Course: ISB 101, Management Technology, Face to Face format*, (3 credit course)
Dr. Edward J. Garrity
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Email: garrity@canisius.edu
Phone: 716-888-2267


Student textbook Link, can purchase here, or at Canisius bookstore, easiest way to purchase, click this link below:
https://students.flatworldknowledge.com/course/2601173


Note: Use of D2L and email is mandatory. Students must check frequently.

Office Hours: by appointment. Please email, Garrity@canisius.edu preferred.

Course Objectives and Outcomes: This course is intended to provide the student with a background in the use of information technology as a tool for management and business problem solving. Students are provided with a survey of important information technologies and their appropriate application in business. Topics include hardware, data communications, database management, and other advanced technologies. Students will receive training and education in Information Literacy – using computer technology to research and locate information. Information literacy labs will cover topics in environmental management and sustainability. In addition, we will cover the application of presentation and spreadsheet software and how they can be used as tools for management. This course helps support the BS/BA program learning goal shown below:

Since the development of the personal computer, business-computing environments have undergone major changes. Today, virtually all businesses rely on information technology to remain competitive. It is vitally important for students to have skills in the use of computer technology and to understand its appropriate application in business.

Good management requires (1) having access to information for informed decision-making, (2) understanding systems concepts and having knowledge of technology in order to successfully design innovative business systems and (3) developing a solid base of ethical and moral convictions in order to lead a life in service to humanity.

Learning Goals: We are committed to developing professionals who have depth of expertise in business functions combined with breadth of leadership and professional
skills for success in today’s dynamic business environment. Students graduating from the Wehle School of Business will:

- Understand ethical behavior and sustainability concepts
- Make well-informed business decisions by demonstrating the ability to solve business problems through quantitative and qualitative reasoning
- Understand how functional areas of business impact business strategy
- Be career-ready professionals who are prepared to lead

The learning goals for all students graduating from the Wehle School of Business:
https://www.canisius.edu/academics/our-schools/richard-j-wehle-school-business/about-wehle-school/program-learning-goals

Course Learning Goals: Students will acquire: (1) Proficiency with MS Excel & software, (2) understanding of business applications of information technology.

Note to students with disabilities:
"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 I have outlined it or which will require extra time on examinations, please notify me in the first two weeks of the course so that we may make appropriate arrangements. Thank you."

Lab time, face to face, one day/week:
Labs in OM 119.

Grading and Learning Strategies:

Grading: Computer projects (5 @ 8%) 40%
Exams (2 exams @ 10%, and final, 35%) 55%
Instructor Evaluation (Attendance, labs, 1-pg. cases, etc.) 5%

A or A- 90% and above; B or +/- 80% and above; C or +/- 70% and above; D 60% and above; F less than 60%; Generally, late assignments are reduced 20% if received after they are due in class and by 50% after 2 days; So, if an assignment is due at 1pm Wed., it must be turned-in before 1pm Fri. to avoid the 50% reduction. Assignments are not accepted after 6 days.

Grading and Coverage: Chapter coverage: 1-9, (1.1 only from ch 1, but especially 2, 3, 4, 5, 6, 7, 8, 9), 14, 15, 16, 18 (total = 13). This is a survey course; exams are primarily multiple choice.

Notes: Chapter readings from the Information Systems textbook. Withdrawal: Students may withdraw up to the deadline. Please see the College Catalog for details. Attendance: Students are expected to attend all classes. Reductions in final grade will occur for numerous absences. Conduct: Students are expected to conduct themselves in an ethical manner in this course. Having trouble? The GRIFF Center for Academic Engagement provides programs, tutoring services, and resources to support student academic and career success.

Academic Accommodations - The Griff Center – Student Accessibility Services (SAS) serves as the College's advocate for students with disabilities and is responsible for arranging any necessary accommodations and/or supports. A student in need of academic accommodations should contact Student Accessibility Services at (716) 888-2485 or stop by Old Main 317 to arrange a meeting to discuss their needs, the necessary support documentation and to register with the office. Upon registration, including provision of required documentation, SAS will notify the student’s professors of the
necessary academic accommodations via the iAdvise portal. Please note that a student may register for accommodations at any point throughout the semester.

Course Rules:
+ Note: All lectures and most lab content will be placed online in D2L, if students cannot attend lab-class because of illness (e.g., Covid/Delta, etc., you must keep up with the course online). The majority of course lecture content will be posted online in D2L as audio/video, MP4 files (like YouTube videos).

I will require fixed seating in lab and classroom. No changes to seating during the semester are allowed after the first week and the creation of the seating chart.

