

<b>COURSE TITLE BLACKBOARD SITE</b>	INT3103 Info Tech Mgmt Spring 2011 – <a href="http://my.ltu.edu">http://my.ltu.edu</a> and select CRN 3880
<b>INSTRUCTOR</b>	Name: Dr. Andrew Makar, DMIT, PMP Title: IT Program Manager / Adjunct Professor Telephone: 586-481-9235 E-mail: <a href="mailto:andy@amakar.com">andy@amakar.com</a> Office Location / Hours: By Appointment
<b>SCHEDULE</b>	January 10th – April 23rd
<b>LEVEL/ HOURS PREREQUISITE</b>	Undergraduate / 3
<b>REQUIRED TEXT</b>  (See Blackboard for additional resources)	Essentials of Management Information Systems 8 <sup>th</sup> Edition (ISBN: 978-0136025795) Kenneth Laudon
<b>ADDITIONAL RESOURCES</b>	LTU Online student resources: <a href="http://www.ltu.edu/ltuonline/">http://www.ltu.edu/ltuonline/</a>
<b>TECHNICAL SUPPORT</b>	Technical support for using Blackboard is provided by the Helpdesk, 248.204.2330 or <a href="mailto:helpdesk@ltu.edu">helpdesk@ltu.edu</a>

## COURSE SCHEDULE FOR COLLEGE OF MANAGEMENT SEMESTER COURSES

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. Each subsequent week starts on a Monday and ends on a Sunday.

Start Date	Modules	Topics / Readings	Assignments Due Sunday 11:59 PM
	Module 0	Overview of textbook Online Learning Orientation Course Orientation and group formation	Post Introduction in Discussion Board
1/10	Module 1	Chapter 1 – Business Information Systems in Your Career	Due 1/16 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
1/17	Module 2	Chapter 2 – E-Business: How Businesses Use Information Systems	Due 1/23 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
1/24	Module 3	Chapter 3 – Achieving Competitive Advantage with Information Systems	Due 1/30 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
1/31	Module 4	Chapter 4 – IT Infrastructure: Hardware and Software	Due 2/6 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> <li><b>Chapter 3 Case Study Due</b></li> </ul>
2/7	Module 5	Chapter 5 – Foundations of Business Intelligence: Databases and Information Management	Due 2/13 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
2/14	Module 6	Chapter 6 – Telecommunications, the Internet and Wireless Technology	Due 2/20 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> <li><b>Chapter 4 Case Study Due</b></li> </ul>
2/21	Module 7	Chapter 7 – Securing Information Systems	Due 2/27 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>

Start Date	Modules	Topics / Readings	Assignments Due Sunday 11:59 PM
2/28	Module 8	Chapter 8 – Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	Due 3/6 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> <li><b>Chapter 6 Case Study</b></li> </ul>
3/7 No Class			
3/14	Module 9	Chapter 9 – E-Commerce: Digital Markets, Digital Goods	Due 3/20 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
3/21	Module 10	Chapter 10 - Improving Decision Making and Managing Knowledge	Due 3/27 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> <li><b>Chapter 9 Case Study</b></li> </ul>
3/28	Module 11	No Work or Deliverables Due Light Week – Thanksgiving Break	Due 4/3 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
4/4	Module 12	Chapter 11 – Building Information Systems and Managing Projects	Due 4/10 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> <li><b>IT Mgmt Paper Due</b></li> </ul>
4/11	Module 13	Chapter 12 – Ethical and Social Issues in Information Systems	Due 4/17 11:59 PM <ul style="list-style-type: none"> <li>Complete Chapter quiz</li> <li>Complete Discussion Board</li> </ul>
4/18		End of Course	Due 4/18 11:59 PM <ul style="list-style-type: none"> <li><b>Reflective Learning Paper Due</b></li> </ul>

## STUDENT EVALUATION

Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

EXAMPLES:

Assignments	Points	Percentage
Online Quiz	240	24%
Discussion Board	120	12%

Case Studies	400	40%
IT Mgmt Paper	140	14%
Reflective Learning Paper	100	10%
Total	1000	100%

Class Points	Letter Grade
96 and above	A
90 – 95	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
73 – 76	C
70 – 72	C-
61 – 70	D (Undergrad Only)
60 and below	E

