

# 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.

**Fall 2020, 1/13-4/29/2020**

**Tuesday, Friday 8AM-9:15AM**

**Davis 209**

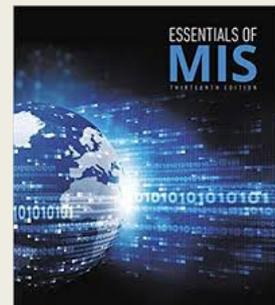
### **Textbook:**

**MyLab MIS for Essentials of MIS 13th Edition**

Author(s): Laudon, Kenneth I Laudon, Jane

Textbook ISBN-13: 9780134802756

Series: MYLAB MIS



### **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

### **Office Hours:**

Davis 2 (on the ground floor of Davis)

Monday, Tuesday, Wednesday, Friday: 9:30AM-10:15AM

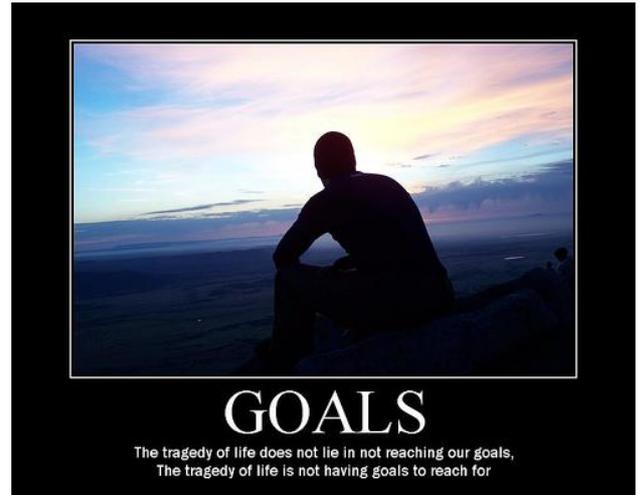
# Goals

## 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.

# 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, please do not text message, email, Facebook, read news, check sports scores, or otherwise engage in non-class activities during class. 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.

## ATTENDANCE POLICY

To be successful in this course, the student must maintain good attendance. Attendance will be taken at the beginning of class. If you are late, you must let me know at the end of class so I don't mark you absent. **Arriving late (or leaving early) twice will count as one absence.** Extra points may be added to/deducted from your final grade for attendance as follows:

|            |                                       |
|------------|---------------------------------------|
| 0 absences | 3 points added to final grade         |
| 1 absence  | 2 points added to the final grade     |
| 2 absences | 1 point added to the final grade      |
| 3 absences | 0 points added to your final grade    |
| 4 absences | 1 point deducted from the final grade |
| 5 absences | 2 points deducted from final grade    |
| 6 absences | 3 points deducted from final grade    |
| ETC.       |                                       |

Please note the link to Nichols' College Absence Policy below.

<https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

Please make note of policy regarding absence documentation that states that "Nichols College Health Service does not provide documentation for excused absences unless the student is required to leave campus or is quarantined to his/her room."

This policy is consistent with our goal of supporting dialogue between faculty and students. If you know you will be absent, please be courteous and let me know as soon as possible! If you are not in class and I do not hear from you, I do worry! Also, communicating with a "boss" is good practice for real life. And, it is the polite thing to do.

**Exceptions to this policy may be granted for extreme documented circumstances.**

# Coursework

## COURSE GRADING

### Case Studies

20%

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.

### Class Activities

30%

(ie. MyMISLab Activities, Debates, Group work, etc.)

Class activities are an important of the course. Missed class activities cannot be made up.

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

### Quizzes/Data Analytics Assessments

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.

Details on assigned data analytics assignments with be discussed in class and posted on Canvas.

### 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%



CLASS ACTIVITIES  
30%



CASE STUDIES (20%)



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>  |  |                                     |
| 1/13   | Introduction to the course<br>Introduction to MYLAB MIS                                    | Friday, 1/17:<br>Add/drop ends      |
| 1/20   | Chapter 1: Business IS in Your Career  |                                     |
| 1/27   | Chapter 2: Global E-Business and Collaboration   |                                     |
| 2/3  | Chapter 3: Achieving Competitive Advantage with IS   |                                     |
| 2/10   | Chapter 4: Ethical and Social Issues in IS   |                                     |
| 2/17   | Chapter 4: Ethical and Social Issues in IS   |                                     |
| 2/24   | Chapter 5: IT Infrastructure: Hardware and Software  |                                     |
| 3/2  | Chapter 8: Securing Information Systems  |                                     |
| 3/9  | Chapter 9: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications |                                     |
| 3/16   | Spring Break, No classes – Enjoy your break!   |                                     |
| 3/23   | Chapter 10: Ecommerce: Digital Markets, Digital Goods                                      |                                     |
| 3/30   | Chapter 11: Improving Decision Making and Managing Knowledge                               | Last day to Withdraw: Tuesday, 3/31 |
| 4/6  | Data Analytics   |                                     |
| 4/13   | Data Analytics   |                                     |
| 4/20   | Chapter 12: Building IS and Managing Projects  |                                     |
| 4/27   | Course wrap-up   | Classes End:<br>Wednesday, 4/29     |
| <p>The course outline will be covered on a best effort basis, subject as always to time limitations or other unforeseen events that occur as the course progresses.</p> <p>If changes occur, they will be posted on Canvas.</p> <p>I hope we will enjoy the course! Good Luck!!!</p> |  |                                     |

## **COLLEGE POLICIES**



### **ABSENCES**

Student absences do not reduce or eliminate course requirements or outcomes.

Documentation absences may only be excused by a student's individual faculty member who reserves the right – as appropriate – to require timely, written verification of the basis for the student's absence from class in a form acceptable to the faculty member.

Policy continued on page 41 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

### **CLASSROOM CONDUCT AND ACADEMIC EXPECTATIONS**

Because all students and faculty at Nichols College are entitled to a positive and constructive teaching and learning environment, Nichols College classroom participants are prohibited from engaging in behavior or activity that causes the disruption of teaching, learning, research or other academic activities necessary for the fulfillment of the college mission. It is expected that students and instructors will:

- Respect the views and opinions of the instructor and fellow students, and engage in a constructive, respectful, and professional manner.
- Participate in a learning environment free from interference, discrimination, intimidation, sexual harassment, stalking, or disparagement in the classroom.
- Respect the professional authority of the faculty, including maintaining an environment free from bullying, harassment, or coercion related to grading and institutional policies.

Violations will be reported to the office of academic affairs.

Policy can be found on page 43 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

### **NICHOLS COLLEGE ACADEMIC HONESTY POLICY**

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

Policy continued on page 47 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>

### **LEARNING ACCOMMODATIONS AND SUPPORT SERVICES**

Learning Services supports any student with a documented learning difference and strives to help students realize their full learning potential. Success is met through specialized coaching and classroom accommodations depending upon the individual student's needs. Students that wish to take advantage of class-room accommodations should submit their official documentation current within three years of acceptance to Nichols College. It is also strongly encouraged that students schedule a visit to meet with the assistant Dean for learning Services to discuss their academic needs.

Policy can be found on page 34 at <https://www.nichols.edu/files/Nichol-College-Undergraduate-Catalog-2019-2020.pdf>