



The
knowledge
to compete

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

Class Times

Section	Day	Time and Location
H	Monday	8:35 – 11:25 Hrs. @ SA THB
V	Tuesday	8:30 – 11 Hrs. Rogers Digital Cable Ch. 243 / Webcast

INSTRUCTORS

Alex Ramirez Course Coordinator

Office: DT1722

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Vedmani Sharan – Section H and V

Office: DT919-2 Office Hours: Mondays, 12:00 – 13:00 Hrs.

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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.

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 February 4, at 22:00 Hrs.
Assignment 2 <i>(Excel)</i>	15.0	Wednesday March 18, at 22:00 Hrs.
Assignment 3* <i>(Software Productivity)</i>	15.0	Week 11 – March 27
Media Reports	5.0	Wednesday April 13, at 22:00 Hrs.
Excel Activities	15.0	5 Activities due after Excel lectures – CU Learn
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 Assignments 1 and 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 <i>Jan 5</i>	Introduction – Course Administration – Information and Communication Technologies – Friedman's "The World is Flat"	Friedman's video
Lecture 2 <i>Jan 12</i>	Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0	Excel (pp. 1 – 21) Macrowikinomics (pp. ix – xix)
Lecture 3 <i>Jan 19</i>	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 <i>Jan 26</i>	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 <i>Feb 2</i>	Excel I: Applying fundamental Excel Skills and Tools in Problem-Solving & Solving Problems with Statistical Analysis Tools	Excel (pp. 22 – 153)
Lecture 6 <i>Feb 9</i>	Excel II: Determine Effective Data Display with Charts & Applying Logic in Decision Making	Excel (pp. 154 – 281)
Feb 16	Reading Week	
Lecture 7 <i>Feb 23</i>	Excel III: Retrieving Data for Computation, Analysis and Reference & Evaluating the Financial Impact of Loans and Investments	Excel (pp. 282 – 425)
Lecture 8 <i>March 2</i>	Excel IV: Organizing Data for Effective Analysis & Using Data Tables and Excel Scenarios for What-If Analysis	Excel (pp. 426 – 551)
Lecture 9 <i>March 9</i>	Excel V: Enhancing Decision Making with Solver & Troubleshooting Workbooks and Creating Excel Applications	Excel (pp. 552 – 669)
Lecture 10 <i>March 16</i>	Ground Rules for Reinvention: Making Wikinomics happen in your Organization – Productivity, ICTs and the Productivity Paradox	Macrowikinomics (pp. 341 – 367)
Lecture 11 <i>March 23</i>	Software Productivity – Presentation of group component of assignment 3	
Lecture 12 <i>March 30</i>	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

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*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is March 6, 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/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

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.
 - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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IMPORTANT DATES:

January 5

Winter-term classes begin.

January 16

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

Students who have not deposited (via automated upload) the final copy of their thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register.

January 31

Last day for a fee adjustment when withdrawing from Winter term courses or the Winter portion of two-term courses. Withdrawals after this date will create no financial change to Winter term fees (financial withdrawal).

February 13

April examination schedule available online.

February 13-21

Fall-term deferred examinations will be held

February 16

Statutory holiday, University closed.

February 16-20

Winter Break. Classes are suspended.

March 1

Last day for UHIP refund applications for International Students who will be graduating this academic year.

Last day for receipt of applications from potential spring (June) graduates.

March 6

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

March 24

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

April 3

Statutory holiday, University closed.

April 8

Winter term ends

Last day of fall/winter and winter-term classes.

Last day for academic withdrawal from fall/winter and winter-term courses.

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 fall/winter and winter-term courses.

April 9-10

No classes or examinations take place

April 11-23

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

June 8-18 (including Saturdays)

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