Canisius College  
Richard J. Wehle School of Business  
Marketing & Information Systems Department  
Spring 2020, COVID-19 Updated Syllabus

Course: ISB 101, Management Technology, (3 credit course)  
Dr. Edward J. Garrity  
Office: Tower 501, & http://www3.canisius.edu/~garrity  
Email: garrity@canisius.edu  
Phone: 716-888-2267, Fax: 716-888-3276  
Student textbook Link, can purchase here, or at Canisius bookstore: https://students.flatworldknowledge.com/course/2590932  
Remember all students have online access to the textbook upon purchase.  
Note: Use of D2L and email is mandatory. Students must check frequently.  
Office Hours: 4:00-5:00 pm Monday & Thursday 11-1pm, & by appointment. Please call 716-888-2267 or email, Garryt@canisius.edu

Updated syllabus: COVID-19 update, as of March 12, 2020, we are Online only with D2L content. Note: This does not impact our syllabus content or schedule since we already use the D2L platform and post all notes to D2L weekly. However, instead of Face-to-Face lectures, content lectures will be delivered through D2L using MP4 files. In addition, our lab content will also be delivered via MP4 files (video, audio files) showing MS Excel examples. Students are expected to complete MS Excel projects and place completed assignments in the appropriate dropbox.  

Student Weekly behavior: Students are expected to complete labs, assignments, listen to lectures and view content Weekly (Under Content, Lectures, Week by Week as posted and as we have in D2L previously).  
Office hours: Questions can be addressed through email, our discussion lists (in the case of content questions), and by appointment on campus.

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:

**Course Learning Goals:** Students will acquire: (1) Proficiency with MS Excel & data analytics software, (2) understanding of information technology, and (3) an understanding of business applications of technology through study, exams, and class discussions.

**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."

**Lectures and Group Discussion:**
Generally, Monday in OM119, Computer Lab, and Wednesday, in OM 221 1-2:20pm; or OM 201, 2:30-3:50pm. Now, online lectures, content, and lab material. Please check and keep up! Thanks! (COVID-19 updated aspect)
Grading and Learning Strategies:

**Grading:**
- Computer projects (5 @ 8%)  
  - 40%
- Exams (15% and 40%)
  - 55%
- Instructor Evaluation (Attendance, labs, 1-pg. cases, etc.)  
  - 5%
- 100%

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 10% if received after they are due in class and by 20% after 1 day, but before the next penalty. Assignments are reduced by 50% after 1 week or if graded projects are returned to the class, whichever comes first.

**Grading and Coverage:** Chapter coverage: 1-8, 11, 13, 14, 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. **No cell phone use and no texting is allowed in class.**

**Having trouble?** The GRIFF Center for Academic Engagement provides programs, tutoring services, and resources to support student academic and career success. If interested, please stop in Old Main 013 or call 716-888-2170. Visit: [http://www.canisius.edu/griff-center/](http://www.canisius.edu/griff-center/) **Accessibility Support**, also located in (OM 013), is responsible for arranging appropriate academic accommodations for students with documented disabilities.

### Detailed, Tentative Course Outline

<table>
<thead>
<tr>
<th>Week¹</th>
<th>Topic</th>
<th>Readings &amp; Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. week of 1/13</td>
<td>Spreadsheets (intro.), IT Introduction, 1, 2, Hardware, CPU, memory, 5, Technology &amp; Business, 1</td>
<td>Chapt. 1, 2, 5, Case Kroger;</td>
</tr>
<tr>
<td>2. week of 1/22</td>
<td><strong>No class 1/20</strong>, Software Technology, 13, Strategy &amp; Technology, <strong>2 Fresh Direct</strong></td>
<td>Chapt. 1, 2, 5, 13, Case Kroger;</td>
</tr>
<tr>
<td>3. week of 1/27</td>
<td>Strategy &amp; Technology, 2, Hardware, 5, <strong>Fresh Direct</strong>, Software Technology, 13, <strong>Zara, 3, Data Communications, 16</strong></td>
<td>Chapt. 1, 2, (Excel relative vs absolute references),</td>
</tr>
</tbody>
</table>

---

¹ Dates shown are the beginning of the week, usually a Monday.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings &amp; Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. week of 2/3</td>
<td>IS for Decision Making, 3, Zara, Decision Making &amp; What If Analysis, Data Communications, 16</td>
<td>Break Even Analysis,</td>
</tr>
<tr>
<td>5. week of 2/10</td>
<td>Data Communications, 16 Networking, 16, Netflix, 4, Disruption, 6, Excel Data Analysis, Graphing E3</td>
<td>Graphs, Excel References (If function). Project 1 due.</td>
</tr>
<tr>
<td>6. week of 2/19</td>
<td>No class 2/17, Netflix, cont., 4, Disruption, 6, Network effects, 8</td>
<td>No lab</td>
</tr>
<tr>
<td>7. week of 2/24</td>
<td>Excel Data Analysis, Graphing, Disruption, 6, Amazon!!!, 7</td>
<td>(Goal Seeking) (Data tables) lab, Project 2 due</td>
</tr>
<tr>
<td>8. week of 3/2</td>
<td>14, E-Commerce, Cloud Computing</td>
<td>Lab, data, DM, BE, Ch 7</td>
</tr>
<tr>
<td>9. week of 3/9</td>
<td>Oil sustainability lab, Exam 1</td>
<td>Project 3, due, Oil sustainability lab</td>
</tr>
<tr>
<td>10. week of 3/16</td>
<td>Spring Break, Online Only through Week 16</td>
<td>COVID-19, Online only with D2L content</td>
</tr>
<tr>
<td>11. week of 3/23</td>
<td>Amazon 7. (cont.), Software, Open Source, Cloud (cont.), sustainability, Google, 18</td>
<td>data sets and tables, (Lookups), (pivot tables)</td>
</tr>
<tr>
<td>12. week of 3/30</td>
<td>E-Commerce, Network Effects, Google 18, 8, Sustainability as innovation</td>
<td>Project 4 due, E6 (pivot tables), data analytics 1</td>
</tr>
<tr>
<td>Week</td>
<td>Topic</td>
<td>Readings &amp; Work</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>13. week of 4/6</td>
<td>data analytics 2 Lab, <em>No class 4/8, Easter holiday</em></td>
<td>data analytics 2 Lab, Measures, KPI</td>
</tr>
<tr>
<td>14. week of 4/13</td>
<td>Network Effects, 8, *Facebook, 11, Google, 18, Search, Advertising, etc., <em>Sustainability as disruption</em> Lab</td>
<td>Chapt. 2, 4, <em>Project 5 due, Data</em></td>
</tr>
<tr>
<td>15. week of 4/20</td>
<td>*Sustainability Innovation, Facebook, 11, Google &amp; Advertising 18</td>
<td>Review, <em>Information Literacy and research lab</em></td>
</tr>
<tr>
<td>16. Week of 4/27</td>
<td>Supply chains, public policy</td>
<td>Decision making review</td>
</tr>
</tbody>
</table>

**Final Exam**          See Final Exam Schedule