



The  
knowledge  
to compete

**INTRODUCTION TO BUSINESS INFORMATION AND COMMUNICATION TECHNOLOGIES  
BUSI 1402 – Summer 2015**

**Class Times**

<i>Section</i>	<i>Day</i>	<i>Time</i>
A	Monday & Wednesday	11:35 – 14:25

**Lab Times**

<i>Section</i>	<i>Day</i>	<i>Time</i>	<i>Location</i>
A1	Tuesdays and Thursdays	15:35 – 16:25	TBA
A2	Tuesdays and Thursdays	16:35 – 17:25	TBA
A3	Tuesdays and Thursdays	14:35 – 15:25	TBA

**INSTRUCTORS**

**Alex Ramirez Course Coordinator**

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**Haitham Tamim – Section A**

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## **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 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

## **TEXT BOOKS**

- 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
<b>Assignment 1*</b> <i>(Problem Solving &amp; Social Software)</i>	15.0	Thursday May 21, at 22:00 Hrs.
<b>Assignment 2</b> <i>(Excel)</i>	15.0	Thursday May 28, at 22:00 Hrs.
<b>Assignment 3*</b> <i>(Software Productivity)</i>	15.0	Lecture 11 – on June 10
<b>Media Reports</b>	5.0	Between Lectures 3 and 12
<b>Excel Activities</b>	15.0	5 Activities due during the Excel lectures
<b>Final Exam</b>	35.0	Written Exam (20.0) Scheduled Exam Period Excel Skills Test (15.0) Scheduled within your lab time
<b>* This assignment has two components; a group and an individual</b>		

### **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 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. The third assignment will run for ten 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 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 provided on the course CU Learn 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.

### **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 in 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. These activities will be tallied using clickers or quizzes – Your instructor will let you know at the beginning of the semester which way your section will be conducting these activities. It’s important that you bring your clicker with you to be able to earn your marks. 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 in Week 10 of the semester.
- 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 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	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. 1 – 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)
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)
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	Excel V: Enhancing Decision Making with Solver & Troubleshooting Workbooks and Creating Excel Applications	Excel (pp. 552 – 669)
Lecture 10	Ground Rules for 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 of assignment 3	
Lecture 12	Conclusion: Leadership for a Changing World – Becoming a member of the New Economy Final Exam Review	Macrowikinomics (pp. 368 – 384)

\* 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, 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](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. The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the June 2015 exam period is June 5, 2015 and for the August 2015 exam period is July 24, 2015.

*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/>.

## **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 830am and 430pm. 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/support-services/>

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:**

May 4, 2015

Early summer and full summer classes begin.

May 11, 2015

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

May 15, 2015

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

Graduate students who have not electronically submitted their thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Spring 2015 and must register for the Summer 2015 term.

May 18, 2015

Statutory holiday. University closed.

May 22, 2015

Last day to withdraw from early summer and full summer courses with full fee adjustment.

June 5, 2015

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for August examinations

June 16, 2015

Last day of early summer classes (NOTE: full summer classes resume July 2).

Last day for academic withdrawal from early summer courses

June 8-18, 2015

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

June 19-25, 2015

Early summer examinations may be held. Examinations are normally held all seven days of the week.