

A. B. Freeman School of Business

Course and Faculty Listings

INFORMATION SYSTEMS/PROCESS MANAGEMENT

Associate Professor

Geoffrey Parker, PhD, Massachusetts Institute of Technology, 1998.

Visiting Associate Professor

John Butler, PhD, University of Texas at Austin, 1998

Clinical Professor

Priscilla Hagebusch, MBA, Tulane University, 1989.

Instructor

Robin Desman, MBA, Tulane University, 1997.

COURSE DESCRIPTIONS

ISPM 101 Introduction to Business Computing

The goal of Introduction to Business Computing is to ensure that all business students have the computing skills necessary to support subsequent courses in their college career and to prepare students for internships in the business world. The focus of the course will be learning to use Microsoft Office application programs and to pass the Microsoft Office Certification test at the User Level for Microsoft Word and PowerPoint and at the Expert Level for Microsoft Excel. These certification tests are given as part of the coursework. *Students who arrive on campus with these certifications already in place may waive this course requirement.*

ISDS 375 Business Computing

Prerequisite: Junior standing or above

Students will not receive credit for both ISPM 101 and ISDS 375
ISDS 375 provides an overview of the hardware, software, and organizational foundations of Information Systems. Students will get hands-on experience with Internet security, web page authoring, analysis using electronic spreadsheet software, and database management. Before registering for ISDS 375, students should be familiar with basic computer use (e.g., word processing). Upon successful completion, students will be able to manage data stored in relational database management systems (such as

Microsoft Access), extract those data for analysis in electronic spreadsheet software (such as Microsoft Excel), and publish findings on the World Wide Web.

ISPM 301 Business Modeling

Prerequisite: ISPM 101, MATH 114, MATH 115

This course introduces students to the use of the computer as a business modeling tool. The overarching goal is to teach students to use computers to analyze models and data for integrated decision making across multiple domains including finance, marketing, accounting, strategy, and operations. The course proceeds in several parts: 1) Data Modeling - building on ISPM 101 and MATH 114, the course will review data modeling in Excel; 2) Deterministic Modeling - the course will cover decision-making under certainty using optimization models such as linear programming. Problems such as portfolio optimization, transportation, and assignment are covered and the concepts of problem formulation and sensitivity analysis are introduced; 3) Spreadsheet Automation - concepts for programming in Excel will be introduced; 4) Probabilistic Modeling - decision making in an environment of uncertainty is covered using simulation and the principles of decision analysis. Students will also learn to choose the appropriate probability distribution for a given problem; 5) Data acquisition from databases and SQL - the course ends by teaching how to query Access databases and introduces structured query language (SQL).

ISPM 410 Project Management

Prerequisites: ISPM 301, MATH 114

ISPM 410 addresses project management from the perspective of a business manager who faces the planning, initiation, and culmination of large or small projects in a variety of settings. The course presents the basic nature of managing all types of projects (i.e., public, business, and engineering information systems), as well as the critical skills and specific techniques and insights required to carry out successful projects. Topics include characteristics of projects, project selection and organization, work breakdown structure, personnel selection, scheduling, budgeting and resource allocation, conflict and negotiation, project control, evaluation, and termination. The course also introduces and uses industry-standard project management application software.

ISPM 411 Business Programming

Prerequisites: All business prerequisites, ISPM 301; Junior standing or above

ISPM 411 gives the student a background in computer programming logic, concepts, and design through a systematic approach to business problem solving, and the application of systems-development approach. Although the course uses Visual Basic as the programming platform, a goal of the course is to concentrate on programming concepts independent of the programming language used. The logic and concepts learned in this class are transferable to other programming projects using macro languages in software products, statistical analysis software, and full-scale software development projects.

ISPM 412 Database Management

Prerequisites: ISPM 301 or ISDS 375, MATH 114; Junior standing or above

ISPM 412 provides a fundamental overview of the values, concepts, principles, skills, and techniques of modern database management systems and of database business application system development. Topics include the needs of business functions for database systems, components of modern database management systems, components of database application systems, logical/functional planning and design of database applications, modeling new database applications, structures of relational database application systems, and fundamentals of using a typical modern dbms (Oracle, Microsoft Access) to build database application systems. Students will first learn the foundations of database and application structures, tools, and techniques. Then, given a case for database and multifunctional business application requirements, students design, construct, and test an integrated database and associated application components.

ISPM 413 Systems Analysis and Design

Prerequisites: ISPM 301, MATH 114

Systems Analysis and Design (SAD) equips students with the background to understand how to develop information systems more effectively and efficiently. This course presents a core set of skills that every analyst needs to know to excel in this dynamic field. It follows the recent trend in SAD and incorporates object-oriented concepts and techniques within System Development Life Cycle (SDLC). The objective of this course is to provide students with an in-depth knowledge of object-oriented systems analysis and design procedures. The emphasis is on the analysis procedures.

At the end of the course, the student will be able to analyze business situations and design computer-based information systems using structured design methodologies.

ISPM 455 Internship

Freeman School majors may elect to do an information systems/process management internship that will appear as a one-credit, 400-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The purpose of the internship must be to apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year courses of the BSM program. Before registering for this course, the student must present a proposal describing how the proposed internship will meet the stated objectives and how the student will demonstrate that the objectives have been met. This proposal must be approved by the instructor before course registration. The student is responsible for locating the firm and arranging an internship position. This course is normally offered only during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

ISPM 457 Service Learning Internship

Freeman School majors may elect to do an information systems/process management service-learning internship that meets the Newcomb-Tulane College public service requirement for graduation; however, the credit does not apply towards major requirements for a BSM degree. Interested students should consult with their academic advisers.

ISPM 460 Information Security and Risk Management

Prerequisites: ISPM 301, MATH 114

Data and information are among an organization’s most valuable assets. Preserving them through effective information risk management is, therefore, an essential task along with other risk management areas such as currency hedging. This course will provide students with a comprehensive understanding of the concepts that underlie effective information security management including confidentiality, integrity, availability, vulnerabilities, threats, risks, and countermeasures. Historical approaches to security and risk management have become increasingly inadequate. Consequently, the evolution of methodologies focusing on software risk management at the enterprise level is receiving

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increasing attention, and the need for comprehensive risk management programs has become a necessity. In addition to the legislation and regulations that impact information security, standards and frameworks, both technical and economic, that facilitate efficient information security, will be taught.

ISPM 461 E-Business Design and Implementation

Prerequisites: ISDS 375, ISPM 412; Corequisite: ISPM 411

This course provides the fundamental skills to develop websites in order to conduct business on-line. E-business is characterized by the merging of Internet and database technologies. As such, this course focuses on skills needed to build environments (such as electronic storefronts) that allow consumers or organizations to conduct business (such as placing orders) at a website that is integrated with other business processing systems by means of a database management system. This course utilizes and builds upon skills that students have developed in the required core courses as well as the required prerequisite and corequisite elective courses.