Canisius College
Richard J. Wehle School of Business
Department of Marketing & Information Systems
Fall 2013

Course: ISB 101F, Management Technology
Wednesdays Lecture: 6:00 – 7:15pm – Science Hall 1013A
Lab: 7:30 – 8:45pm – Science Hall 036A

Mr. James M. Moore, Adjunct Professor
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Phone: 716-879-2180 (Work) 716-930-2051 (Cell)

Required Text: Efraim Turban, Linda Volonino, *Information Technology for Management*
ISBN: 978-1118-35704-0

Prentice Hall, 2011
ISBN 978-0135098592

Note: Use of Angel and email is mandatory. Students must check frequently.

Office Hours: Before and after class, and by appointment.
Please call or e-mail for appointment.

Canisius College Policies

Students are expected to review and understand the college policies maintained through the links below.
Please take the time to review the policies and if you have any questions, please ask during class or arrange an appointment to review.

Academic Calendar: http://www.canisius.edu/academics/academic_calendar.asp
Academic Integrity Policy: http://www.canisius.edu/integrity/
Academic Support Services: http://www.canisius.edu/academics/support.asp
Disability Support Services: http://www.canisius.edu/academics/dss.asp

If you have any condition, such as a physical or mental disability, which will make it difficult for you to carry out the work as outlined it or which will required extra time on examinations, please notify me in the first week of the course so that we may make appropriate arrangements.
Course Objectives and Outcomes

This course is intended to provide the student an understanding of:

- How information technology (IT) is used as a tool for management and business problem solving.
- Application of specific IT to address business requirements or challenges.
- Overview of IT project structure and execution
- Innovative IT methods to achieve superior organizational performance and competitive advantage.

In this undergraduate-level course, students will:

- Learn how information technology, including computer networks, mobile devices, social media, and data systems, support business strategies and operations.
- Understand information technology’s impact on financial performance, growth, innovation, and sustainability.
- Appreciate implications and requirements for information security, privacy and other legal issues, ethical challenges, and green computing.
- Demonstrate information literacy, the knowledge and ability to analyze IT cases, and the ability to communicate effectively.
- Design decision support systems using Microsoft Excel; and present their analysis of an IT case using presentation software and social media.

Good management and leadership requires

1. Having access to information for informed decision making,  
2. Understanding system concepts and having knowledge of technology in order to successfully design innovative business systems.  
3. Developing a solid base of ethical and moral convictions in order to lead a life in service to humanity.

Learning Goals

Throughout the course, students will be asked to provide their analysis of a reading or lecture from these perspectives:

- Analytical Skills – You will learn to use quantitative methods to quickly make business decisions using information technology.  
- Communication Skills – You will have the opportunity to present both individually and in groups using technology, as well as basic communication skills. This will focus on communications for business at the management level.  
- Ethical Understanding - What are the business ethics and morale issues associated with Information Systems/Technology decisions? Where do profit and ethics conflict, and what are the options to provided a proper ethical outcome?  
- Global and Cultural Diversity – We will have the opportunity to investigate the value of a culturally diverse business and customer base. The challenges of operating in a truly global market will also be considered.  
- Information Literacy - Students will receive training and education in using computer technology to research and locate information.
• **Reflective Thinking** – This term refers to one’s ability to think about your thought processes and awareness of how you process information. This will also cover how different thought processes and patterns can lead to different judgments, decision outcomes, etc. We will explore how reflective thinking impacts consumer behavior.

• **Environmental/Business Sustainability** – Students will understand the impact of business decisions both on the business and environment. We will investigate decisions to determine if business or environmental policies can be sustained over the long term.

**Rooms**

**Wednesdays**

Lecture: 6:00 – 7:15pm – Science Hall 1013A  
Lab: 7:30 – 8:45pm – Science Hall 036A  

**Class Participation**

1. **Attendance is mandatory.** 1 missed class session or part of a session will be excused—and not have a negative impact on your final grade. Missing 3 class sessions or parts of sessions will result in downward adjustment of your final grade. Anyone who marks himself or herself present for class and is not in class will receive a final grade of F.

