

INTRODUCTION TO BUSINESS INFORMATION AND COMMUNICATION TECHNOLOGIES

BUSI 1402 Section A – Winter 2022

Class Schedule

Section	Day	Time	Location
A	Tuesday	18:05 – 21:55	Online (Brightspace)

Instructor

Dr. Din Begovic

Office Location & Hours: Please send me an email and we will schedule a virtual meeting.

Email: Din.Begovic@carleton.ca

TA Email: busi1402sprott@gmail.com

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 on Brightspace for you to discuss course topics with your peers.

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 for three hours, once a week.

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.

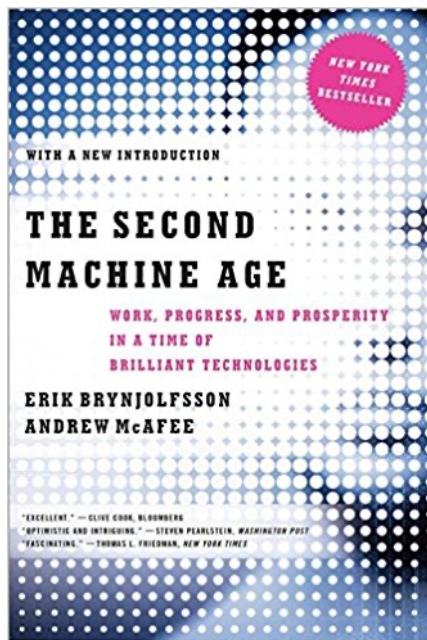
You will learn about spreadsheet modelling. After word processing, spreadsheets are commonly used in the business world today. While the basic concepts behind spreadsheets are simple, incredibly complex and powerful applications can be modelled and developed using spreadsheets. You will learn fundamental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

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

Textbook

- 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.
- Note: You can also purchase the Audiobook on Amazon.ca for \$6.**



Evaluation

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

Component	Weight %	Due Date
Assignment 1 – Problem Solving & Technology (Group & Individual)	15%	Individual: Sunday January 23, at 22:00 EST. Group: Sunday Feb 20, at 22:00 EST.
Assignment 2 – Excel (Individual)	15%	Sunday March 13, at 22:00 Hrs.
Assignment 3 – Novel Technologies (Group)	15%	Sunday March 27, at 22:00 Hrs.
Media Reports - Group	10%	Between Lectures 5 and 10
Excel Quizzes - Individual	15%	5 Quizzes after the Excel lectures.
Participation	10%	Ongoing
Final Exam	20%	Scheduled Exam Period

Assignments

The purpose of the three assignments is to help you develop different skills that will help you succeed first during your studies, and later in your career. **Assignment 1** 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 that will serve you well in your future studies and career. **Assignment 3** will run for nine weeks (Lectures 3 – 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 Brightspace 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.

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

You and your group will be required to make a short ten-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 5 and continue on through Lecture 10. The schedule of presentations will be decided near the beginning of the course.

Excel Quizzes

After every Excel lecture there will be an online quiz for which you will earn up to 3 marks. The quizzes will be made available online for 1 week following the end of each week's Excel lecture and are designed to verify that you understood what was covered during the lecture. **There is no alternative way to earn these marks if you are absent for any reason.** Therefore, I recommend that you do the quizzes as soon as possible in case that you are not feeling, experience technical issues, etc.

Participation

Your participation in the course will be based on your participation during live Zoom calls and various Brightspace discussions. You do not need to participate in every single discussion, however, I expect everyone to participate as much as possible in order to increase the richness and diversity of ideas discussed this semester.

Final Exam

The final exam will take place during the formal examination period. It will cover the entire course (except for Excel) and will be closed book. It is expected that you have completed reading all the assigned chapters in the textbook prior to the final exam.

