



## **BUSI1402 A**

WINTER 2025

**Instructor:** Dr. Din Begovic  
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**Phone Number:** NA  
**Office:** Virtual  
**Office Hours:** By appointment

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**Modality:** In person

**Class Times:** Mondays 6:05 to 8:55 pm EST

**In order to stay updated with important notifications and announcements from Carleton University, please download the Carleton University App. This will ensure you receive timely information regarding your courses and other university-related updates throughout the term.**

**Pre-requisites:** **None**

**Precludes:** **None**

**Course Calendar:** [2024/2025 University Calendar](#)

## Course Description

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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 e-Commerce.

Lectures are scheduled for three hours, once a week. There is a 15-minute health break about halfway through each lecture.

## Course Overview

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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.

Finally, 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.

## Drop Course Policy:

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The deadline for academic withdrawal follows the dates prescribed by Carleton University: <https://calendar.carleton.ca/academicyear/>

The deadline to drop this course with full fee adjustment is January 31<sup>st</sup>, 2025. The last day to withdraw from full fall courses is March 15<sup>th</sup>, 2025.

## Learning Outcomes:

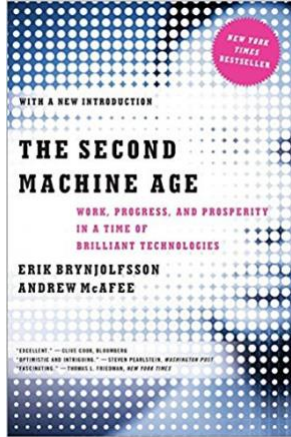
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- 1 Identify and describe the framework of problem and decision making
- 2 Demonstrate proficient and effective use of modern information and communication technologies for communicating and collaborating in organizational and virtual settings
- 3 Recognize the 10 flatteners from the World is flat to common business situations
- 4 Use the principles of MacroWikinomics to collaborate in the search for new solutions in the new global economy
- 5 Identify the new skills needed to race with the machines in the digital age
- 6 Apply fundamental spreadsheet modeling principles and techniques to common business problems
- 7 Learn about importance of information technology for business
- 8 Get introduced to online revenue models

## Reading(s)/Textbook(s)/Required Materials:

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- [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.](#)



You must purchase a digital or physical copy of this textbook. The book can be found in your local bookstore or on Amazon.ca for about \$25 (link above). You don't need the latest version of the textbook because the differences between versions are very small.

## Evaluation

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

| Component   | Weight % | Due Date   |
|---|----------|--|
| <b>Assignment 1 – Problem Solving &amp; Technology (Group &amp; Individual)</b> | 15%      | Individual: Sunday January 19, at 22:00 EST<br>Group: Sunday March 2, at 22:00 EST |
| <b>Assignment 2 – Excel (Individual)</b>  | 15%      | Sunday March 16, at 22:00 EST  |
| <b>Assignment 3 – Novel Technologies (Group)</b>                                | 15%      | Sunday March 30, at 22:00 EST  |
| <b>Media Reports - Group</b>  | 15%      | Between Lectures 5 and 9   |
| <b>Excel Quizzes - Individual</b>   | 15%      | 5 quizzes after the Excel lectures   |
| <b>Participation</b>  | 10%      | Ongoing  |
| <b>Final Exam</b>   | 20%      | Scheduled Exam Period  |

## Midterm and Final Exam

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No midterm.

Formal in-person final exam to be scheduled during the official final exam period. Exact date and time to be posted once it is assigned by the university.

## Preparation and Participation:

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### 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 give your group an opportunity to do a mini research project.

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.

### 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.

### Participation

Your participation in the course will be based on your participation during lectures and various Brightspace discussions/mini assignments. 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. Moreover, your participation will also be evaluated by your group members based on how well you contribute to group projects.

## 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:

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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.

## Late Submissions:

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Assignments submitted past the due date will receive a penalty of 10% per day. Assignments that are not submitted after 5 days past the due date will receive a grade of 0.

There **is no alternative way to earn marks for quizzes 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.

Exceptions to this include verifiable illness and emergencies, only when communicated directly to me within three (3) business day following the due date.

## Deferred Examinations/Assignments:

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If you wish to defer a **Formal Final Exam**, you – the student – must reach out to the registrar's office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss.

