

# ITM 209

## INFORMATION SYSTEMS AND ANALYTICS



# Nichols College

*Learn. Lead. Succeed.*

## About the Course

### **Course Description**

This course introduces students to the world of management information systems from a manager's perspective. Hardware, software, and network technologies that support a firm's operations will be studied. Real world cases and contemporary issues brought about by computers will be discussed.

### **Summer 2020 (online)**

7/6-8/23/2020

#### **Instructor:**

Dr. Jennifer Fleury

#### **Email:**

Jennifer.Fleury@nichols.edu

E-mail is the best way to reach me

(PLEASE INCLUDE YOUR SECTION # IN YOUR EMAIL. This helps me speed your reply by not having to determine what day/time your class meets.)

#### **Phone Number:**

(508) 213-2256

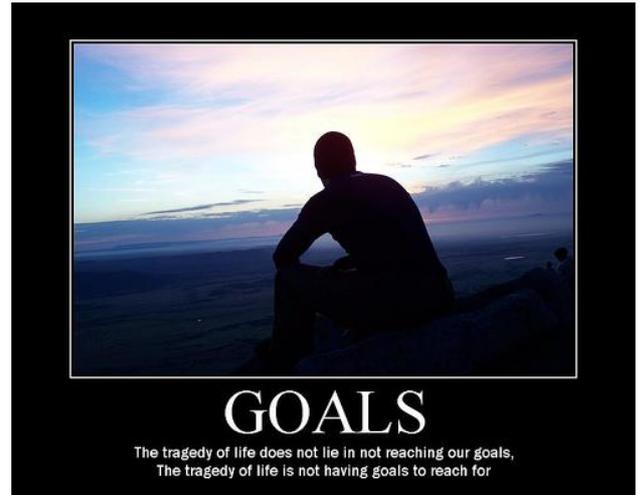
# Goals

## Nichols College Educational Goals

- I. Communication
- II. Critical Thinking & Quantitative Analysis
- III. Ethics & Personal Accountability
- IV. Civic & Social Engagement
- V. Leadership and Teamwork

## ITM Program Goals

- I. Communicate technology concepts effectively, accounting for the medium of communication as well as the intended audience.
- II. Identify modern technology and how it can be leveraged to a business' benefit.
- III. Recognize the ethical implications of technology, particularly with regards to privacy and security.
- IV. Demonstrate an understanding of technology's local and global ramifications.
- V. Anticipate and actively explore innovative solutions to technological and organizational challenges.



## Course Purpose:

Teach students how to leverage technology in a business environment.

## Course Goals:

| Outcomes  | Assessment Method   | Nichols College & ITM Goals Met |
|---|---|---------------------------------|
| Students should be able to identify MIS technology and its components, as well as their uses in business. | Assessment will be through examinations and group projects.                         | NC II<br>ITM II                 |
| Instill students with the importance of information and analytics.  | Case studies will be the primary assessment method.                                 | NC I, II<br>ITM I, II, V        |
| Students should understand ethics unique to IT, and the moral ramifications of technology.                | Class assignments and exams will demonstrate student understanding.                 | NC III, IV<br>ITM III, IV       |
| Determine what technology offers competitive or strategic advantages for a business environment.          | The group projects are designed to assess student's critical thinking in this area. | NC I, II, V<br>ITM I, II, V     |

## Grading Scale

|    |                  |
|----|------------------|
| A  | 93 - 100 %       |
| A- | 90 - 92.99 %     |
| B+ | 87 - 89.99 %     |
| B  | 83 - 86.99 %     |
| B- | 80 - 82.99 %     |
| C+ | 77 - 79.99 %     |
| C  | 73 - 76.99 %     |
| C- | 70 - 72.99 %     |
| D+ | 67 - 69.99 %     |
| D  | 63 - 66.99 %     |
| D- | 60 - 62.99%      |
| F  | 59.99% and below |

## LATE WORK and MAKE UP WORK

Assignments are due **BEFORE** CLASS on day scheduled/determined.

