



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

Class Times

Section	Days	Time
A	Monday & Wednesday	11:35 – 14:25

Lab Times: Labs Start on Tuesday May 9

Section	Day	Time	Location
A01	Tuesday & Thursday	15:35 – 16:25	SA509
A02	Tuesday & Thursday	11:35 – 12:25	SA509
A03	Tuesday & Thursday	14:35 – 15:25	SA509

INSTRUCTOR

Dr. Alejandro Ramirez

Office: DT1722

Office Hours: Tuesdays 12:30 – 14:30 Hrs. or by appointment

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 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 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

TEXT BOOKS

- 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 1* <i>(Problem Solving & Social Software)</i>	15.0	Friday, May 12, 2017 – 10:00 pm [individual] Friday, May 19, 2017 – 10:00 pm [group] Friday, May 19, 2017 – 10:00 pm [Peer evaluation entry]
Assignment 2 <i>(Excel)</i>	15.0	Sunday, June 4, 2017 – 10:00 pm
Assignment 3* <i>(Software Productivity)</i>	15.0	Friday, May 5, 2017 – 10:00 pm [Portfolio selection] Wednesday, June 7, 2017 – during lecture 11 [Group] Wednesday, June 7, 2017 – 10:00 pm [individual] Wednesday, June 7, 2017 – 10:00 pm [Peer evaluation entry]
Reports	5.0	Between Lectures 3 and 12 [at the beginning]
Excel Activities	15.0	5 Activities due during the Excel lectures May 10-29, 2017
Final Exam	35.0	Written Exam (20.0) Scheduled Exam Period Excel Skills Test (15.0) Scheduled within your lab time Tuesday June 6, 2017
TOTAL	100.0	

** This assignment has two components; a group and an individual*

Assignments

The purpose of the assignments is to help you develop different skills to succeed, first during your studies, and later in your career. The first assignment deals with developing skills using social software to collaborate with other people in your business. This assignment has two components; a group and an individual. Assignment 2 will focus on Excel for solving business problems. The third assignment will run 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.

These three assignments have to be accomplished using the tools that will be introduced during the term. Instructions specific to each assignment are available on CU Learn.

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.

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 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 on through Lecture 12. 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 lab times on June 6, 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 May 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 May 3	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 May 8	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 May 10	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 May 15	The Digitization of just about everything Excel II: Working with Excel tables, Pivot tables and Pivot Charts	B&M Ch. 4 Excel Module 5
Lecture 6 May 17	Innovation: Declining or Recombining? Excel III: Developing an Excel application & Working with advanced functions	B&M Ch. 5 Excel Modules 7 [pages 387-422 only] & 8
Lecture 7 May 24	Artificial and Human Intelligence in the second machine age Excel IV: Exploring financial tools and functions Excel A: Working with Text Functions and Creating Custom Formats	B&M Ch. 6 Excel Module 9 Appendix A
Lecture 8 May 29	Computing Bounty Excel V: Performing what-if analysis	B&M Ch. 7 Excel Module 10
Lecture 9 May 31	Beyond GDP – Social Media, Facebook and LinkedIn	B&M Ch. 8
Lecture 10 June 5	The Spread – Productivity, ICTs and the Productivity Paradox	B&M Ch. 9
Lecture 11 June 7	The biggest winners: Stars and Superstars Software Productivity – Presentation of group component of assignment 3	B&M Ch. 10
Lecture 12 June 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

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.

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 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 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://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're 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/>

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 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/>
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**Important Dates and Deadlines – Summer 2017
Graduate, Undergraduate and Special Students**

- **Early Summer:** May 1, 2017 to June 13, 2017
- **Late Summer:** July 4, 2017 to August 16, 2017
- **Full Summer:** May 1, 2017 to August 16, 2017

March 1

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

March 20

Last day for receipt of tuition payment to avoid a hold that will prevent access to marks through Carleton Central and the release of official documents. An account balance may also delay Summer 2017 course selection. Allow adequate processing time as payments normally take 2 days to be applied to your student account.

March 23

Carleton Central opens at 8:30 a.m. for registration for Carleton University degree students (graduate and undergraduate). Check your timeticket [here](#).

March 27

Carleton Central opens at 8:30 a.m. for registration for Carleton Special (non-degree) students begins at 8:30 a.m.

April 13

Registration for University of Ottawa undergraduate students begins. Registration opens at 8:30 a.m.

April 25

Deadline for fee payment or assignment of funding to ensure payment is processed to your account without incurring a late charge. Payment of fees is due by the **posted deadlines**.

May 1

Early summer and **full** summer courses begin.

Last day for receipt of applications for undergraduate degree program transfers for the summer terms

May 5

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 Spring 2017 and must register for the Summer 2017 term.

May 8

Last day for registration and course changes (including auditing) for **early** summer courses.

May 12

Last day for registration and course changes (including auditing) for **full** summer courses.

May 17-28

Fall/Winter and Winter term deferred final examinations will be held.

May 19

Last day for a full fee adjustment when withdrawing from **early** and **full** summer courses (financial withdrawal).

May 22

Statutory holiday, University closed.

June 2

Last day to request formal exam accommodations for early summer examinations to the Paul Menton Centre for Students with Disabilities. Note that it may not be possible to fulfill accommodation requests received after the specified deadlines.

June 6

Last day for tests or examinations in early and full summer courses below the 4000-level before the final examination period (see **Examination Regulations** in the Academic Regulations of the University section of the Undergraduate Calendar).

June 13

Last day of **early** summer classes (NOTE: Full summer classes resume July 4).

Last day for academic withdrawal from **early** summer courses.

June 15

Final Summer term payment deadline. Any balance owing on your student account will prevent access to registration for future terms. Holds will be placed on unpaid summer accounts, which will prevent access to marks and/or registration for the 2017-18 Fall/Winter course selection. Payment of fees is due by the **posted deadlines**.

June 19-25

Early summer final examinations and mid-term examinations in full summer courses may be held. Examinations are normally held all seven days of the week.

July 3

Statutory holiday, University closed.

July 4

Late registration charges take effect at 12:00 a.m. (midnight) for students registering **only** in late summer courses (July-August courses). Payment of fees is due by the **posted deadlines**.

Late summer courses begin.

Full summer courses resume.

July 11

Last day for registration and course changes (including auditing) for **late** summer courses.

July 21-23

Early summer deferred final examinations to be held.

July 24

Last day for a full fee adjustment when withdrawing from **late** Summer courses (financial withdrawal).

Last day to submit to the Paul Menton Centre, for Students with Disabilities, formal examination accommodation forms for August examinations.

August 1

Last day for graduate students to submit to their thesis supervisor an examination copy of their Master's or PhD thesis for Fall graduation.

August 2

Last day for tests or examinations in **full** summer courses below the 4000-level before the final examination period (see **Examination Regulations** in the Academic Regulations of the University section of the Undergraduate Calendar).

August 7

Civic holiday, University closed.

August 9

Last day for tests or examinations in **late** summer courses below the 4000-level before the final examination period (see **Examination Regulations** in the Academic Regulations of the University section of the Undergraduate Calendar).

August 16

Last day of **late** and **full** summer term classes.

Classes follow a Monday schedule.

Last day for academic withdrawal from **late** summer and **full** summer courses and any other courses that end this term.

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 courses that end on this day.

August 19-25

Final examinations in **full** and **late** summer courses may be held. It may be necessary to schedule examinations during the day for classes held in the evening and vice versa. Examinations are normally held all seven days of the week.

September 15-17

Full and late summer term deferred final examinations will be held.

September 30

Last day for receipt of applications for appeal of final grades in summer term courses.