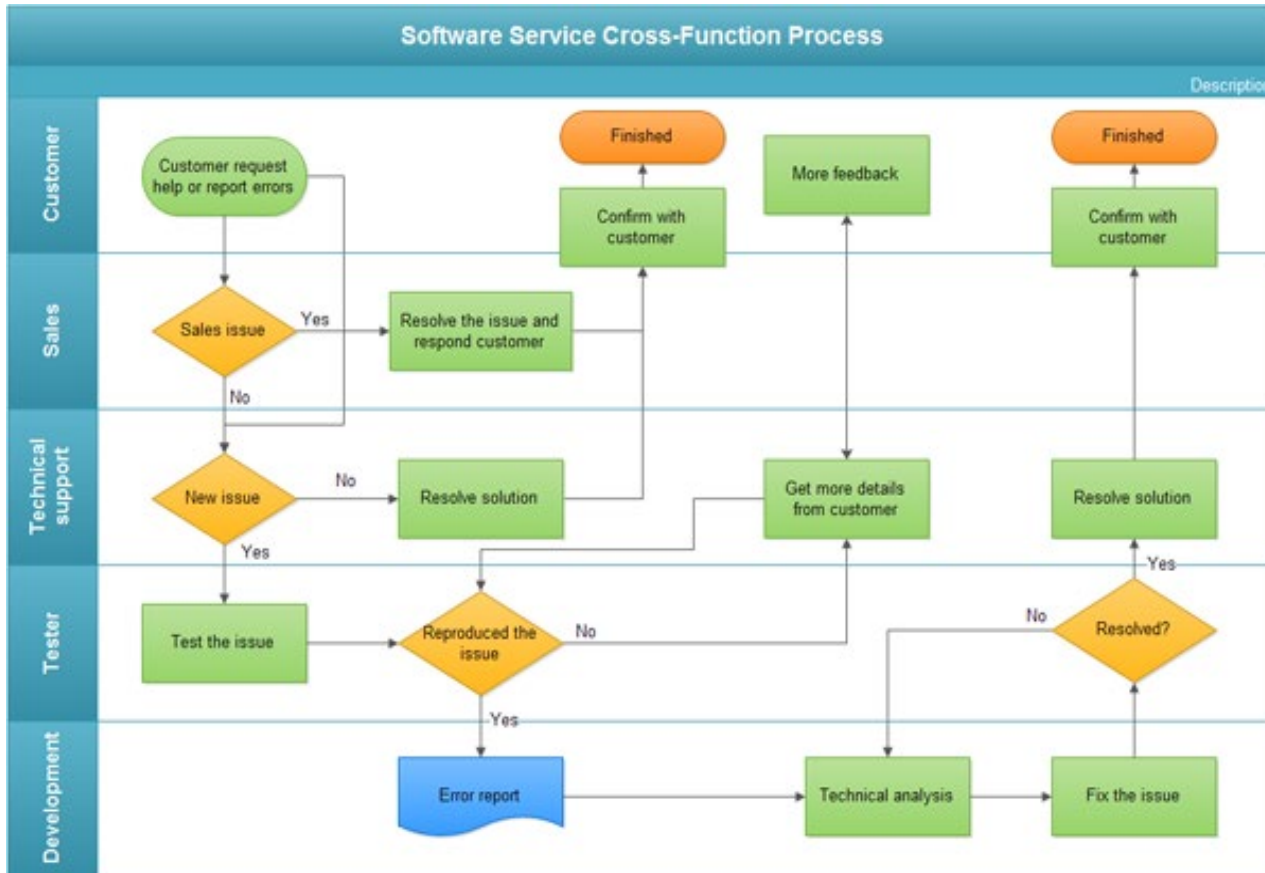
CONTENT

ACTIVITY

The Active Learning Funnel



The In-class Activity



- Process Diagrams
 - Swim lane diagram
- Real life scenarios
- Knowledge Application
- Problem Solve
- Synthesize Solutions

Not Just Another Intro Class!

- Accounting
- Business Management
- Entrepreneurship & Innovation Management
- Financial Planning
- International Business Administration
- Marketing
- Risk, Insurance & Healthcare Management
- Supply Chain Management
- Actuarial Science
- Economics
- Finance
- Human Resources Management
- Legal Studies in Business
- Management Information Systems
- Real Estate
- Statistical Science and Data Analytics



ASSOCIATION FOR
INFORMATION SYSTEMS

Information Systems Job Index

Careers in Information Systems



Fox School of Business
TEMPLE UNIVERSITY®



Read the full report at isjobindex.com

Based on 1408 recent graduates from 36 universities across the U.S.

