



# Lincoln University

## BA 353 – Information Systems Database Management

### COURSE SYLLABUS

Fall 2017

<b>Course Title:</b> Information Systems Database Management	<b>Instructor:</b> Prof. Miron Yoffe, PhD
<b>Course No:</b> BA-353	<b>Phone:</b> 617-928-1966
<b>Units:</b> 3 units (45 lecture hours)	<b>E-mail:</b> myoffe@lincolnuca.edu
<b>Class Hours:</b> Saturday, 9:00am – 11:45am	<b>Office Hours:</b> Saturdays from 3:30 to 4:30 by arrangement
<b>Semester:</b> Fall 2017	<b>Office Number:</b> 510-628-8010

### REQUIRED MATERIALS

Textbook: *Modern Database Management*,  
Jeffrey A. Hoffer, and V. Ramesh Heikki Topi, 12th Edition, 2016.  
ISBN 13: 978-0-13-354461-9 | ISBN 10: 0-13-354461-3

[Companion website for the textbook](#)

[Video Lectures](#)

[Teradata University Database](#)

[Diagramming Software Lucidchart](#)

The study material in the textbook will be supplemented by content posted in the class web site (CANVAS).

### COURSE DESCRIPTION (from catalog)

Explanation and comparison of the techniques and methodologies of database management systems in a business environment. Limitation and application of various DBMS; costs and benefits in selecting DBMS. (3 units)

**Prerequisites:** BA 260 or BA 350.

## Course Learnings Outcomes

Upon the completion of the course, students should have an:

	Course Learnings Outcome	Assessment Activities
1	Ability to analyze organizational data and develop its conceptual data model in form of ERD (Entity Relationship Diagram)	Class discussions, in-class and home assignments
2	Ability to map conceptual data model into logical data model	Class discussions, in-class and home assignments
3	Ability to map logical data model to physical data model using SQL DDL (Data Definition Language)	Class discussions, in-class and home assignments
4	Ability to populate, modify and delete data from database using SQL DML (Data Manipulation Language)	Class discussions, in-class and home assignments
5	Ability to implement data queries using different forms of SELECT SQL statement	Class discussions, in-class and home assignments
6	Implement sample databases	Student works in teams on their approved projects

## LEARNING OBJECTIVES

To introduce students to database management systems and methods, database context management, the database environment, and the database development process. Students will learn methods of database analysis, data modeling, logical and physical database design and implementation, and the use of SQL.

## INSTRUCTIONAL METHODS

The course will be delivered through lectures, lab exercises, discussions, homework assignments, quizzes, and projects. Each class usually consists of a lecture session followed by a lab exercise session. All class exercises require Wi-Fi enabled laptops with Internet Explorer or other Web Browsers.

For designing entity relationship diagrams (ERD) we will be using [Diagramming Software Lucidchart](#). For SQL exercises and projects we will be using [Teradata University Database website](#).

Every student must register to the Canvas based Course Website. We are using it for providing course materials, monitoring attendance and participation, homework assignments, quizzes, projects, controlling submission time and grading. The homework files are submitted *only* through the Course Website. All homework assignments are due by 1 AM next class. If you are late, you still may use an automatic extension of 8 hours and submit your assignment by 9 AM next class. The Course Website has a built in time cut off function and would not allow submission past the deadline or the deadline extension. No further extension would be provided. Hence, any homework passed

the due date extension deadline would not be accepted for grading.

Students are expected to utilize their personal laptop computers, the computer lab, and resources available in the school library.

### TIME SPENT ON OUT-OF-CLASS WORK

The estimated time which a student should spend on out-of-class work/assignments in this course is 6 hours every week (about 90 hours for the course).

### COURSE PROJECT

Every student must complete and submit an assigned course project no later than two weeks before the end of the semester.

### OTHER REQUIREMENTS

All students are required to attend the class. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Students must complete all assignments and take all quizzes, mid-term exam and final exam ON THE DATES DUE. Talking in class, using cell phones, coming late, leaving the room at times other than at break time is not allowed. Plagiarism/cheating will result in the grade "F" and a report to the administration.

