



The  
knowledge  
to compete

## INTRODUCTION TO BUSINESS INFORMATION AND COMMUNICATION TECHNOLOGIES BUSI 1402 – Summer 2014

### Class Times

<i>Section</i>	<i>Day</i>	<i>Time and Location:</i>
A	Monday & Wednesday	02:35 – 05:25 TB 208

### Lab Times

<i>Section</i>	<i>Day</i>	<i>Time</i>	<i>Location</i>
A1	T & R	03:35pm – 04:25pm	RB 3320
A2	T & R	04:35pm – 05:25pm	RB 3320
A3	T & R	02:35pm – 03:25pm	RB 3320

### INSTRUCTOR

**Dr. Soheila Bashardoust Tajali**      **Section A**  
Office: DT 1009A  
Office Hours: M & W 5:30pm – 6:30pm  
Email: [sbtajali@connect.carleton.ca](mailto:sbtajali@connect.carleton.ca)

### 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 three hours once a week. Tutorials are mandatory but not enforced. It is highly recommended that students attend them.

### COURSE OVERVIEW

Organizations in the developed world have become increasingly dependent on Information and Communications technologies not only to compete, but to avoid becoming mere statistics. 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 2010.

## 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
- Apply fundamental spreadsheet modeling principles and techniques to common business problems

## TEXT BOOKS

- The World is Flat: A Brief History of the 21st Century (Updated and Expanded) by Thomas L. Friedman, Douglas and McIntyre (2007) Paperback: ISBN 1-55365-175-8
- Custom PHIT CIS Course Number: BUSI 1402 (BUSINESS), Pearson Prentice-Hall, ISBN 1269443607

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

Component	Weight %	Due Date
Assignment 1 ( <i>Problem Solving Framework</i> )	5.0	Sunday May 11 <sup>th</sup> @ 10:00 PM
Assignment 2* ( <i>Social Software</i> )	10.0	Sunday May 18 <sup>th</sup> @ 10:00 PM
Assignment 3 (Excel)	10	Friday June 6 <sup>th</sup> @ 10:00 PM
Assignment 4* ( <i>Software Productivity</i> )	10.0	Sunday June 15 <sup>th</sup> @ 10:00 PM
Quizzes	7.5	Between Lectures 2 and 12
Media Reports	2.5	Between Lectures 3 and 12
In-class Mid-term	20.0	May 21 <sup>st</sup> during Lecture 5
Final Exam	35.0	Written Exam (20%) Scheduled TBD Excel Skills Test (15%) Scheduled Week 6

\* 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 problem solving, the use of information to solve identified problems; Assignment 2 will help you develop skills using social software to collaborate with other people in your business. This assignment has two components; a group and an individual. Assignment 3 will focus on Excel. The fourth assignment will run for 6 weeks (Lectures 2 – 11). It has two components, a group presentation part to be delivered in class and an individual component that is a report on your participation as a member of the group - as a group you can decide how to deliver your presentation but all members must be present during the presentation to receive the marks.

These four assignments have to be accomplished using the tools that will be introduced during the term. Instructions specific to each assignment are provided on the course CULearn site. To pass the course you must submit all assignments and earn a passing grade on the weighted average of these assignments.

### **Late Assignments**

There will be a 24 hours window to submit late assignments. If an assignment is marked late it will be penalized 25%. No assignments will be accepted after that. Missed assignments will be tabulated as 0.

### **Quizzes and Media Reports**

There will be three *unscheduled* quizzes in class. They will cover material from the readings up to the date in which the quiz takes place. Each quiz, which can comprise of multiple questions, accounts for 2.5% of the final mark (i.e., 7.5% of your final grade comes from these quizzes). There **won't** be any alternative ways to make up for marks missed by being absent or arriving late.

Using your groups for Assignment 4, 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 in the beginning of the course. The group presentation of this media report will be 2.5% of your final grade – as a group you can decide how to deliver your presentation but all members must be present during the presentation to receive the marks.

### **Mid-term Evaluation**

The mid-term evaluation takes place during Lecture 5. It is a written examination based on material covered in lectures 1, 2, 3 and 4 as well as the readings assigned to you in the Midterm Guide (available on CULearn).

### **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 6 of the semester.
- The paper-based exam (TBD) will cover the *entire course* and will be *closed 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.

## COURSE SCHEDULE

Lecture/Date	Topic	Readings
Lecture 1 May 5 <sup>th</sup>	Introduction – Course Administration– Information and Communication Technologies – Friedman’s “The World is Flat”	Friedman’s video
Lecture 2 May 7 <sup>th</sup>	Problem-solving and Decision-making –Teams – Virtual Teams	Friedman (pp. 1-50)
Lecture 3 May 12 <sup>th</sup>	Flattener 1: 11/09/89 The New Age of Creativity: When the Walls came down and the Windows went up – Social Software I: Web 2.0, Facebook, Twitter, YouTube, LinkedIn, Tagging – Web 3.0	Friedman (pp. 51-59) Excel (pp. 1 – 64)
Lecture 4 May 14 <sup>th</sup>	Flattener 2: 08/09/95 The New Age of Connectivity: When the Web went around and Netscape went Public – Social Software II: Wikis and Blogs – From Wikinomics to Macrowikinomics – Social Media and You	Friedman (pp. 60-77) Excel (pp. 65 – 112)
Lecture 5 May 21 <sup>st</sup>	Flattener 3: Work Flow Software – In Class Midterm Exam – Excel I: Introduction	Friedman (pp. 77-93) Excel (pp. 113 – 164)
Lecture 6 May 26 <sup>th</sup>	Flattener 4: Uploading: Harnessing the Power of Communities – Excel II: Datasets and Tables	Friedman (pp. 93-126) Excel (pp. 165 – 222)
Lecture 7 May 28 <sup>th</sup>	Flattener 5: Outsourcing: Y2K – Excel III: Subtotals, Pivot Tables, and Pivot Charts – What-If Analysis	Friedman (pp. 126 -136) Excel (pp. 223 – 378)
Lecture 8 June 2 <sup>nd</sup>	Flattener 6: Offshoring: Running with Gazelles, Eating with Lions – Excel IV: Specialized Functions – Imports, Web Queries, and XML	Friedman (pp. 137-151) Excel (pp. 321 – 420)
Lecture 9 June 4 <sup>th</sup>	Flattener 7: Supply-Chaining: Eating Sushi in Arkansas – Hands-on Excel	Friedman (pp. 151-167)
Lecture 10 June 9 <sup>th</sup>	Flattener 8: Insourcing: What the Guys in the Funny Brown Shorts are really doing – Software Productivity I: Productivity Paradox – Web 2.0 Revenue Models	Friedman (pp. 167-175)
Lecture 11 June 11 <sup>th</sup>	Flattener 9: Informing: Google, Yahoo! MSN Web Search – Software Productivity II – Presentation of group component of assignment 4	Friedman (pp. 176-185)
Lecture 12 June 16 <sup>th</sup>	Flattener 10: The Steroids: Digital, Mobile, Personal & Virtual – Conclusion: The Triple Convergence and the Great Sorting Out – Final Exam Review	Friedman (pp. 185-259)

\* Note: While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester.

### 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.

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, Plagiarism, 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

#### 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](mailto: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*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

#### *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 – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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/>.

### **Assistance for Students:**

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Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

### **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
  - All final grades are subject to the Dean's approval.
  - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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