Course Syllabus
MIS 3210-004 –Critical Thinking and Project Management
Spring Semester, 2016
3.0 Credit Hours

Instructor: Son Bui
E-mail: snbui@memphis.edu
Office: FCB 363
Office Hours: Tuesday and Thursday 4:00 pm to 5:15 pm. Other hours by appointment.

Class Meeting Times:
Meeting dates: January 19th to May 5th
Meeting times: Tuesday and Thursday: 5:30 pm to 6:55 pm
Location: FCB 265

Course Overview:
The objectives of this course are to improve your ability to make decisions, solve problems, analyze data, and manage projects. To accomplish this objective, we will address several topics:

- Critical and analytical thinking
- Decision-making using a structured process and specific techniques
- Data storage, processing, exploration and analysis techniques that are commonly used in business organizations
- Using Microsoft Excel and other software tools to analyze data to derive useful information
- Project management tools, processes, and techniques

Pre-Requisites/Co-Requisites:
This is an upper-division required course for all FCBE majors. Lower division core courses must be completed before enrollment in this course is permitted.
Required Texts:


Course Objectives:

By successfully completing this course, you will:

- Improve your ability to think critically and analytically
- Improve your ability to make decisions using a structured process and specific techniques
- Increase your familiarity with data storage, processing, exploration and analysis techniques that are commonly used in business organizations
- Know how to use Microsoft Excel and other software tools to analyze data to derive useful information
- Improve your ability to manage projects using project management tools, processes, and techniques

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the [BBA program](http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf):

Instructional Methods:

- Lectures/Class Discussions/Exam
- In-class instructor-led lab assignments using Excel and other software tools

Grading methodology used to determine course grade:

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
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<tbody>
<tr>
<td>130</td>
<td>13 homework assignments (best 13 out of 14)</td>
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<tr>
<td>30</td>
<td>1 project management project</td>
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<tr>
<td>60</td>
<td>1 final exam</td>
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<tr>
<td>10</td>
<td>BIT Professional Enrichment Points (see pages 6-7) (≈ 5%)</td>
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<tr>
<td>230</td>
<td>TOTAL</td>
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Final Letter Grades:
Your final letter grade is based on your overall average. Your overall average is calculated as the sum of all the points you earned on graded assignments divided by the total number of points possible. The letter grade is based on the following schedule:

- Above 90% ................................................................. A
- Above 80% but below 90%.............................. B
- Above 70% but below 80%.............................. C
- Above 60% but below 70%.............................. D
- Below 60% ............................................................... F

Final Exam Schedule:
The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies:

E-mail:
All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. It is your responsibility to check your inbox frequently and read all email messages from the course instructor.

Attendance:
You are expected to attend all class meetings and stay for the entire duration of the meeting time. All absences are considered unexcused unless you are required to attend a university-sponsored event. It is your responsibility to make up any coursework that was missed because of an absence.

Graded assignments in this course include in-class assignments and lab (computer-based) assignments.

- In-class lab assignments are due at the end of the class period. You must be present in class to get credit for in-class lab assignments.

Academic Conduct:
The University of Memphis has published rules and responsibilities regarding academic conduct. In addition, the Fogelman College of Business and Economics has its own published guidelines on academic integrity. You are expected to follow these rules and guidelines. Incidents of violations will be reported to the Office of Student Conduct.

Specific rules to be emphasized regarding academic conduct in this course:

