

INTRODUCTION TO BUSINESS INFORMATION AND COMMUNICATION TECHNOLOGIES

BUSI 1402 – Fall 2016

Class Schedule

Section	Day	Time	Location
A	Wednesday	18:05 – 20:55	
B	Monday	14:35 – 17:25	
C	Tuesday	14:35 – 17:25	
D	Friday	11:35 – 14:25	

Excel Tutorial Schedule

Section	Day	Time	Location
F01	Tuesday	11:35 – 12:25	
F02	Tuesday	08:35 – 09:25	
F03	Tuesday	12:35 – 13:25	
F04	Monday	13:35 – 14:25	
F05	Monday	12:35 – 13:25	
F06	Tuesday	10:35 – 11:25	
F07	Tuesday	13:35 – 14:25	
F08	Tuesday	09:35 – 10:25	
F09	Monday	11:35 – 12:25	

Instructors

Haitham Tamim (Section C, D)

Office Hours: By Appointment

Email: Haitham.Tamim@carleton.ca

Ved Sharan (Section A, B)

Office: TBA Office Hours: TBA

Email: Vedmani.Sharan@carleton.ca

Mike Hine Course Coordinator

Email: Mike.Hine@carleton.ca

Communication

All email communication with your Instructor and the Teaching Assistant must be from your Carleton email address. In your email, the following information must be provided:

- Your Name and Student Number
- The course you are emailing about (BUSI 1402)
- The nature of your email (Lecture topic discussion; Assignment clarification; etc.)

A discussion board will be available the cuLearn course page for you to discuss course topics with your peers.

Prerequisites

None for this course.

The School of Business enforces all prerequisites. It is the student's responsibility to ensure that the prerequisite requirements are met. Failure to meet the prerequisites may result in your deregistration from this course any time into the term.

Course Description

This course is an introduction to Information and Communication Technologies in organizations. Topics may include but are not limited to: spreadsheets; databases; statistical software; website design and implementation; collaboration software including wikis, blogs, and social networking; GPS; and m-Commerce.

Lectures are scheduled for three hours, once a week. Tutorials are mandatory but not enforced. It is highly recommended that students attend them as assignments and part of the final exam will include material covered in the tutorials.

Course Overview

Organizations in the developed world have become increasingly dependent on Information and Communications technologies. It is expected that the entering workforce should be computer literate and able to work in a computer-based environment, regardless of position sought. The new world of business is defined by its endless technological possibilities.

Problem-solving and decision-making are fundamental skills for managers. These are at the core of all business disciplines. This course makes an emphasis on using the framework of problem-solving and decision-making to introduce a group of technologies that are changing the world of business.

Whether you ultimately end up working as an Information Systems professional or in any other area of business, the skills you will develop in this course will help you work more effectively with computers in your job. You will learn to use computers as supporting tools.

You will also have the opportunity to learn about spreadsheet modelling. After word processing, spreadsheets are the most common application software used in the business world today. While the basic concepts behind spreadsheets are simple, incredibly complex and powerful applications can be modelled and developed using spreadsheets. You will learn fundamental spreadsheet skills and to model a substantive application using Microsoft Excel 2013.

Learning Objectives

- ❑ Identify and describe the framework of problem and decision making
- ❑ Demonstrate proficient and effective use of modern information and communication technologies for communicating and collaborating in organizational settings
- ❑ Identify and describe the major components of web 2.0
- ❑ Identify, describe, synthesize and apply the 10 flatteners from the World is flat to common business situations
- ❑ Use the principles of Macrowikinomics to collaborate in the search for new solutions in the new global economy
- ❑ Apply fundamental spreadsheet modeling principles and techniques to common business problems

Textbooks

- ❑ Tapscott, Don and Anthony Williams (2012). Macrowikinomics: New Solutions for a Connected Planet, Portfolio| Penguin Canada ISBN: 978-0-14-317750-0
- ❑ Gross, Debra, Frank Akaiwa, & Karleen Nordquist (2014). Succeeding in Business with Microsoft Excel 2013: A Problem-Solving Approach, CENGAGE Learning, ISBN: 978-1-285-09914-9

Evaluation

Students will be evaluated in this course according to the following:

Component	Weight %	Due Date
Assignment 1* <i>(Problem Solving & Social Software)</i>	15.0	Individual: Sunday October 2 nd , at 22:00 Hrs. Group: Sunday October 16 th , at 22:00 Hrs.
Assignment 2 <i>(Excel)</i>	15.0	Sunday November 13 th , at 22:00 Hrs.
Assignment 3* <i>(Software Productivity)</i>	15.0	Week 11
Media Reports	5.0	Between Lectures 3 and 12
Midterm Exam	15.0	Date TBD
Final Exam	35.0	Written Exam (20.0) Scheduled Exam Period Excel Skills Test (15.0) Scheduled Week 10 Tutorial
* This assignment has two components: a group and an individual		

Assignments

The purpose of the assignments is to help you develop different skills that will help you succeed first during your studies, and later in your career. The first assignment deals with utilizing a case framework for analyzing issues in the world and developing skills in social software to collaborate with other people in a team. This assignment has an individual and group component. Assignment 2 will focus on several applications of Excel. The third assignment will run for ten weeks (Lectures 2 – 11) and it has two components: a group presentation to be delivered in class and an individual report on your participation as a member of the group. As a group, decide how to deliver your presentation although all members must participate in the presentation to receive full marks.

