# ISB 101 Management Technology

**Spring 2015 Semester**

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Dr. L. Volonino, CISSP, ACFE</th>
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<tbody>
<tr>
<td><strong>Contact Information</strong></td>
<td>Tower 504 and via D2L</td>
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<td></td>
<td>There is a discussion forum in D2L for questions. Other communication options are to meet with me in my office or after class. Use these methods instead of e-mail. If you miss class, ask a classmate for the notes.</td>
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<tr>
<td><strong>Office Hours</strong></td>
<td>Thursdays 4:00pm – 5:30pm</td>
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<td><strong>2 Required books:</strong></td>
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<tr>
<td><strong>Bring the IT textbook to each class</strong>; bring the Excel book and flash drive on lab days</td>
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</table>
| **Required supplies** | 1. Notebook and pen/pencil for taking notes  
  2. stapler  
  3. at least 1 flash drive for storing and transporting files |
Businesses are experiencing a digital transformation as digital technology enables changes unimaginable a decade ago. High-performance organizations are taking advantage of what is newly possible from innovations in mobile, social, cloud, big data, data analytics, and visualization technologies. These digital forces enable unprecedented levels of connectivity, or connectedness. As a business leader, you will want to know what steps to take to get a jump on the mobile, social, cloud, big data, analytics, and visualization technologies that will move your businesses forward. Faced with opportunities and challenges, you need to know how to leverage them before or better than your competitors.

IT creates greater operational efficiencies, drives more commerce, engages customers more deeply, and gives companies competitive advantages. In this course, you learn digital strategies for insight, action, and sustainable performance.

Business strategy and operations are driven by data, digital technologies, and devices. Five years from now, we will look back upon today as the start of a new era in business and technology. Just like the way e-business started with the emergence of the Web, this new era is created by the convergence of social, mobile, big data, analytics, cloud, sensor, software-as-a-service, and data visualization technologies. These technologies enable real-time insights, business decisions, and actions. Examples of how they determine tomorrow’s business outcomes are:

- **Insight.** Combining the latest capabilities in big data analytics, reporting, collaboration, search, and machine-to-machine (M2M) communication helps enterprises build an agility advantage, cut costs, and achieve their visions.
- **Action.** Fully leveraging real-time data about operations, supply chains, and customers enables managers to make decisions and take action in the moment.
- **Sustainable performance.** Deploying cloud services, managing projects and sourcing agreements, respecting privacy and the planet, and engaging customers across channels are now fundamental to sustaining business growth.
- **Business optimization.** Embedding digital capability into products, services, machines, and business processes optimizes business performance—and creates strategic weapons.
## Learning Goals

After the course, students are able to:

1. Analyze data using Microsoft Excel and interpret results
2. Perform big data analytics using Tableau data visualization software
3. Evaluate how IT impacts financial performance, growth, innovation, and sustainability
4. Assess challenges related to information ethics, IT security and social responsibility, data privacy, and green computing.
5. Demonstrate information literacy and the ability to communicate effectively.
6. Research IT, applications, and business strategies effectively.
7. Present your analysis of an IT case using cloud-based presentation software and social media.

### CANISIUS COLLEGE

**Wehle School of Business**

This course is responsible for delivering on these learning goals:

**Student Learning Goal 5:** BSBA graduates will know and understand appropriate uses of Information Technology.

- **Objective A:** Use information technology as a tool for communication, management, and business problem solving.
- **Objective B:** Use applications software to effectively locate, extract, generate and organize the needed information to assist in management decision-making.
- **Objective C:** Effectively research, locate, extract, structure, and organize the information needed to assist in management decision making.

**Student Learning Goal 6:** BSBA graduates will know basic frameworks of leading individuals in organizations

- **Objective A:** Identify situations when ethical leadership is required.
To be fair to all students and to maintain quality academic standards, there are no exceptions to the course syllabus, policies, and procedures except possibly in extraordinary situations that have been approved by the college and the professor.

**Transparency, accountability, and integrity underlie all policies for this course.** To control attempts to receive unwarranted special treatment, all course-related communication is transparent via the Discussion Folder on D2L. Do not send e-mail for any reason. For personal issues, meet with me in Tower 504.

### Professional Conduct Policy

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 inappropriate talking, standing, and walking around; and non-class activities such as visiting social sites, playing games, texting, tweeting, and eating.

The professor determines whether conduct is unprofessional or disruptive—and the consequences of the misconduct.

### Homework and Exam Policy

1. Submit all digital and hardcopy coursework as directed and prior to the deadline. Late work does not receive any credit.