### TESTING

Your grade will be assigned based on your participation in class, performance on homework assignments, quizzes, project, and exams, as follows:

Activity	%	Notes
Classroom activities	5%	Weekly
Homework Assignments	10%	Weekly
Midterm Exam 1	20%	As Scheduled
Midterm Exam 2	25%	As Scheduled
Final Exam	30%	As Scheduled
Database Project	10%	One term project, to be completed in stages. The project will involve designing and implementing a database system for an organization.
Total	100%	

There will be no make-up for a missed quiz or participation in a classroom activity. No make-up exams will be given unless you have the instructor's prior approval obtained in person before the exam date, except for an extreme emergency. Late assignments will get reduced credit. ***Students will not be allowed to use cellular phones during tests.***

**EXAMINATION POLICY**

The exams are open books exams. No breaks are allowed during the midterm and of the final exams. (I will make alternative testing opportunities where the need for break is medically required and professionally supported by a letter from a medical doctor).

No exchange of pencils, pens, erasers, and any other material between students is allowed. No electronic instrument capable of copying material in any form is allowed in the exam. In particular, cell phones, tape recorders, cameras, etc. must be closed and stored inside a closed bag. Students violating these requirements should expect an F grade, as well as further disciplinary hearing.

**GRADING**

The final grade will be computed by combining the score of each item in the above table. The conversion from a score grade (S) to a letter grade (L), which is what will be reported to the university, will follow the rules listed below:

100-85	84-80	79-75	74-70	69-65	64-61	60-55	54-50	49-45	44-42	41-0
A	A-	B+	B	B-	C+	C	C-	D+	D	F

If all grades for the midterm and final exams are “F” the term grade for the course is “F” regardless of the grades for the classroom activities, homework assignments and project

**SCHEDULE OF TOPICS**

*Please read every chapter of the textbook before you come to class*

Session	Date	Topics	Chapters
1	08/26/17	The Introduction to Databases	1, Video
2	09/02/17	The Database Environment and Development Process	1
3	09/09/17	Modeling Data in the Organization, P1	2
4	09/16/17	Modeling Data in the Organization, P2	2
5	09/23/17	<b>Midterm Exam 1</b>	1-2
6	09/30/17	Logical Database Design and the Relational Model, P1	4
7	10/07/17	Logical Database Design and the Relational Model, P2	4
8	10/14/17	Introduction to SQL, P1 (DDL)	6
9	10/21/17	Introduction to SQL, P2 (DML but SELECT)	6
10	10/28/17	<b>Midterm Exam 2</b>	4, 6
11	11/04/17	Introduction to SQL, P3 (SELECT)	6
12	11/11/17	Introduction to SQL, P4 (SELECT)	6

13	11/18/17	Advanced SQL (JOINS)	7
	11/25/17	Fall Recess	
14	12/02/17	<b>Final Exam</b>	6-7
15	12/09/17	Projects Presentations and Final Grades	

## OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Plan to stay during the whole class period. Attendance will be taken at least one time of each class. In the case where more than one attendance is taken, only students participating in all attendances would be considered as present.
- Students may not read other materials (newspapers, magazines) during class, and no multitasking is allowed.
- Students are not allowed to come and go during class sessions.
- There will be no make-up for a missed participation in a classroom activity.
- If you miss a class, you are responsible for getting notes/slide printouts or the material covered from a classmate.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.

## ACADEMIC INTEGRITY

I encourage you to collaborate on assignments and learn from your fellow students. However, there is a fine line between collaboration and cheating. Collaboration means discussing problems and solution approaches with other students and independently writing your own answers; cheating means copying solutions from someone else or giving someone else your solutions. If you have questions about what is acceptable, please bring them to me *before* submitting your work.

Cheating, plagiarism and helping others commit these acts are all forms of academic dishonesty, and will not be tolerated. Academic misconduct could result in disciplinary action that may include, but is not limited to, suspension or dismissal.

## MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.

**Last Update:** August 15, 2017. Additional updates may follow. See Canvas for new updates.

**Appendix 1. Student Learning Outcomes – MBA Program.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework