



**INTRODUCTION TO BUSINESS
INFORMATION AND COMMUNICATION TECHNOLOGIES
BUSI 1402 A – Fall 2017**

Class Times

Section	Days	Time
A	Monday	8:35 – 11:25

INSTRUCTOR

Dr. Alejandro Ramirez

Office: DT1722

Office Hours: Tuesdays 13:00 – 15:00 Hrs.

Email: Alex.Ramirez@carleton.ca

PREREQUISITES

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 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. 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.

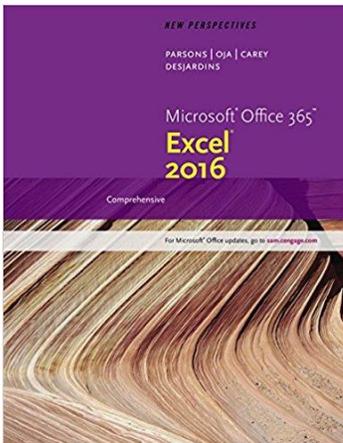
Whether you ultimately end up working as an Information Systems professional or in any other area of business, the skills you will develop in this course will help you work more effectively with computers in your job. You will learn to use computers as supporting tools.

You will learn about spreadsheet modelling. After word processing, spreadsheets are commonly 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 2016.

LEARNING OBJECTIVES

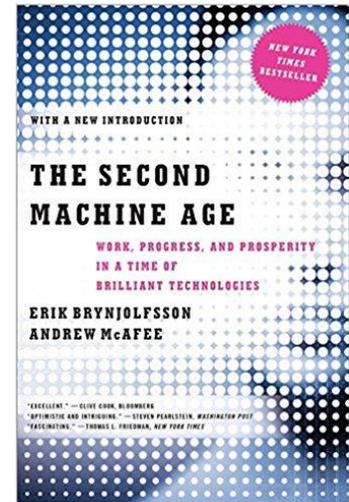
- Identify and describe the framework of problem and decision making
- Demonstrate proficient and effective use of modern information and communication technologies for communicating and collaborating in organizational settings
- Recognize the 10 flatteners from the World is flat to common business situations
- Use the principles of MacroWikinomics to collaborate in the search for new solutions in the new global economy
- Identify the new skills needed to race with the machines
- Apply fundamental spreadsheet modeling principles and techniques to common business problems

TEXTBOOKS



Brynjolfsson, E. & A. McAfee (2016). *The Second Machine Age: Work Progress and Prosperity in a Time of Brilliant Technologies*, WW Norton - ISBN-13: 978-0393350647

Parsons, JJ, D. Oja, P. Carey & C. Desjardins (2017). *New Perspectives Microsoft® Office 365 & Excel 2016: Comprehensive*, Nelson - ISBN-13: 9781305880405



EVALUATION

Students' evaluation in this course is according to the following components:

Component	Weight %	Due Date
Assignment on Software Productivity <i>This assignment has two components; a group and an individual</i>	15.0	Friday September 22, 2017 – 10:00 pm [Portfolio selection] Monday December 4, 2017 – during lecture 11 [Group] Monday December 4, 2017 – 10:00 pm [individual] Monday December 4, 2017 – 10:00 pm [Peer evaluation entry]
Assignment on Problem Solving & Social Software <i>This assignment has two components; a group and an individual</i>	15.0	Individual Component: Sunday October 1, 2017 – 10:00 pm Group Component: Sunday October 15, 2017 – 10:00 pm
Excel Assignment <i>This is an Individual assignment!</i>	15.0	Sunday November 19, 2017 – 10:00 pm
Media Reports	5.0	Between Lectures 3 and 10 [at the beginning]
Excel Activities	15.0	5 Activities due during the Excel lectures. From October 2 to November 13, 2017
Final Exam	35.0	Written Exam (20.0) Scheduled Exam Period Excel Skills Test (15.0) Scheduled within second half of lecture 9, Monday November 20, 2017
TOTAL	100.0	

Assignments

The purpose of the assignments is to help you develop different skills to succeed, first during your studies, and later in your career. One assignment runs for ten lectures! (Lectures 2 – 11). It has two components, a group presentation 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 attend the presentation to receive full marks. Other assignment deals with developing skills using social software to collaborate with other people in your business. Another focuses on Excel for solving business problems.

The use of computer-based tools is necessary to successfully complete these three assignments. Instructions specific to each assignment are available on CU Learn.

Late Assignments

There is a 24-hours window of opportunity 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.

Media Reports

As a group, you will be required to make a short five-minute presentation to the class on a current media report that is relevant to the reading material for that lecture. 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 up to Lecture 10. The schedule of presentations will be decided at the beginning of the course. The group presentation of this media report will be 5% of your final grade – as a group you can decide how to deliver your presentation but all members must attend the presentation to receive full marks.