2. **Class Participation Grading** - Class time will often be spent on working individually or in groups on various projects to illustrate the topics covered in the text and class. To fully benefit from these activities, it is important that you come prepared to participate. My subjective assessment of how well you participate in class will be based on characteristics such as the frequency and quality of your participation in class discussions, the degree to which it appears you have studied the text before coming to class, how well you work with others, and finally attendance.

3. **Professional conduct** - integrity, respect for others, and personal responsibility are mandatory. Interference with other students’ ability to learn and the faculty’s ability to teach will not be tolerated. Class disruptions include, but are not limited to talking, using social media sites, playing games, texting, emailing, surfing, downloading files unrelated to the class, working on non-class activities, and eating.

4. **Academic misconduct will not be tolerated** – This includes cheating, plagiarism, hostility, or any other violation of the college’s academic integrity standards and will result in a downward grade adjustment, including receiving a final grade of F.

5. **Coursework Submission** - Coursework must be submitted by the deadline. Late work is not accepted. There are no make-up exams and no do-overs.

   a. Coursework deadlines: Submit all homework & assignments as a digital file to the appropriate Drop Box by 11:59pm the day the assignment is due.

   b. Proper grammar, spelling, punctuation, sentence structure, capitalization, and formatting are required for all course work. Label and date work you submit or post.

   c. Keep digital copies of all your course work until final course grades have been posted and you know that you no longer need them.

   d. In-class coursework that is missed cannot be done afterwards for credit.
e. Individual work must be done sufficiently independently. If two or more students or teams submit work that appears not to have been prepared or performed independently to a sufficient degree, all students involved will receive a zero grade and may be removed from the course. Do not share your homework with another student because you risk being removed from the course, or a final grade of F.

f. All homework assignments are due before the start of the assigned class deadline, unless directed otherwise.

g. Please follow this format for submitted files:

1. Lastname-Firstname-ISB101-description.extension

Here are 2 examples: King-Kelly-ISB101-HW1.xlsx

King-Kelly-ISB101c-HW1.xlsx

Note: There are no spaces in the filename and only 1 extension. Verify that all filenames meet this required format.

Additional directions will be given in class and/or posted on Angel.
Grading

Computer Projects 40%
Lab Project 1 - Excel
Lab Project 2 - Excel
Lab Project 3 – Excel/Database Overview
Lab Project 4 – Powerpoint/Team

Exams 50%
Exam 1 – 10%
Exam 2 – 15%
Final – 25%

Instructor Evaluation 10%

<table>
<thead>
<tr>
<th>Course Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>&gt;= 92%</td>
</tr>
<tr>
<td>A-</td>
<td>&gt;= 90 %</td>
</tr>
<tr>
<td>B+</td>
<td>&gt;= 87%</td>
</tr>
<tr>
<td>B</td>
<td>&gt;= 83%</td>
</tr>
<tr>
<td>B-</td>
<td>&gt;= 80%</td>
</tr>
<tr>
<td>C+</td>
<td>&gt;= 78%</td>
</tr>
<tr>
<td>C</td>
<td>&gt;= 76%</td>
</tr>
<tr>
<td>C-</td>
<td>&gt;= 74%</td>
</tr>
<tr>
<td>D</td>
<td>&gt;= 72%</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 72%</td>
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1. Assignments will be graded on a percentage as described above.
2. General guidelines:
   a. C = good understanding of most of the material, no application to problem solving
   b. B = solid understanding of course material, little application to problem solving
   c. A = solid understanding of course material, extensive application to problem solving
3. Instructor Evaluation – class attendance and participation
**Tentative Course Outline**

*Updates may be required as the semester progresses. Any changes to the schedule will be posted to Angel and an e-mail announcement will be sent to the class.*