Assignment Discrepancies

Assignments will be marked by the Teaching Assistant and feedback will be provided to you within one to two weeks 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 Jan 11	<p>Introduction & Course Administration</p> <p>Friedman’s “The World is Flat” video: http://techtv.mit.edu/videos/16117-the-world-is-flat</p> <p>“Tapscott & Williams’s “Macrowikinomics,”: https://www.youtube.com/watch?v=BymDXL_szFM</p> <p>Brynjolfsson & McAfee’s Race against the Machine: https://www.ted.com/talks/erik_brynjolfsson_the_key_to_growth_race_em_with_em_the_machines</p> <p>https://www.ted.com/talks/andrew_mcafee_what_will_future_jobs_look_like/up-next</p>	4 Linked videos
Lecture 2 Jan 18	<p>Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0 – <u>The 3rd Industrial Revolution (Rifkin)</u> – The Big Stories: https://www.youtube.com/watch?v=9e0UofNMzKM</p>	B&M Ch. 1 Linked video
Lecture 3 Jan 25	<p>The Skills of the New Machines: Technology Races Ahead – Web 2.0: Wikis and Blogs, B&M Ch. 2 tools</p>	B&M Ch. 2
Lecture 4 Feb 1	<p>Moore’s Law and the second half of the chessboard Excel I: Performing calculations with formulas and functions & Analyzing and charting financial data</p>	B&M Ch. 3
Lecture 5 Feb 8	<p>The Digitization of just about everything Excel II: Working with Excel tables, Pivot tables and Pivot Charts & Developing an Excel application</p>	B&M Ch. 4
Lecture 6 Feb 15	<p>Innovation: Declining or Recombining? Excel III: Working with advanced functions & Working with Text Functions and Creating Custom Formats</p>	B&M Ch. 5
Feb 21-25	Winter Break – No Lecture	
Lecture 7 March 1	<p>Artificial and Human Intelligence in the second machine age Excel IV: Exploring financial tools and functions</p>	B&M Ch. 6
Lecture 8 Mar 8	<p>Computing Bounty Excel V: Performing what-if analysis</p>	B&M Ch. 7
Lecture 9 Mar 15	<p>The Spread – Productivity, ICTs and the Productivity Paradox</p>	B&M Ch. 8

Lecture 10 Mar 22	Beyond GDP – Professional Social Media with LinkedIn – The biggest winners: Stars and Superstars	B&M Ch. 9
Lecture 11 Mar 29	Software Productivity – Presentation of group component of Assignment 3	B&M Ch. 10
Lecture 12 April 5	Conclusion: Learning to Race with Machines: Recommendations for Individuals Technology and the Future – Becoming a member of the New Economy Course 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 semester.**

Additional Information

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X
B15 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				X

Use of Brightspace

This course uses Brightspace, Carleton's new learning management system. To access your courses on Brightspace go to <https://brightspace.carleton.ca/>. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc.

For help and support, go to <https://carleton.ca/brightspace/students/> Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at its.service.desk@carleton.ca.

Grades will be posted to Brightspace as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.'

Video conferencing tool

Classes will be taught virtually at the scheduled time using Zoom. Prior to our first class, you must create a free Zoom account (<https://zoom.us/>) by using your Carleton email address (e.g., Firstname.Lastname@carleton.ca) (not your @cmail.carleton.ca account) as your work email address when signing up. You may download the Zoom app to your device (<https://zoom.us/download>) for easy access.

A class meeting link and passcode will be posted on Brightspace. To join the class, you can click on the Zoom meeting link and enter the meeting passcode, and sign in using your Zoom account and password (so that I can track your class attendance and contribution, and also assign you to a breakout room with your group members as needed).

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).

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. 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

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 Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

www.carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

www.carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. www.carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: www.carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or

international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

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: <https://carleton.ca/registrar/academic-integrity/>

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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: www.carleton.ca/csas

Important Information:

- Students must always retain a copy of all work that is submitted.
 - All final grades are subject to the Dean’s approval.
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