- Texting and talking on cell phones is not permitted during class time.
- Laptop computers are required for this class but should only be used for class-related purposes.
- All homework assignments are individual assignments and each person is expected to create their own files and do their own work. Collaboration on homework assignments is cheating. If you work with other students on an assignment, you will split the points between those you worked with. If you turn in another student’s work as your own, you will receive a 0 on that assignment.
- You are expected to turn in your assignments on time. The due dates for assignments are provided on the weekly schedule (below). One point will be deducted for each day that an assignment is late. Late assignments must be turned in to the late assignment drop box on elearn.
## Weekly Schedule of Course Topics:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading Assignment</th>
<th>Homework Assignment</th>
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</table>
| WEEK 1: Jan 19<sup>th</sup> | • Review Syllabus  
• TH #1: Course objectives and introduction to thinking skills  
• TH #2: Reasoning | • Critical Thinking-Wikipedia excerpts |  |
| WEEK 2: Jan 26<sup>th</sup> | • In-class lab assignment (HW #1)  
• KT #1: KT Problem Analysis (PA) and Root Cause Analysis (RCA)  
• In-class lab assignment (HW #2) | • KT-chapters 1-3  
• Decision Making Wikipedia excerpts  
• How to be a thinking organization | • HW #1 – Athlete’s Foot –Pt 1 (critique decision process)  
• HW #2: Quiz on elearn (10 multiple choice questions) |
| WEEK 3: Feb 2<sup>nd</sup> | • In-class lab assignment (HW #3)  
• KT #2: KT Decision Analysis (DA)  
• In-class lab assignment (HW #4)  
• In-class lab assignment (HW #5) | • KT-chapters 4-5 | • HW #3: RCA  
• HW #4 – DA (Who to hire)  
• HW #5 – DA (Where to live) |
| WEEK 4: Feb 9<sup>th</sup> | • KT #3: KT Potential Problem Analysis (PPA)  
• KT #4: KT Situation Analysis  
• In-class lab assignment (HW #6)  
• EX #1: Creating charts and other visualizations for displaying quantitative data using EXCEL | • KT-chapters 6-7 | • HW #6 – PPA (Wedding) |
| WEEK 5: Feb 16<sup>th</sup> | • EX #2: Creating pivot tables with EXCEL  
• In-class lab assignment (HW #7)  
• In-class lab assignment (HW #8) |  | • HW #7: Athlete’s Foot – Part 2 -create pivot tables  
• HW #8: Analyze data & create report with recommendations for Athlete’s Foot |
| WEEK 6: Feb 23<sup>rd</sup> | • EX #3: Pro-forma income statement, breakeven analysis, what-if analysis with EXCEL (Patty’s Pie shop case)  
• EX #4: Scenario analysis and goal seek with EXCEL  
• In-class lab assignment (HW #9A)  
• In-class lab assignment (HW #9B) |  | • HW #9A: UnAmor case, create pro-forma income statement  
• HW #9B: Conduct breakeven and what-if analysis |
| WEEK 7: Mar 1<sup>st</sup> | • DA #1: Introduction to data visualization, dashboards, and key performance indicators  
• DA #2: Introduction big data: storage systems, mining, and data exploration techniques  
• DA #3: Using Watson Analytics for data exploration  
• In-class lab assignment (HW #10) | • Data Analysis techniques – Wikipedia excerpts | • HW #10: Data exploration by using Watson Analytics |
<p>| WEEK 8: Mar 7&lt;sup&gt;th&lt;/sup&gt;-13&lt;sup&gt;th&lt;/sup&gt; | Spring Break – the University is closed (Saturday thru Sunday) |  |  |</p>
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<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading Assignment</th>
<th>Homework Assignment</th>
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<tbody>
<tr>
<td>WEEK 9:</td>
<td>• DA #4: Using Watson Analytics for prediction and dashboard building</td>
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<td>• HW #11: Data prediction and data report by using Watson Analytics</td>
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<tr>
<td>Mar 15th</td>
<td>• In-class lab assignment: dashboard project (HW #11)</td>
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<td>WEEK 10:</td>
<td>• PM #1: Intro to Project Management</td>
<td>PM text: chapters</td>
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<td>Mar 22nd</td>
<td>• PM #2: Project Initiation &amp; Planning</td>
<td>1-9</td>
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<td>WEEK 11:</td>
<td>• PM #3: Project Scheduling</td>
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<td>Mar 29th</td>
<td>• PM #4: Scheduling Options</td>
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<td>WEEK 12:</td>
<td>• In-class lab assignment (HW #12)</td>
<td>PM text: chapters</td>
<td>• HW #12: Drawing an Activity Network Diagram – quiz on eLearn</td>
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<td>Apr 5th</td>
<td>• PM #5A: How to do the big project and how to use MS Project</td>
<td>10-15</td>
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<td>• PM #5B: How to download &amp; install MS Project</td>
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<td></td>
<td>• Explanation of Big Project</td>
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<td>WEEK 13:</td>
<td>• In-class assignment: Big Project</td>
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<td>• Work on big project</td>
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<td>Apr 12th</td>
<td>• PM #6: Estimating Project Costs</td>
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<td>WEEK 14:</td>
<td>• PM #7: Resource optimization</td>
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<td>• Big Project is due</td>
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<tr>
<td>Apr 19th</td>
<td>• In-class lab assignment (HW #13)</td>
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<td>• HW #13 – Resource Optimization (posted as quiz on elearn)</td>
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<td>• Review practice final exam</td>
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<td>• Take practice final exam (ungraded quiz on elearn)</td>
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<td>WEEK 15:</td>
<td>• Review final exam</td>
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<td>Apr 26th</td>
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<td>Final Exam</td>
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<td>Week</td>
<td>Final Exam on May 5th 5:30 pm – 7:30 pm</td>
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The BIT Professional Enrichment Program