THE 2022 IS JOB MARKET IS RED HOT

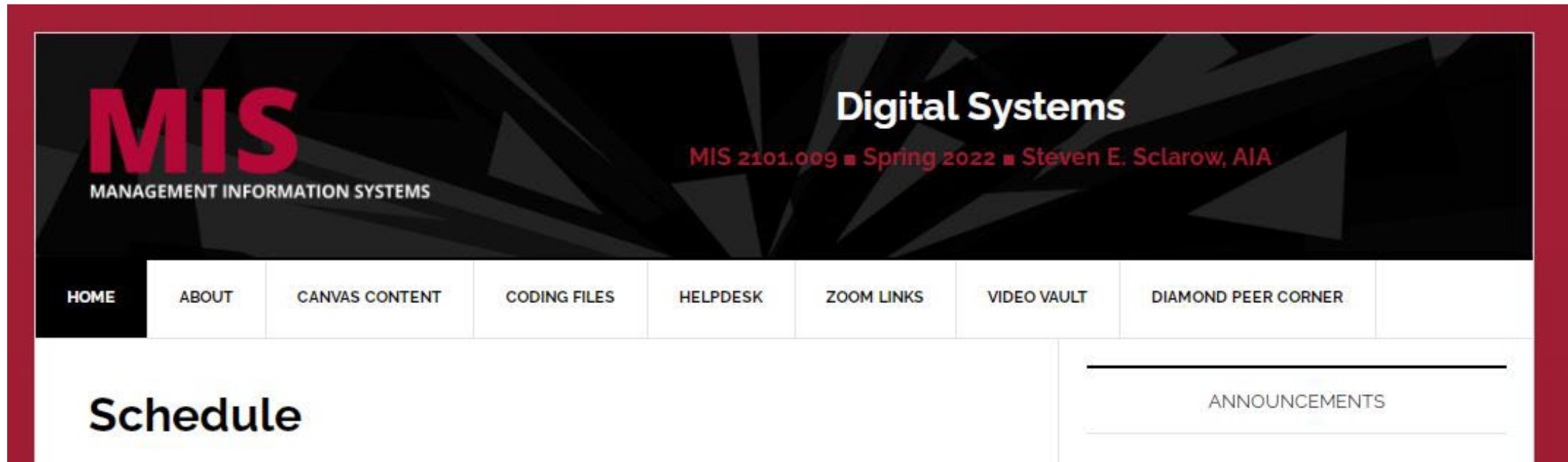


Entry level IS job entrants are optimistic about their careers



Class Site Review

- <https://community.mis.temple.edu/>



The screenshot shows the header and navigation menu of the MIS Digital Systems class site. The header is dark with a red border. On the left, the text "MIS" is in large red letters, with "MANAGEMENT INFORMATION SYSTEMS" below it. On the right, "Digital Systems" is in white, with "MIS 2101.009 ■ Spring 2022 ■ Steven E. Sclarow, AIA" below it. Below the header is a navigation menu with the following items: HOME, ABOUT, CANVAS CONTENT, CODING FILES, HELPDESK, ZOOM LINKS, VIDEO VAULT, and DIAMOND PEER CORNER. Below the navigation menu, the word "Schedule" is displayed in large black text on the left, and "ANNOUNCEMENTS" is displayed in smaller black text on the right, enclosed in a box with a horizontal line above and below it.



Digital Systems

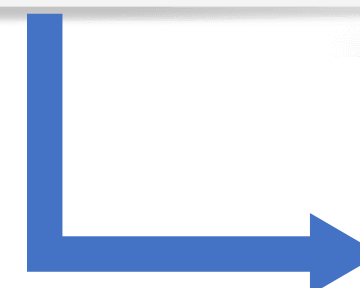
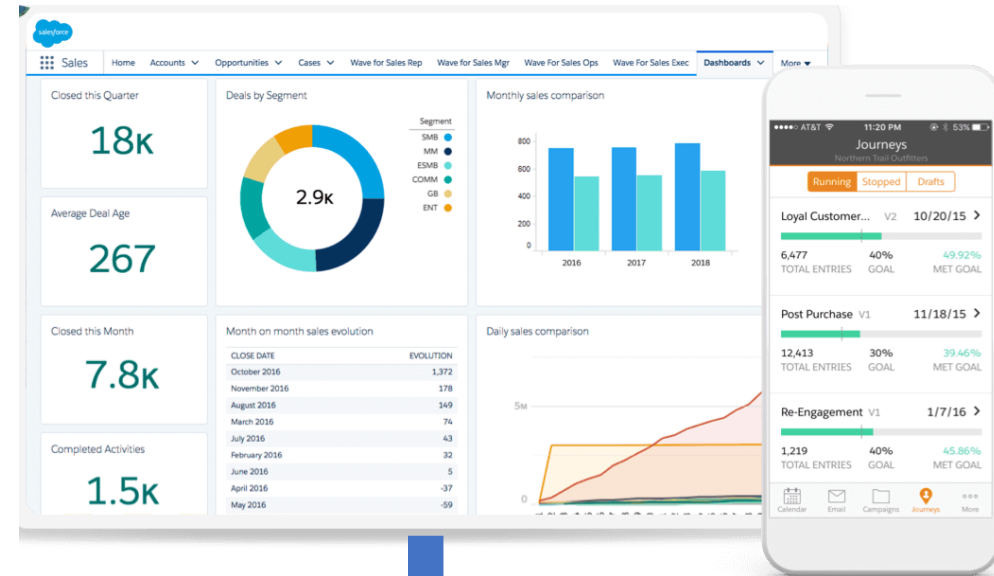
1.2 What are Systems?