Excel Activities

During the Excel lectures every week there will be an activity for which you will earn up to 3 marks. Your instructor will let you know at the beginning of the semester the logistics of these activities. You must have access to CU Learn and VDI to complete these activities. There is no alternative way to earn these marks, if you are absent for any reason.

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 the second half of lecture 9 on November 20, 2017
- The paper-based exam will take place during the formal examination period. It will cover the *entire course* and will be *closed book*.

Satisfactory In-term Performance

You must write the two exams, submit three assignments and obtain a weighted average of over 50% on the assignments to pass this course.

COURSE SCHEDULE

Lecture/Date	Topic	Readings
Lecture 1	Introduction – Course Administration – Information and Communication Technologies – Friedman’s “The World is Flat,” Tapscott & Williams’s “Macrowikinomics,” Brynjolfsson & McAfee’s Race against the Machine.	Brynjolfsson & McAfee videos
Lecture 2	Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0 – The 3rd Industrial Revolution (Rifkin) – The Big Stories	B&M Ch. 1 Excel Module 1
Lecture 3	The Skills of the New Machines: Technology Races Ahead – Web 2.0 tools: Wikis and Blogs	B&M Ch. 2 Excel Module 2
Lecture 4	Moore’s Law and the second half of the chessboard Excel I: Performing calculations with formulas and functions & Analyzing and charting financial data	B&M Ch. 3 Excel Modules 3 & 4
Lecture 5	The Digitization of just about everything Excel II: Working with Excel tables, Pivot tables and Pivot Charts & Developing an Excel application	B&M Ch. 4 Excel Modules 5 & 7 [pages 387-422 only]
Lecture 6	Innovation: Declining or Recombining? Excel III: Working with advanced functions & Working with Text Functions and Creating Custom Formats	B&M Ch. 5 Excel Module 8 & Appendix A
Lecture 7	Artificial and Human Intelligence in the second machine age Excel IV: Exploring financial tools and functions	B&M Ch. 6 Excel Module 9
Lecture 8	Computing Bounty Excel V: Performing what-if analysis	B&M Ch. 7 Excel Module 10
Lecture 9	Beyond GDP – Professional Social Media with LinkedIn – Excel Skills Test	B&M Ch. 8
Lecture 10	The Spread – Productivity, ICTs and the Productivity Paradox	B&M Ch. 9
Lecture 11	The biggest winners: Stars and Superstars Software Productivity – Presentation of group component of assignment 3	B&M Ch. 10
Lecture 12	Conclusion: Learning to Race <i>with</i> Machines: Recommendations for Individuals Technology and the Future – Becoming a member of the New Economy Final Exam Review	B&M Ch. 12 & 15

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

ADDITIONAL INFORMATION

Course Sharing Websites

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.

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			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to 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; a grade of Failure on 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://carleton.ca/studentaffairs/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 just need some 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! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

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.
 - 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, in order to respond to your inquiries, please send all email from your Carleton CMail 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/>
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Important Dates and Deadlines – Fall 2017 Graduate, Undergraduate and Special Students

September 1

Last day for receipt of applications from potential fall (November) graduates.

September 2-3

Residence move in weekend.

September 4

Statutory holiday. University closed.

September 5

Academic orientation (undergraduate and graduate).

Orientation for Teaching Assistants.

All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 6

Fall term begins.

Fall and fall/winter classes begin.

September 15-17

Full and late summer deferred final examinations held.

September 19

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

Graduate students who have not electronically submitted their final thesis copy to the Faculty of

Graduate and Postdoctoral Affairs will not be eligible to graduate in Fall 2017 and must register for the fall 2017 term.

September 30

Last day to withdraw from fall term and fall/winter courses with a full [fee adjustment](#) (financial withdrawal). Withdrawals after this date will create no financial change to Fall term fees.

October 6

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 9

Statutory holiday. University closed.

October 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

October 23-27

Fall break. Classes are suspended.

November 1

Application deadline to study at another institution on a [letter of permission](#) for the winter term.

November 10

Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

November 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term.

November 24

Last day for summative or final examinations in fall term courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

November 25

Winter Payment Deadline. Click [here](#) for important payment information. [Late charges](#) may be applied to the student account any time after this date.

December 1

Last day for receipt of applications from potential winter (February) graduates.
Last day for graduate students to submit their supervisor-approved thesis in examinable form to the department.

December 8

Fall term ends.
Last day of fall-term classes.

Classes follow a Monday schedule.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

Last day for receipt of applications for undergraduate degree program transfers for winter term.

Last day to pay any remaining [fall tuition fees](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

December 9

No classes or examinations take place.

December 10 – 22

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 22

All take home examinations are due.

December 25-January 1, 2018

University closed