Unless you have an excused absence, MAKE UP WORK is not allowed.

LATE ASSIGNMENTS will lose 10% of the total score possible for each day late. **In other words, submitting assignments late will have a detrimental impact on your grade.**

If you are absent, your work **MUST** still be submitted in Canvas before it is due.

If there is a life-altering event in your life, please see me so we may arrange for a more suitable timetable for you. If you do not communicate with me, it will be assumed that the work is late and it will not be accepted.

Make-up exams are not allowed. If a true emergency occurs, and you are unable to take a scheduled exam you must contact me (via email, phone, or in person) **BEFORE** the day of the exam. Failure to contact me in advance of your inability to take an exam will result in a score of zero for that exam.



## Credit Hour Policy:

A 3-credit course requires 37.5 contact hours, which does not include time spent on homework assignments or studying. A 4-credit course requires 50 contact hours. A traditional full-semester course fulfills this requirement by meeting in class for 2.5 – 3.5 hours per week. Students should expect to dedicate an additional 6 hours per week to homework and studying for a 15-week course.

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## Expectations

- Expect to work hard and learn a lot
- Expect the course to be interesting and rigorous
- Show up on time and prepared to actively participate. Arriving late is a disruption.
- Expect that you will be asked to share your knowledge.
- Treat the course as you would any other business commitment. For the most part, students may use computers in class. However, you will not text message, IM, email, Facebook, read news, check sports scores, or otherwise engage in non-class activities during class. We'll spend time talking about Facebook, Twitter, and other services, and I'd encourage you to use these as part of your coursework, but while in class we all need to be focused and work as a team.
- While in class, refrain from using your phone for non-class activities. Don't try texting in your lap while class is going on—even though I have bad eyesight I can still tell—it makes you look like you're in prayer and it's very distracting for me and hence, lower the quality of class for others.
- Don't have side conversations during class. When you're distracted, I'm distracted, and class suffers.
- If you fail to meet these basic ground rules, expect a substantially lower grade.



## TIPS FOR SUCCESS



The following will aid you in your successful completion of the course:

- Work at least two hours outside of class for every hour in class.
- Read the text and take good notes in class.
- Before doing the homework, review the textbook and notes from class.
- Check the rubric BEFORE completing your assignments.
- Submit all work on time.
- See me as soon as you realize you are having difficulty. Do not wait until the end of the semester when it will be more difficult or impossible to improve.
- Whenever you have comments or concerns about the class, the course, or your performance, please see me.
- Stay current. It is difficult if not impossible to catch-up when behind.
- Attend all classes. The student is responsible for his/her attendance, participation, scheduling makeup sessions if appropriate and seeking extra help if needed.
- Ask questions if confused.

# Coursework

## COURSE GRADING

### Case Studies

25%

During this course we will focus on cases studies that demonstrate how information systems concepts can be applied to real world situations. These cases will include case studies from our textbook, cases studies not found in our textbook, articles, and/or videos.

Each student will also write a reflection synthesizing what they have learned in this class and apply this knowledge to a series of case studies. More details, along with a grading rubric, will be given on Canvas.

### MyMISLab Activities and Discussion Board

25%

**Participation** will be determined through active participation in class discussions.

**MyMISLab Activities** (in addition to the quizzes counted in the section below) will sometimes be assigned.

### Quizzes

35%

Students are responsible for reading assigned readings and/or watching assigned videos. **Quizzes** on these assigned readings will be given online in MyMISLab. These will likely take the form of short answer or multiple choice questions based on the assigned readings and/or videos.

### Google Analytics Certification and Reflection

15%

Students will learn about Google's tools for data collection and analysis through the completion of Google's online analytics course(s). Proof of course completion and a reflection will be required.