Chapter Coverage in Detail:
1.1 Radically Changing Business
2 Strategy and Technology (our most important chapter)
3 Fresh Direct
4 Zara
5 Netflix
6 Moore’s Law, cheap computing - briefly
7 Disruptive Technology
8 Amazon
9 Network effects
10 The Sharing Economy - briefly
14 Understanding software
15 Open Source, Cloud computing, software
18 Internet and Telecommunications
### Detailed, Tentative Course Outline

<table>
<thead>
<tr>
<th>Week¹</th>
<th>Topic</th>
<th>Readings &amp; Work</th>
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<tbody>
<tr>
<td>1. week of 8/29, <strong>Monday start</strong></td>
<td>IT Introduction, 1, 2, Hardware, CPU, memory, software 14, Technology &amp; Business, 1</td>
<td>Chapt. 1, 2, 3, read Case Kroger;</td>
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<td></td>
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<td>Be sure to download MS Office 365 from MyCanisius portal.</td>
</tr>
<tr>
<td>2. week of 9/7, Wednesday start</td>
<td><strong>No class Monday, 9/5, Spreadsheets (intro.),</strong> Strategy &amp; Technology, 2</td>
<td>Chapt. 1, 2, 3, Case Kroger*</td>
</tr>
<tr>
<td>3. week of 9/12</td>
<td>Strategy &amp; Technology, 2, Hardware, <strong>Kroger</strong>*, Software Technology, 14, , Data Communications, Internet, 18</td>
<td>Chapt. 2, (Excel relative vs absolute references), read Fresh Direct, 3</td>
</tr>
<tr>
<td>4. week of 9/19</td>
<td><strong>Fresh Direct</strong>* 3, Decision Making &amp; What If Analysis, Data Communications, 18</td>
<td>Read Zara, 4, Break Even Analysis,</td>
</tr>
<tr>
<td>5. week of 9/26</td>
<td><strong>Zara</strong>*, Data Communications, Networking, 18. <strong>Disruption</strong>, 7, Excel Data Analysis, Graphing E3, Supply chains, sustainability</td>
<td>Graphs, Excel References (If function), <strong>Project 1 due</strong></td>
</tr>
</tbody>
</table>

¹ Dates shown are the beginning of the week, usually a Monday. A * next to the company means that case will be discussed in that class. If the * is missing, that just means you should read the chapter/case ahead of time, before we discuss it. Bold-faced items indicate that the chapter or topic is important.
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<tr>
<td>6. week of 10/3</td>
<td>Exam 1, lab break even</td>
<td>Ch 14, cloud 15, 6, Disruption, 7</td>
</tr>
<tr>
<td>7. week of 10/12</td>
<td>No class Monday Excel Data Analysis,</td>
<td>Fall Holiday, Project 2 due, BE, read Netflix, 5</td>
</tr>
<tr>
<td>8. week of 10/17</td>
<td>Netflix, p1*</td>
<td>Lab, What if, DM, read Chs. 7, 14</td>
</tr>
<tr>
<td>9. week of 10/24</td>
<td>Netflix, p2* (cont.), E-commerce, Software, Open Source, Cloud, 15</td>
<td>Project 3, due, read ch. 8, What if p2,</td>
</tr>
<tr>
<td>10. week of 10/31</td>
<td>E-commerce, Amazon!!!, p1, 8</td>
<td>Ch 8</td>
</tr>
<tr>
<td>11. week of 11/7</td>
<td>Amazon!!!, p2, Sustainability, 7, Network Effects, 9, Sustainability as innovation</td>
<td>OM 119 labs, tables, (vLookups), Project 4 due, (data Lookups), pivot tables</td>
</tr>
<tr>
<td>12. week of 11/14</td>
<td>Exam 2, pivot tables lab in OM 119</td>
<td>VLookup, E6 (pivot tables), data analytics</td>
</tr>
<tr>
<td>13. week of 11/21</td>
<td>public policy, Thanksgiving break starts Wed., 11/23</td>
<td>data analytics 2 Lab, Project 5 due, Data</td>
</tr>
<tr>
<td>14. week of 11/28</td>
<td>Sustainability Innovation, review, Oil sustainability lab</td>
<td>OM 119 lab, Chapt. 2, review</td>
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<td>15. week of 12/5</td>
<td>Supply chains, public policy, Sustainability</td>
<td>Review, Information Literacy research lab</td>
</tr>
<tr>
<td>Week of 12/12</td>
<td><strong>Final Exam Week</strong></td>
<td>See online schedule</td>
</tr>
</tbody>
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Monday: Lecture in OM225 for each class.

Wednesday: Labs in OM 119.

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