



**INTRODUCTION TO BUSINESS INFORMATION AND COMMUNICATION TECHNOLOGIES
BUSI 1402 – Fall 2014**

Class Times

Section	Day	Time and Location:
D	Wednesday	14:35 – 17:25
T	Thursday	08:30 – 11:00

Rogers Digital Cable/Webcast

INSTRUCTOR

Vedmani Sharan

Office: DT 919-1
Office Hours: 13:15 – 14:15 Wednesday
Email: Vedmani.Sharan@carleton.ca
Phone: (613) 520-2600 x.3248

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.

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
Assignment 1* <i>(Problem Solving & Social Software)</i>	15.0	Wednesday October 1, at 22:00 Hrs.
Assignment 2 <i>(Excel)</i>	15.0	Wednesday November 19, at 22:00 Hrs.
Assignment 3* <i>(Software Productivity)</i>	15.0	Week 11
Media Reports	5.0	Wednesday December 10, at 22:00 Hrs.
Excel Activities	15.0	5 Activities due after the Excel lectures
Final Exam	35.0	Written Exam Scheduled Exam Period
* 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 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 in-class 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 write a short analysis 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. In your analysis, you should also state how it is relevant to the course, and why it is important to businesses. This assignment is due a week after the last class.

Excel Activities

There are five Excel lectures in this course. A multiple choice quiz will be made available on CU Learn after each Excel lecture for which you will earn up to 3 marks. You will have up to five days’ time to take the quiz in order to earn 3 marks. There is no alternative way to earn these marks.

Final Exam

The final exam will be a traditional, paper-based exam. The paper-based exam will take place during the formal examination period. It will cover the *entire course* and will be *closed book*. It may also include some multiple choice Excel questions.

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/Date	Topic	Readings
Lecture 1 Sept. 10	Introduction – Course Administration – Information and Communication Technologies – Friedman’s “The World is Flat”	Friedman’s video
Lecture 2 Sept. 17	Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0	Excel (pp. 1 – 21) Macrowikinomics (pp. ix – xix)
Lecture 3 Sept. 24	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 Oct. 1	Rethinking the Fundamentals: Opening up the Financial Service Industry & Bootstrapping Innovation and Wealth Creation – Social Media, Facebook, LinkedIn and Twitter	Macrowikinomics (pp. 37 – 78)
Lecture 5 Oct. 8	Excel I: Applying fundamental Excel Skills and Tools in Problem-Solving & Solving Problems with Statistical Analysis Tools	Excel (pp. 22 – 153)
Lecture 6 Oct. 15	Excel II: Determine Effective Data Display with Charts & Applying Logic in Decision Making	Excel (pp. 154 – 281)
Lecture 7 Oct. 22	Excel III: Retrieving Data for Computation, Analysis and Reference & Evaluating the Financial Impact of Loans and Investments	Excel (pp. 282 – 425)
Lecture 8 Nov. 5	Excel IV: Organizing Data for Effective Analysis & Using Data Tables and Excel Scenarios for What-If Analysis	Excel (pp. 426 – 551)
Lecture 9 Nov. 12	Excel V: Enhancing Decision Making with Solver & Troubleshooting Workbooks and Creating Excel Applications	Excel (pp. 552 – 669)
Lecture 10 Nov. 19	Ground Rules for Reinvention: Making Wikinomics happen in your Organization – Productivity, ICTs and the Productivity Paradox	Macrowikinomics (pp. 341 – 367)
Lecture 11 Nov. 26	Software Productivity – Presentation of group component of assignment 3	
Lecture 12 Dec. 3	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.