2. There are no make-up exams and no do-overs of coursework.

3. The deadline for all *in-class work* is the end of the class session.

4. Submit all homework in **digital format** to the D2L Dropbox **at least 1 hour prior to the start of class** and also in **hardcopy (stapled)** at the **start of class and in class**. The Dropbox disappears 1 hour prior to the start of class so late digital submissions are not possible.

5. For Excel work, **staple** a hardcopy of the cell formulas to the spreadsheet with the spreadsheet on top. Be sure the spreadsheet and cell formulas have a professional appearance, are easily readable, and are stapled in a single direction. Use a professional font and font size.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>6.</td>
<td>Format Excel spreadsheets to fit on one page, unless otherwise directed. Cell formulas will require more than one page to be readable.</td>
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<tr>
<td>7.</td>
<td>Include your name, date, course # and section, and description (e.g., HW #1) in your files. Additional directions are given in class or posted on D2L.</td>
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<tr>
<td>8.</td>
<td><strong>Proper grammar, spelling, punctuation, sentence structure, capitalization, and formatting are required for all course work.</strong></td>
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<tr>
<td>9.</td>
<td>Keep digital and hardcopies of all your course work until final course grades have been posted and you know that you no longer need them.</td>
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<tr>
<td>10.</td>
<td>Individual work must be done <em>sufficiently independently</em>. If one, 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.</td>
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<tr>
<td>11.</td>
<td>Exams are open book and open notebook. Bring your books and notebook to the midterm and final exam. Books and notebooks cannot be shared during exams.</td>
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</tbody>
</table>
| 12. | Use the required filename format as shown below. *No spaces in the filename and only 1 file extension*. Software appends the correct file extension automatically. *Check the filename before you submit.*  

`Lastname-Firstname-ISB101c-description.extension`  

*For example:* `King-Bill-ISB101c-HW1.xlsx`  

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**Class Participation Policy**  

Class time will be spent analyzing case studies and digital technology issues in the IT textbook--individually and in teams. To fully benefit from these analyses, you need to be prepared to participate. My subjective assessment of how well you participate in class will be based on factors such as the frequency and quality of your participation in class discussions, the degree to which you have studied the text before class, how well you work with others, and attendance.
| **Academic Integrity Policy** | Students are expected to know, understand, and comply with college policies with regard to [Academic Integrity Code](#).

Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well.

Academic misconduct, such as cheating, plagiarism, hostility, profanity, or any other violation of the college’s academic integrity standards will result in a downward grade adjustment, including receiving a final grade of F.

If you have any questions about this policy, please see the instructor. |
|---|---|
| **Attendance Policy** | Attendance is mandatory starting with the first class session. Missing up to 2 classes or parts of classes (e.g., leaving early or arriving late) will be excused automatically—and will not result in a final grade adjustment.

If your absence results in you missing in-class work or a homework deadline, then you will miss credit for that work.

If 3 or 4 classes or parts of classes are missed, the final course grade will be adjusted downward one or two grades, respectively.

*Anyone missing more than 4 classes or parts of classes fails the course.*

Plan accordingly. This policy applies to all students equally. If sports, a job, vacations, appointments, activities, or any obligation prevents you from attending class, drop the course. |
Disabilities Act

The Office of Disability Support Services serves as the college’s advocate for students with disabilities and it is responsible for arranging necessary support. Any student who needs academic accommodations should contact the office at (716) 888-3748. If you have a disability for which accommodations are necessary, please also inform the instructor. For more information about the DSS Office or academic accommodations, please visit www.canisius.edu/dss or call 888-3748.

Course Topics or Course Schedule

Instructor reserves the right to change the course schedule throughout the semester. Changes to the schedule will be announced in class or D2L.

TOPICS COVERED IN THIS COURSE & TEXTBOOK CHAPTERS

IT TEXT

Part 1 Digital Technology Trends Transforming How Business is Done

Chapter 1 Doing Business in Digital Times

Case 1.1 Opening Case: McCain Foods’s Success Factors: Dashboards, Innovation, and Ethics
1.1 Every Business is a Digital Business
1.2 Business Process Management and Improvement
1.3 The Power of Competitive Advantage
1.4 Enterprise Technology Trends
1.5 How Your IT Expertise Adds Value to Your Performance and Career

Case 1.2 Business Case: Restaurant Creates Opportunities to Engage Customers
Case 1.3 Video Case: What’s the Value of Knowing More and Doing More?