FOX
MIS

What is MIS?

Using Information Technology to solve business problems.

- MIS is not Computer Science
- It's about business where we train people to do what?
- Use technology to solve day-to-day business problems



Sources: https://c1.sfdcstatic.com/content/dam/web/en_us/www/images/products/what-is-salesforce/what-is-jumbo-astro-product.png

https://www.kindpng.com/picc/m/568-5683178_real-cash-stack-100-dollar-bill-hd-png.png

World View – A collection of “Systems”

Systems = people + process + technology

- Manipulation of information = value
- Managed by MIS professionals
- Systems surround us 24/7
- Application Program Interface (API's)



Source: <https://www.aecom.com/ca/management-information-systems-mis/>

Understanding Systems

Buying textbooks on Amazon

- What was part of that system?
- Log-in (multiple steps)
- Search
- Shopping Cart
- Purchase (Multiple steps)
- What else???

The screenshot shows an Amazon search results page for the query "javascript absolute beginner's guide / kirupa chinnathambi". The page features a navigation bar at the top with the Amazon Prime logo, a search bar containing the query, and a "Stock up for college" banner. Below the navigation bar, there is a section for "Department" with a list of categories including "Books", "JavaScript Programming", and "Computer User Books". The main content area displays several book listings. The first listing is "JavaScript Absolute Beginner's Guide" by Kirupa Chinnathambi, published on Jul 18, 2016, with a 4.5-star rating and 29 reviews. It is available in paperback for \$19.06 (originally \$29.99) and in Kindle for \$14.39 (originally \$23.99). The second listing is "JavaScript: Programming Basics for Absolute Beginners (Step-By-Step) (Volume 1)" by Nathan Clark, published on Aug 16, 2017, with a 4.5-star rating and 33 reviews. It is available in paperback for \$16.38. The third listing is "Programming for Beginners: 3 Books in 1- HTML+CSS+JavaScript (Basic Fundamental Guide for Beginners)" by MG Martin, published on Sep 18, 2018, with a 4.5-star rating and 13 reviews. It is available in paperback for \$24.99. The page also includes a "Sponsored by O'Reilly Media" section with links to explore further JavaScript resources.

Understanding Systems (cont.)

Buying lunch

- What was part of that system?
- Take the order
- Hand order to cook
- Prep to-go bag
- Order cooked (multiple steps)
- What else???



Understanding Systems (cont.)

Describe the Process of Ordering

- What keeps info accurate?
 - Data
- Who is involved?
 - Customer ♦ Store ♦ Warehouse Mgr. ♦ Admin ♦ UPS driver...
- How much effort?
 - None...it's automated!
 - Technology !!!

Report incorrect product information.

Discover the best books of 2019 so far

Frequently bought together

Total price: \$67.83

Add all three to Cart

Add all three to List

This item: JavaScript Absolute Beginner's Guide by Kirupa Chinnathambi Paperback \$19.06

JavaScript and JQuery: Interactive Front-End Web Development by Jon Duckett Paperback \$30.81

A Smarter Way to Learn JavaScript. The new tech-assisted approach that requires half the effort by Mark Myers Paperback \$17.96

Customers who viewed this item also viewed

Page 1 of 9

Book Title	Author	Format	Price	Prime
Eloquent JavaScript, 3rd Edition: A Modern Introduction to...	Marijn Haverbeke	Paperback	\$28.51	✓prime
A Smarter Way to Learn JavaScript	Mark Myers	Paperback	\$17.96	✓prime
JavaScript and JQuery: Interactive Front-End Web Development	Jon Duckett	Paperback	\$30.81	✓prime
Learning React: A Hands-On Guide to Building Web Applications Using React...	Kirupa Chinnathambi	Paperback	\$32.42	✓prime
Head First JavaScript Programming: A Brain-Friendly Guide	Eric Freeman	Paperback	\$35.50	✓prime
Learn JavaScript Visually	Ivelin Demirov	Hardcover	\$31.00	✓prime
JavaScript: The Definitive Guide: Activate Your Web Pages (Definitive Guides)	David Flanagan	Paperback	\$38.79	✓prime

Sponsored products related to this item

Page 1 of 39

Book Title	Author	Format	Price	Prime
MobX Quick Start Guide				
Getting Started with React Native	Ethan Holmes			
Learn JavaScript VISUALLY with Interactive Exercises: The Beautiful New Way to				
Eloquent JavaScript, 3rd Edition: A Modern Introduction to				
Google Apps Script for Beginners	Serge Gabet			
Web Development with ReasonML: Type-Safe, Functional Programming				
Building Enterprise JavaScript Applications				

**“information system –
an integrated set of components for
collecting, storing, and processing data
and for providing information, knowledge,
and digital products.”**

- Encyclopedia Britannica