## Course Schedule

| Lecture / Date                | Topic  | Readings                      |
|-------------------------------|--|-------------------------------|
|                               | Introduction & Course Administration   |                               |
| <b>Lecture 1</b><br>Jan 6     | <p>Friedman’s “The World is Flat” video:<br/><a href="https://techtv.mit.edu/videos/16117-the-world-is-flat">https://techtv.mit.edu/videos/16117-the-world-is-flat</a></p> <p>“Tapscott &amp; Williams’s “Macrowikinomics,”:<br/><a href="https://www.youtube.com/watch?v=BymDXL_szFM">https://www.youtube.com/watch?v=BymDXL_szFM</a></p> <p>Brynjolfsson &amp; McAfee’s Race against the Machine:<br/><a href="https://www.ted.com/talks/erik_brynjolfsson_the_key_to_growth_race_em_with_em_the_machines">https://www.ted.com/talks/erik_brynjolfsson_the_key_to_growth_race_em_with_em_the_machines</a></p> <p><a href="https://www.ted.com/talks/andrew_mcafee_what_will_future_jobs_lo_ok_like/up-next">https://www.ted.com/talks/andrew_mcafee_what_will_future_jobs_lo_ok_like/up-next</a></p> | 4 Linked videos               |
| <b>Lecture 2</b><br>Jan 13    | <ul style="list-style-type: none"> <li>Problem-solving and Decision-making – From Web 2.0 to Enterprise 2.0 – The 3rd Industrial Revolution (Rifkin) – The Big Stories:<br/><a href="https://www.youtube.com/watch?v=9e0UofNMzKM">https://www.youtube.com/watch?v=9e0UofNMzKM</a></li> </ul>   | B&M Ch. 1<br><br>Linked video |
| <b>Lecture 3</b><br>Jan 20    | <ul style="list-style-type: none"> <li>The Skills of the New Machines: Technology Races Ahead</li> <li>Web 2.0: Wikis and Blogs, B&amp;M Ch. 2 tools</li> </ul>  | B&M Ch. 2                     |
| <b>Lecture 4</b><br>Jan 27    | <ul style="list-style-type: none"> <li>Moore’s Law and the second half of the chessboard</li> <li>Social Networks</li> </ul>   | B&M Ch. 3                     |
| <b>Lecture 5</b><br>Feb 3     | <ul style="list-style-type: none"> <li>The Digitization of just about everything</li> <li>Excel I: Intro to Excel and performing basic calculations with functions</li> </ul>  | B&M Ch. 4                     |
| <b>Lecture 6</b><br>Feb 10    | <ul style="list-style-type: none"> <li>Innovation: Declining or Recombining?</li> <li>Excel II: Working with Excel functions &amp; creating Charts</li> </ul>  | B&M Ch. 5                     |
| <b>Feb 17-21</b>              | <b>Winter Break – No Lecture</b>   |                               |
| <b>Lecture 7</b><br>Feb 24    | <ul style="list-style-type: none"> <li>Artificial and Human Intelligence in the second machine age</li> <li>Excel III: Working with advanced functions &amp; Pivot Tables</li> </ul>   | B&M Ch. 6                     |
| <b>Lecture 8</b><br>Mar 3     | <ul style="list-style-type: none"> <li>Excel IV: Text Functions &amp; Performing what-if-analysis</li> </ul>   | None                          |
| <b>Lecture 9</b><br>Mar 10    | <ul style="list-style-type: none"> <li>Computing Bounty &amp; Beyond GDP</li> <li>Productivity, ICTs and the Productivity Paradox</li> <li>Excel V: Additional Excel Features &amp; Review</li> </ul>  | B&M Chs. 7 & 8                |
| <b>Lecture 10</b><br>Mar 17   | <ul style="list-style-type: none"> <li>The Spread</li> <li>Web 2.0 Revenue Models</li> </ul>   | B&M Ch. 9                     |
| <b>Lecture 11</b><br>March 24 | <ul style="list-style-type: none"> <li>The biggest winners: Stars and Superstars</li> <li>Contemporary topics: Privacy, cyber security, sockpuppeting, etc.</li> </ul>   | B&M Ch. 10                    |

|                               |  |                  |
|-------------------------------|--|------------------|
| <b>Lecture 12</b><br>March 31 | <ul style="list-style-type: none"> <li>• Conclusion: Learning to Race with Machines: Recommendations for Individuals</li> <li>• Technology and the Future – Becoming a member of the New Economy</li> <li>• Course Review</li> </ul> | B&M Chs. 12 & 15 |
|-------------------------------|--|------------------|

**\* Note: While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester.**

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

**Not Covered**    *Learning goal is not addressed in the course, or addressed only minimally.*

**Introduced**    *Course introduces content related to the learning goal but does not focus on it OR activities included in the course serve to cultivate this skill incidentally.*

**Taught but not Assessed**    *Course contributes explicitly and meaningfully to student achievement of the learning goal but is not the point where competency is formally assessed.*

**Taught and Assessed**    *Select this option if the course has been designated by the UG CRC as the point where achievement of the learning goal will be assessed.*

| Program Learning Goal   | Competencies Not Covered | Competencies Introduced (only) | Competencies Taught But Not Assessed | Competencies Taught and Assessed |
|---|--------------------------|--------------------------------|--------------------------------------|----------------------------------|
| <b>BC1 Knowledge</b><br><i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>  |                          |                                |                                      | X                                |
| <b>BC2 Collaboration</b><br><i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>                                |                          |                                |                                      | X                                |
| <b>BC3 Critical Thinking</b><br><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                                |
| <b>BC4 Communication</b><br><i>Graduates will be effective and persuasive in their communications.</i>  |                          |                                |                                      | X                                |
| <b>B15 Global Awareness (BIB ONLY)</b><br><i>Graduates will be globally-minded.</i>   |                          |                                |                                      | X                                |

## 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, followership, 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.

### Grading

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



Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website ([students.carleton.ca/course-outline](https://students.carleton.ca/course-outline)).

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: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://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: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://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](mailto: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. [carleton.ca/pmc](https://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 its 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: [carleton.ca/sexual-violence-support](https://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](https://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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto: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: [carleton.ca/csas](https://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.

- 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 <https://carleton.ca/its/get-started/new-students-2/>

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