Chapter 2 Data Governance and IT Architecture Support Long-Term Performance

Case 2.1 Opening Case: Detoxing Dirty Data with Data Governance at Intel Security
2.1 Information Management
2.2 Enterprise Architecture and Data Governance
2.3 Information Systems: The Basics
2.4 Data Centers, Cloud Computing, and Virtualization
2.5 Cloud Services Add Agility
Case 2.2 Business Case: Data Chaos Creates Risk
Case 2.3 Video Case: Cloud Computing: 3 Case Studies

Chapter 3 Data Management, Big Data Analytics & Records Management

Case 3.1 Opening Case: Coca-Cola Manages at the Point that Makes a Difference
3.1 Database Management Systems
3.2 Data Warehouse and Big Data Analytics
3.3 Data and Text Mining
3.4 Business Intelligence
Case 3.2 Business Case: Financial Intelligence Fights Fraud
Case 3.3 Video Case: Hertz Finds Gold in Integrated Data
Chapter 4 Networks for Efficient Operations and Sustainability

Case 4.1 Opening Case: Sony Builds an IPv6 Network to Fortify Competitive Edge
4.1 Data Networks, IP Addresses, and APIs
4.2 Wireless Networks and Mobile Infrastructure
4.3 Collaboration and Communication Technologies
4.4 Sustainability and Ethical Issues

Case 4.2 Business Case: Google Maps API for Business
Case 4.3 Video Case: Fresh Direct Connects for Success

Chapter 5 Cyber Security and Risk Management

Case 5.1 Opening Case: BlackPOS Malware Steals Target’s Customer Data
5.1 The Face and Future of Cyber Threats
5.2 Cyber Risk Management
5.3 Mobile, App, and Cloud Security
5.4 Defending Against Fraud
5.5 Compliance and Internal Control

Case 5.2 Business Case: Lax Security at LinkedIn Exposed
Case 5.3 Video Case: Botnets, Malware Security and Capturing Cybercriminals
Part 2 Winning, Engaging, and Retaining Consumers with Technology

Chapter 7 Social Networking, Engagement, and Social Metrics

Case 7.1 Opening Case: Banking Strategy Swayed by Social Media
7.1 Social Web
7.3 Engagement
7.4 Social Metrics
7.5 Knowledge Sharing in Social Workplaces
Case 7.2 Business Case: Social Customer Service
Case 7.3 Video Case: Viral Marketing: Will it Blend?

Chapter 8 Retail, Ecommerce, and Mobile Commerce Technology

Case 8.1 Opening Case: Macy’s Mobile Retail Strategies
8.1 Retailing Technology
8.2 Business to Consumer (B2C) Ecommerce
8.3 Business to Business (B2B) Ecommerce and Eprocurement
8.4 Mobile Commerce
Case 8.2 Business Case: Chegg’s Mobile Strategy
Case 8.3 Video Case: Searching with Pictures using MVS
Part 3 Optimizing Performance with Enterprise Systems and Analytics

Chapter 9 Effective and Efficient Business Functions

Case 9.1 Opening Case: Ducati Re-designs Operations
9.1 Business Challenges at all Management Levels
9.2 Manufacturing, Production, and Transportation Systems
9.3 Sales and Marketing Systems
9.4 Accounting, Finance, and Regulatory Systems
Case 9.2 Business Case: HSBC Combats Fraud in Split Second Decisions
Case 9.3 Video Case: United Rentals Optimizes Its Workforce with Human Capital Management (HCM)

Chapter 10 Strategic Technology and Enterprise Systems

Case 10.1 Opening Case: Strategic Technology Trend — 3D Printing
10.1 Enterprise Systems
10.2 Enterprise Social Platforms
10.3 Enterprise Resource Planning (ERP) Systems
10.4 Supply Chain Management (SCM) Systems
10.5 Customer Relationship Management (CRM) Systems
Case 10.2 Business Case: Avon’s Failed SAP Implementation: Enterprise System Gone Wrong
Chapter 11 Data Visualization and Geographic Information Systems

Case 11.1 Opening Case: Safeway and PepsiCo Apply Data Visualization to Supply Chain
11.1 Data Visualization and Learning
11.2 Enterprise Data Mashups
11.3 Digital Dashboards
Case 11.2 Visualization Case: Are You Ready for Football?

Part 4 Managing Business Relationships, Projects, and Codes of Ethics

Chapter 13 Project Management and SDLC

Case 13.1 Opening Case: Keeping Your Project on Track, Knowing When it’s Doomed, and DIA Baggage System Failure
13.1 Project Management Concepts
13.2 Project Planning, Execution, and Budget
13.3 Project Monitoring, Control, and Closing
Case 13.2 Business Case: Steve Jobs’ Shared Vision Project Manager Style

Chapter 14 Ethical Risks and Responsibilities of IT Innovations

Case 14.1 Opening Case: Google Glass and Risk, Privacy, and Piracy Challenges
14.1 Privacy Paradox, Privacy, and Civil Rights
14.2 Responsible Conduct
14.4 Six Technology Trends Transforming Business
Case 14.2 Business Case: Apple’s CarPlay Gets Intelligent
Case 14.3 Video Case: Vehicle-to-Vehicle (V2V) Technology to Prevent Collisions
Excel Book

OFFICE FUNDAMENTALS AND FILE MANAGEMENT

CHAPTER 1 Office Fundamentals and File Management
  Planning for Effective Workbook and Worksheet Design
  MATHEMATICS AND FORMULAS
  WORKBOOK AND WORKSHEET MANAGEMENT
  PAGE SETUP AND PRINTING

CHAPTER 2 Formulas and Functions
  FORMULA BASICS
  FUNCTION BASICS
  LOGICAL, LOOKUP, AND FINANCIAL FUNCTIONS

CHAPTER 3 Charts
  CHART BASICS
  CHART DESIGN
  CHART LAYOUT

CHAPTER 4 Datasets and Tables
  LARGE DATASETS
  EXCEL TABLES
  TABLE MANIPULATION AND AGGREGATION
  CONDITIONAL FORMATTING

CHAPTER 5 Subtotals, PivotTables, and PivotCharts
  OUTLINES AND SUBTOTALS
  PIVOTTABLE BASICS
  PIVOTTABLE OPTIONS

CHAPTER 6 What-If Analysis
  ONE- AND TWO-VARIABLE DATA TABLES
  GOAL SEEK AND SCENARIO MANAGER
  SOLVER
**COURSE SCHEDULE.** Changes may be necessary throughout the semester.

<table>
<thead>
<tr>
<th>Week #</th>
<th>Dates shown are Sundays</th>
<th>Chapters for discussion and analysis</th>
<th>Read these chapters in preparation for class</th>
<th>Assignments</th>
<th>Deadlines</th>
<th>Every homework is due on TUESDAY</th>
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<tr>
<td>#1</td>
<td>Jan 11</td>
<td>Excel: Chapter 1 Intro to Excel</td>
<td>Read CHAPTER 1 Office Fundamentals and File Management if you do not know this material.</td>
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<td>After reading the course policies and procedures, introduce yourself to your classmates in the Week 1 Introduction folder. Your post confirms that you agree to comply w/ course policies and procedures.</td>
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<td>Text: Chapter 1</td>
<td>Excel: Chapter 2</td>
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<td>Text: Chapter 3</td>
<td>Excel: Chapter 3</td>
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<td>#5</td>
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<td>Text: Chapter 4</td>
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<td>#7</td>
<td>Feb 22</td>
<td>Text: Chapters 7 &amp; 8</td>
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<td>Information Literacy: Using</td>
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<td>LexisNexis and Proquest</td>
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<td>#9</td>
<td>March 8</td>
<td>Midterm</td>
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<td>#11</td>
<td>March 29</td>
<td>Text: Chapter 11</td>
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<td>Thurs, April 2 - Easter recess</td>
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<td>#12</td>
<td>April 5</td>
<td>Text: Chapter 13</td>
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<td>Excel: Chapter 6</td>
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<td>Text: Chapter 14</td>
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<td>#13</td>
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<td>IT Research Presentations</td>
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<td>IT Research team presentations</td>
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<tr>
<td>#14</td>
<td>April 26</td>
<td>IT Research Presentations</td>
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<td>IT Research team presentations</td>
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<td>April 26</td>
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<tr>
<td>May</td>
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<td>Final exam as scheduled by the</td>
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<td>Open book</td>
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GRADING POLICY

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
<th>Weighted credits</th>
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<tr>
<td>In-class course work and homework</td>
<td>35%</td>
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<tr>
<td>Team research, analysis, and presentation</td>
<td>15%</td>
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<tr>
<td>Class participation, contribution, reflective thinking, and professional conduct</td>
<td>10%</td>
<td>10</td>
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<tr>
<td>Midterm Exam, open book</td>
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<td>Final Exam, open book</td>
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<td>Total</td>
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Final Course Grades

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<tr>
<td>A-</td>
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<td>B+</td>
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<td>C+</td>
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Download and save a copy of the syllabus to your hard drive or mobile in case D2L is unavailable. Check the syllabus for course policies, coursework, deadlines, and directions. Check D2L often for announcements and feedback.