These three assignments have to be accomplished using the tools that will be introduced during the term. Instructions specific to each assignment are provided on the cuLearn course page. To pass the course you must submit all assignments and earn a passing grade on the weighted average of these assignments. All group assignments include a mandatory peer evaluation form that you will use to evaluate the contributions of your group members. Failure to submit your peer evaluations will result in a penalty to the grade you receive.

Late Assignments

There will be a 24 hours window to submit late assignments. If an assignment is submitted late it will be penalized by 25%. No assignments will be accepted after the late-submission window and missed assignments will be assigned a mark of 0. It is your responsibility to submit on-time and to submit an assignment early if you expect other conflicting obligations.

Media Reports

Using your groups for Assignment 3, you will be required to make a short five-minute presentation to the class on a current media report that is relevant to the course content. The media report can be a respected blogger report, an online magazine article, an online newspaper article, or any other 'valid' source of information legally accessible through the Internet. As well as presenting the content of the report you should also state how your presentation is relevant to the course, and why it is important to businesses. These presentations will start in Lecture 3 and continue on through Lecture 12. The schedule of presentations will be decided near the beginning of the course. The group presentation of this media report will be 5% of your final grade – as a group, decide how to deliver your presentation but all members must participate in the presentation to receive full marks.

Midterm Exam

The Midterm Exam is a traditional paper-based exam, will take place during week 9 of the semester.

Final Exam

The final exam will be divided into two components, a computer-based exam and a traditional, paper-based exam.

- The Excel Skills Test (EST), a computer-based exam, will take place during lab times in Week 10 of the semester (November 14-18).
- The paper-based exam will take place during the formal examination period. It will cover the *entire course* and will be *open book*.

Satisfactory In-Term Performance

You must write all exams and hand in all assignments and obtain a weighted average of over 50% on the assignments to pass this course.

Assignment Discrepancies

Assignments will be marked by the Teaching Assistant and feedback will be provided to you within one week following the submission date. You will then have one week review your results and report any discrepancies to the professor. Any discrepancies reported beyond that time period may be reviewed but will not result in a change in grade.

Course Schedule

Lecture / Date	Topic	Readings
Lecture 1	Introduction - Course Administration - Information and Communication Technologies - Friedman's "The World is Flat"	Friedman's video
Lecture 2	Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0	Excel (pp. 1 – 21) Macrowikinomics (pp. ix – xix)
Lecture 3	From Wikinomics to Macrowikinomics: Rebooting the World & Five Principles for the Age of Networked Intelligence – Web 2.0 tools: Wikis and Blogs	Macrowikinomics (pp. 3 – 36)
Lecture 4	Rethinking the Fundamentals: Opening up the Financial Service Industry & Bootstrapping Innovation and Wealth Creation – Social Media, Facebook and LinkedIn	Macrowikinomics (pp. 37 – 78)
Oct 10	Statutory Holiday – University Closed	
Lecture 5	Excel I: Applying fundamental Excel Skills and Tools in Problem-Solving & Solving Problems with Statistical Analysis Tools	Excel (pp. 22 – 153)
Lecture 6	Excel II: Determine Effective Data Display with Charts & Applying Logic in Decision Making	Excel (pp. 154 – 281)
Oct 24 – 28	Fall Break – No Lecture	
Lecture 7	Excel III: Retrieving Data for Computation, Analysis and Reference & Evaluating the Financial Impact of Loans and Investments	Excel (pp. 282 – 425)
Lecture 8	Excel IV: Organizing Data for Effective Analysis & Using Data Tables and Excel Scenarios for What-If Analysis	Excel (pp. 426 – 551)
Lecture 9	Midterm Exam	
Lecture 10	Ground Rules of Reinvention: Making Wikinomics happen in your Organization - Productivity, ICTs and the Productivity Paradox	Macrowikinomics (pp. 341 – 367)
Lecture 11	Software Productivity - Presentation of group component (Assignment 3)	
Lecture 12	Conclusion: Leadership for a Changing World - Becoming a member of the New Economy, Final Exam Review	Macrowikinomics (pp. 368 – 384)
<p>* Note: While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester.</p>		

Additional Information

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

University Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity include:

- presenting another's ideas, arguments, words or images as your own;
- using unauthorized material;
- misrepresentation or fabricating of research data;
- unauthorized cooperation, collaboration or completion of work with or for another student

These violations weaken the quality of the degree and will not be tolerated.

Penalties may include; a grade of Failure in the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others.

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at:

<http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or need guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed. For more information: <http://sprott.carleton.ca/students/undergraduate/supportservices/>

Be in the know with what's happening at Sprott:

- Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

Important Information:

- Students must always retain a hard/soft copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>