QUIZZES  
35%



DISCUSSION/  
MYMISLAB ACTIVITIES  
25%



CASE STUDIES (25%)



Google Analytics

ANALYTICS (15%)

| Course Calendar  | Topics   | Important Dates  |
|--|--|------------------|
| <b>PLEASE NOTE:</b> <ul style="list-style-type: none"> <li>• Students are responsible for reading each chapter BEFORE it is covered in class</li> <li>• Please check Canvas for due dates and/or changes to the calendar</li> </ul>  |  |                  |
| <b>7/6</b>   | Chapter 1: Business IS in Your Career<br>Chapter 2: Global E-Business and Collaboration          |                  |
| <b>7/13</b>  | Chapter 3: Achieving Competitive Advantage with IS<br>Chapter 4: Ethical and Social Issues in IS |                  |
| <b>7/20</b>  | Chapter 5: IT Infrastructure: Hardware and Software<br>Chapter 8: Securing Information Systems   |                  |
| <b>7/27</b>  | Chapter 9: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications       |                  |
| <b>8/3</b>   | Chapter 10: Ecommerce: Digital Markets, Digital Goods  |                  |
| <b>8/10</b>  | Chapter 11: Improving Decision Making and Managing Knowledge                                     |                  |
| <b>8/17</b>  | Chapter 12: Building IS and Managing Projects  | Classes end 8/23 |
| <p style="text-align: center;">The course outline will be covered on a best effort basis,<br/>subject as always to time limitations or other unforeseen events that occur as the course progresses.<br/>If changes occur, they will be posted on Canvas.<br/>I hope we will enjoy the course! Good Luck!!!</p> |  |                  |

# Policies

## **Academic Honesty Policy** (<http://www.nichols.edu/academics/course-catalog/academic-policies>)

Enrollment in an academic course at Nichols College obligates the student to follow the College's Academic Honesty Policy, the violation of which can lead to serious disciplinary action. The policy may be stated simply as follows:

The College expects all academic work submitted by a student (papers, exams, projects, computer programs, etc.) to be the student's own. Plagiarism (as defined below), cheating during examinations, and assisting others in the acts of plagiarism or cheating, are expressly prohibited by the policy. In sum, a student's academic performance must be an honest representation of the student's ability.

As a condition for continuing enrollment, all students at Nichols College are required to sign the following statement:

*I understand and hereby subscribe to the Nichols College Academic Honesty Policy, as stated and explained above, as a condition for my continuing enrollment at the College.*

## **Academic Dishonesty Defined**

Plagiarism, including the un-credited use of words or ideas which are the result of other persons' creative efforts.

Examples include the following:

Copying of other persons' work during examinations, with or without their permission;

Duplication of other persons' homework, themes, essays, reports, research papers, computer code, spreadsheets, graphics, etc. with or without their permission;

Use of specific passages or detailed use of specific ideas as set forth in books, journals, magazines, etc. without proper citation;

Use of materials provided by term paper services.

Complicity in plagiarism by condoning copying of one's own work including homework, themes, essays, reports, research papers, computer code, spreadsheet, graphics, etc. (Note: Selling or assisting in the sale of such work may violate Massachusetts General Law Part IV, Title I, Chapter 271, Section 50.)

Use of notes, mobile devices, "crib sheets", or other outside help during examinations (unless the instructor specifically authorizes use of such materials or an "open book" examination format). (Note: Taking an exam for another for another person is a violation of Massachusetts General Law Part IV, Title I, Chapter 271, Section 50.)

Please refer to the full policy on the portal for explanations of minor and major offenses, along with their consequences.

## **A NOTE ABOUT CITATIONS FOR THIS COURSE:**

ALL written work in any course must be properly cited, including the use of the textbook, external sources, databases, and information obtained from the World Wide Web. Please use APA format in this class! Here are links to resources to help you:

<http://owl.english.purdue.edu/owl/resource/560/01/>

[www.citationmachine.net](http://www.citationmachine.net)

## **Technical Support**

If you encounter any technical difficulty using Canvas, uploading files, accessing email, etc., please contact the Help Desk for assistance: [helpdesk@nichols.edu](mailto:helpdesk@nichols.edu) | <https://help.nichols.edu> | 508.213.2206.