BIT Points

The department of Business Information & Technology (BIT) – formerly MIS – has initiated a new program for all students enrolled in MIS 2749 and MIS 3210. It is the BIT Professional Enrichment program. The purpose of the BIT Professional Enrichment Program is to encourage you to participate in extracurricular events and activities that offer learning opportunities about business careers or that enhance your personal and professional competencies (e.g., reliability, honesty, integrity, being positive, supporting others, etc.)

The program works like this: you select and attend professional development events. In most cases, each event is worth 1 point. If you attend at least three events over the course of the semester, you will earn the maximum number of BIT points (10).

Procedure to Earn BIT Point Credits:

1. Identify organizations that may be hosting events related to your major (such as the FCBE Complete Professional Program, registered student organizations, industry professional groups). Review the organization’s calendar of events and select one or more that interests you.
2. Prior to attending an event, obtain a copy of the Event Attendance Verification Form, found below.
3. If the event is NOT on the list of pre-approved events (see below), you will need your instructor’s preapproval to get BIT point credit for attending the event. Ask your instructor to sign the form before the event to indicate approval.
4. Attend the event. After the event, ask the event sponsor representative (e.g., Kathy Tuberville, or whoever is running that event) to sign the form to verify attendance.
5. Turn in the signed form to your course instructor.

Notes:

- You are required to remain at the event for its entire duration to receive credit.
- It is your responsibility to discover, select, and register for events. It is also your responsibility to complete and turn in the Event Attendance Verification Form.
- Some events require pre-registration and/or have eligibility requirements. It is your responsibility to comply with the sponsoring organizations requirements for attendance.
- Events that are two hours count for seven BIT points; events that are three hours are more count for all 10 BIT points.
Pre-approved events (that do NOT require your instructor’s signature in advance):

1. Any event/program hosted by the Complete Professional Program including but not limited to (earn one point per session) (for more information see: http://www.memphis.edu/professional/index.php):
   Programs of three sessions:
   - Accounting Careers of Tomorrow
   - Futures in Finance
   - Moving into Management
   - Professionalism First!
   - Technology Careers In Business
   Programs with a series of single sessions:
   - Against All Odds Luncheons (speaker/lunch)
   - Fogelman Serves (volunteer opportunities)
   - Women in Action (female guest speakers)
   Programs with one-time sessions:
   - Toastmaster’s meetings
   - Business Etiquette Dinner
   Other Programs:
   - Peer Power
   - Others, see web site and visit the Avron B. Fogelman Professional Development Center

2. Professional-development events hosted by any of the following registered student organizations (for more information contact the associated department’s main office):
   - Association for Management Information Systems (AMIS) (in Business Information & Technology, formerly MIS)
   - Alpha Kappa Psi (in Graduate Programs Office)
   - Beta Alpha Psi (in Accounting, Finance, or Business Information & Technology)
   - Financial Management Association (in Management)
   - International Business Student Organization (in Management)
   - SHRM (in Management)
   - Student Marketing Association (in Marketing and Supply Chain Management)
   - Supply Chain Management Student Association (in Marketing and Supply Chain Management)

Other events may be eligible for credit with instructor pre-approval. For example:
- Meetup groups related to a business profession (e.g., Java Users Group)
- Professional organization meetings (e.g., Project Management Institute Memphis Chapter, Society of Information Management Memphis Chapter, etc.)
Additional Information:

Reporting Illness or Absence:

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:

1. Extreme emergency and
2. Instructor contacted prior to the due date.

Inclement Weather:

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText, an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click Here for information on TigerText.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Student Services

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance