Course: ISB101C – Management Technology
       Wednesdays - Science Hall 036 – 6:00 to 8:45pm

Mr. James M. Moore, Adjunct Professor
e-mail: james.moore@canisius.edu
Phone: 716-879-2180 (Work – Praxair, Inc.) 716-930-2051 (Cell)

Required Text: Efraim Turban, Linda Volonino, *Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance*

               Prentice Hall, 2014
               http://www.informationweek.com
               http://www.cio.com

Note: Use of Desire2Learn 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/griff-center/sass/
Accessibility Support Services: http://www.canisius.edu/dss/

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 understand and appreciate:

- **How IT supports business strategies and operations** – including computer networks, mobile devices, social media, and data systems.
- **IT’s impact on financial performance** - growth, innovation, and sustainability.
- **Implications/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** - 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.

**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, potentially resulting in a final grade of “F” for the class.

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: Unless specified otherwise, submit all homework & assignments as a digital file to the appropriate **Drop Box** by 11:59 pm 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- -ISB101-description.extension

Example: King-ISB101-HW1.xlsx

Additional directions will be given in class and/or posted on Desire2Learn.
Grading

Case Study / Team Presentations 10%

- This section will consist of team review/discussion of selected case studies from the text. Depending on the specific case, and noted in the course outline below, some cases will be verbal presentation by randomly selected members of the team. Other cases will require written submission of the discussion by the team. You will have adequate advanced notice and instructions for each presentation.

Projects 40%

Lab Project 1 - Excel
Lab Project 2 - Excel
Lab Project 3 – To be determined

Exams 40%

Mid-Term – 15%
Final – 25%

Instructor Evaluation 10%

<table>
<thead>
<tr>
<th>Course Grade</th>
<th></th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

1. Assignments will be graded on a percentage as described above.
2. General guidelines:
   a. C = basic 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 Desire2Learn and an e-mail announcement will be sent to the class.

<table>
<thead>
<tr>
<th>Class</th>
<th>Chap.</th>
<th>Topics and Assignments</th>
<th>Deadlines/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2nd</td>
<td>1</td>
<td><strong>Lecture</strong> Doing Business in Digital Times</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Lab</strong> Excel: Basic formulas/order of operation</td>
<td></td>
</tr>
</tbody>
</table>
| September 9th    | 1,2   | **Lecture** Doing Business in Digital Times,  
Data Governance and IT Architecture  
Excel: Statistical, Financial, and Logical Functions | - Career Insight 1.1 pg. 8  
Hot Careers – Data Scientist  
Team Presentation  
- Lab Project #1 ASSIGNED -  
** DUE on September 23rd |
| September 16th   | 2,12  | **Lecture** Data Governance and IT Architecture,  
IT Strategy  
Lab Excel: Statistical, Financial/Logical Functions (cont’d) | - IT at Work 2.1  
Data Quality Determines Success Questions 1 through 5  
Team Presentation |
| September 23rd   | 12 (cont’d) | **Lecture** IT Strategy  
Lab Excel: Depicting Data Visually, Data Tables Graphs/Charts, Formatting, Conditional Use of Color | - IT at Work 2.3 pg. 61  
Bus. Continuity/Virtualization  
- LAB PROJECT #1 DUE By 11:59PM |
| September 30th   | 13    | **Lecture** Project Management, Systems Development Lifecycle (SDLC)  
Lab Excel: Data sorting, selection, Pivot Tables | - Chap. 13 -  
Analyze/Decide p. 435  
Team Presentation |
| October 7th      | 13    | **Lecture** Project Management/SDLC  
IT Ethics and Responsible Conduct  
Lab Excel: Data sorting, selection, Pivot Tables (cont’d) | - Chap. 13 -  
Analyze/Decide p. 435 (cont’d)  
SOW –Submission Due in Class  
- Lab Project #2 Assigned DUE on October 21st |
| October 14th     | 3     | **Lecture** Data Management, Big Data, Analytics  
Lab Excel Spreadsheets: Goal Seeking, Pivot and Decision Support |                                                                                 |
| October 21st     |       | **Lecture** No Lecture – Exam  
Lab Guest Lecturer – TBD | - LAB PROJECT #2 DUE By 11:59pm  
- Mid-Term Exam  
Chapters 1,2,12,13, 3 Excel Concepts |
| October 28th     | 4     | **Lecture** Networks – Operations/Sustainability  
Lab Excel Spreadsheets: Goal Seeking, Pivot and Decision Support (cont’d) |                                                                                 |
| November 4th     | 5     | **Lecture** Cyber Security, Risk Management  
Lab Excel/Access Database Overview | - IT at Work 4.3  
Smart City or Police State? p. 124 – Team Presentation |
| November 11th    | 6     | **Lecture** Search, Semantic, and Recommendation Technology  
Lab Excel/Access Database Overview (cont’d) | - Lab Project #3 Assigned DUE on December 9th |
| November 18th    | 7     | **Lecture** Social Networking  
Lab Other MS Office/Adobe tools |                                                                                 |
### Thanksgiving Break – No Class

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2nd</td>
<td>Lecture</td>
<td>Mobile Technologies and eCommerce</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other MS Office/Adobe tools (cont’d)</td>
</tr>
<tr>
<td></td>
<td>Lab</td>
<td></td>
</tr>
<tr>
<td>December 9th</td>
<td>Lecture</td>
<td>Effective/Efficient Business Functions</td>
</tr>
<tr>
<td></td>
<td>Lab</td>
<td>Review of Lab Project 3</td>
</tr>
<tr>
<td>Week of December 14th</td>
<td>Final Exam</td>
<td>Content, Location and Date</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To be Determined</td>
</tr>
</tbody>
</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.