<table>
<thead>
<tr>
<th>Week of</th>
<th>Chapters</th>
<th>Topics and Assignments</th>
<th>Deadlines/Notes</th>
</tr>
</thead>
</table>
| August 26th | Chapter 1| Future of Information Technology  
Lab  
Intro to Excel Spreadsheets: Basic formulas/auditing/order of operation |                                                      |
| September 2nd | Chapter 2| Information Management and IT Architecture  
Lab  
Excel Spreadsheets – Statistical, Financial, and Logical Functions | Lab Project #1 Assigned  
DUE on 9/18 |
| September 9th | Chapter 12| IT Strategy, Sourcing, Vendor Relationships  
Lab - Excel Spreadsheets – Statistical, Financial/Logical Functions (cont’d) |                                                      |
| September 16th | Chapter 13| Business Process and Project Management  
Lab  
Excel Spreadsheets – Statistical, Financial/Logical Functions (cont’d) | Lab Project #1 DUE                                      |
| September 23rd | Chapter 14| IT Ethics and Responsible Conduct  
Lab  
Excel Spreadsheets – Goal Seeking, Pivot Tables Graphs/Charts, data analysis and Decision Support | Lab Project #2 Assigned  
DUE on October 9th |
| September 30th | Chapter 3| Database, Data Warehouse, and Data Mining  
No Lab (Exam) | Exam #1: Chapters 1, 2, 12, 13, 14  
Excel Concepts |
| October 7th   | Chapter 4| Networks, Collaboration, and Sustainability  
Lab  
Excel – Goal Seeking (continued) | Lab Project #2 DUE                                      |
| October 14th  | Chapter 5| Cyber Security, Compliance, and Business Continuity  
Lab – Excel/Access Database Overview | Lab Project #3 Assigned  
DUE on October 30th |
| October 21st  | Chapter 6| e-Business and e-Commerce Models and Strategies  
Lab – Excel/Access Database Overview |                                                      |
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<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 28th</td>
<td>Chapter 7</td>
<td>Mobile Technologies and Commerce</td>
<td>Lab Project #3 DUE</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Lab – Excel/Powerpoint Data Analysis and Presentation</strong></td>
<td></td>
</tr>
<tr>
<td>November 4th</td>
<td>Chapter 8</td>
<td>Web 2.0 and Social Media</td>
<td>Exam #2</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>No Lab (Exam)</strong></td>
<td>Chapters 3 through 7 Excel Forecasting Concepts</td>
</tr>
<tr>
<td>November 11th</td>
<td>Chapter 9</td>
<td>Functional Area and Compliance Systems</td>
<td>Lab Project #4</td>
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<td></td>
<td><strong>Lab – Excel/Powerpoint Data Analysis and Presentation (cont’d)</strong></td>
<td>In Class Presentation DUE on December 4th</td>
</tr>
<tr>
<td>November 18th</td>
<td>Chapter 10</td>
<td>Enterprise Information Systems and Applications</td>
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<td></td>
<td></td>
<td><strong>Lab – Excel/Powerpoint Data Analysis and Presentation (cont’d)</strong></td>
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<tr>
<td>November 25th</td>
<td></td>
<td><strong>Thanksgiving Break – No Class</strong></td>
<td></td>
</tr>
<tr>
<td>December 2nd</td>
<td>Chapter 11</td>
<td>Performance Management using Data Visualization, Mashups, and Mobile Intelligence</td>
<td>Lab #4 - In Class Presentation DUE</td>
</tr>
<tr>
<td>December 9th</td>
<td></td>
<td></td>
<td>Final Exam Content, Location and Date To be Determined</td>
</tr>
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</table>

**NOTES:**

1. It is required that chapters will be read by the students prior to the class where they are being discussed as indicated above.
2. All assignments are due by 11:59 pm on the date indicated above.
3. Additional reading may be assigned through the semester from various online and printed sources available to students either through the Canisius College Library or online.