INTRODUCTION TO BUSINESS INFORMATION AND COMMUNICATION TECHNOLOGIES

BUSI 1402 Section A – Winter 2020

Class Schedule

Section	Day	Time	Location
A	Tuesday	18:05 – 22:55	Refer to Carleton Central

Instructors

Dr. Din Begovic

Office: DT 919-2

Office Hours: Online or Scheduled on a case-by-case basis

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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 the cuLearn course page 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 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
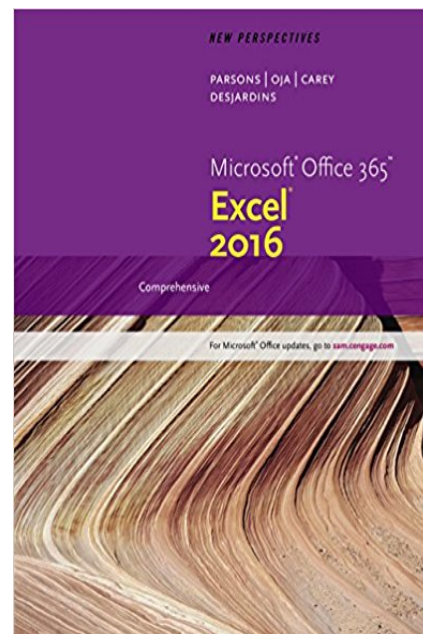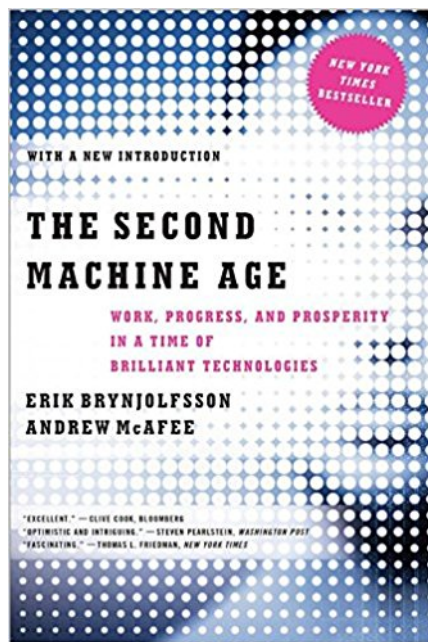
Evaluation

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

Component	Weight %	Due Date
Assignment 1* *(Problem Solving & Social Software)*	15.0	Individual: Sunday January 19th, at 22:00 Hrs. Group: Sunday Feb 16th, at 22:00 Hrs.
Assignment 2 *(Excel)*	15.0	Sunday March 8th, at 22:00 Hrs.
Assignment 3* *(Software Productivity)*	15.0	During Lecture 12 – on March 31st
Media Reports	5.0	Between Lectures 4 and 8
Excel Activities	15.0	5 Activities after the Excel lectures.
Final Exam	35.0	Written Exam (20.0) Scheduled Exam Period Excel Skills Test (15.0) Scheduled within second half of lecture 9, Tuesday March 24
* 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 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. The third assignment 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 cuLearn 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.

Late Assignments

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

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 4 and continue on through Lecture 8. The schedule of presentations will be decided near the beginning of the course. The group presentation of this media report will be 5% of your final grade – as a group, decide how to deliver your presentation but all members must participate in 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 on March 24, 2020.

- 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.

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 7	Introduction – Course Administration – Friedman's "The World is Flat" video: http://techtv.mit.edu/videos/16117-the-world-is-flat "Tapscott & Williams's "Macrowikinomics,": https://www.youtube.com/watch?v=BymDXL_szFM Brynjolfsson & McAfee's Race against the Machine: https://www.ted.com/talks/erik_brynjolfsson_the_key_to_growth_race_em_with_em_the_machines https://www.ted.com/talks/andrew_mcafee_what_will_future_jobs_look_like/up-next	4 Linked videos
Lecture 2 Jan 14	Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0 – The 3rd Industrial Revolution (Rifkin) – The Big Stories: https://www.youtube.com/watch?v=9e0UofNMzKM	B&M Ch. 1 Excel Module 1 Linked video
Lecture 3 Jan 21	The Skills of the New Machines: Technology Races Ahead – Web 2.0 B&M Ch. 2 tools: Wikis and Blogs	B&M Ch. 2 Excel Module 2
Lecture 4 Jan 28	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 Feb 4	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 Feb 11	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
Feb 17-21	**Winter Break – No Lecture**	
Lecture 7 Feb 25	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 Mar 3	Computing Bounty Excel V: Performing what-if analysis	B&M Ch. 7 Excel Module 10
Lecture 9 Mar 10	The Spread – Productivity, ICTs and the Productivity Paradox	B&M Ch. 8

Lecture 10 Mar 17	Beyond GDP – Professional Social Media with LinkedIn – The biggest winners: Stars and Superstars	B&M Ch. 9
Lecture 11 Mar 24	**Excel Skills Test**	B&M Ch. 10
Lecture 12 March 31	Software Productivity – Presentation of group component of **Assignment 3**	B&M Ch. 12
Lecture 13 April 7	Conclusion: Learning to Race with Machines: Recommendations for Individuals | Technology and the Future – Becoming a member of the New Economy	B&M Ch. 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

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

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 obligation

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 obligation

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 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: www.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/