*Note: Grades lower than a "B" fall below the LTU graduate standard*

## EDUCATIONAL GOALS

*This course will focus on how information is used and managed within organizations. The use of information as a resource, developing and managing information systems, IS planning and implementation, reengineering, end-user computing, information systems strategies, network and telecommunications systems management, electronic commerce and societal and ethical issues relating to information systems design and use.*

## STUDENT LEARNING OBJECTIVES / OUTCOMES

*This course is directly concerned with the management issues surrounding information and telecommunications systems. It presents the ingredients of management knowledge necessary for success in the management of information technology. This course views information technology from the perspective of managers at several levels--from the CEO to the first line manager. It provides frameworks and management principles that current or aspiring managers can employ to cope with the challenges inherent in the implementation of rapidly advancing technology.*

*The course presents fundamental knowledge essential to managing an information technology successfully within a larger organization. It considers strategic and operational issues, the significance of rapidly advancing technology, and human and organizational issues related to technology introduction and use. The course describes management systems and models of successful behavior that capitalize on opportunities and avoid the numerous potential pitfalls.*

## **PREREQUISITE SKILLS**

Please see registrar for pre-requisite course numbers

## **INSTRUCTIONAL METHODS AND COURSE ORGANIZATION**

**Blackboard Learning Environment** – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, streaming videos, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.

**Required Reading** – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.

**Case Studies** - Several case studies will be assigned throughout the course to assess your analysis and management decision skills based on the material presented in class.

**Weekly Online Quiz** – Students will complete an online quiz via Blackboard to assess chapter comprehension

**Online Discussion Board** – Students will participate in an online discussion board to explore topics further

**IT Mgmt Paper** - Students will get the opportunity to research a IT Management topic and prepare an academic paper detailing their research.

**Reflective Learning Exam Paper** – The final exam paper will be a reflective paper which provides an opportunity for the student to highlight the key learning points from the course experience.

## **CLASS POLICIES AND EXPECTATIONS**

*I plan to offer you a valuable learning experience, and expect us to work together to achieve this goal. Here are some general expectations regarding this course:*

Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under “Blackboard Tools”, then “Personal Information”** and send an email to me so I can store your address in my email directory.

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. It is important to contact the instructor as needed to discuss personal needs regarding course requirements and assignments.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.

All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I encourage you to participate in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:

- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will be available to you for face-to-face appointments as requested.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments in the Blackboard response section
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.
- If any of these points need clarification, or when special circumstances arise that require my assistance, please contact me so that we can discuss the matter personally.

### **Late Assignment Policy**

Students are expected to complete and submit all assignment on or before the scheduled due date. Late assignments are not accepted. It is the responsibility of the student to obtain prior approval for any late work. Please contact the instructor immediately if you find yourself in this situation. Without prior approval the student will be awarded a grade of "0" for the assignment. Please note that a request for a late assignment will not be granted without a valid reason.

### **PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS**

A three-credit course generally requires at least nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 14-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.
- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend at least:
  - 8-9 hours preparing your case study review;
  - 24-40 hours working with your group on the three parts of your semester-long project;
  - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your academic, work, and personal time effectively. The following graphic can be used to guide you in planning your weekly course work to remain on schedule:

Online Learning Schedule						
MON	TUES	WED	THU	FRI	SAT	SUN
Read Textbook Chapter						
		Take Online Chapter Quiz				
		Participate in Weekly Blackboard Discussions				
Individual and Group Project Work - Coordinate With Colleagues						
Instructor Communication - As Needed						

## ASSIGNMENT DETAILS

Course assignments and evaluation criteria are detailed below. Please review these requirements carefully. See the section Academic Resources / Assessment Guidelines for information about assessment of written and oral presentations.

Details for all assignments are shown below. Please note that you should not submit any assignments to the Blackboard “Digital Drop Box.” All assignments are submitted using the Blackboard “Assignments” or “SafeAssign” function. Some assignments are also posted to the Blackboard Discussion Forum for student comments.

### Case Study Assignments (4 \* 100 points = 400 points)

The text provides a **Business Problem Solving Case Study** at the end of each chapter. In this course, I have identified four case studies for your INDIVIDUAL analysis and response.

Chapter 3: YouTube  
Chapter 4: Amazon Utility Services  
Chapter 6: Google  
Chapter 9: J&R Electronics

Students will analyze each case study and prepare a paper that answers all the questions at the end of the case. Please see the course schedule for due dates.

### IT Management Paper (140 points)

Students will research a IT Management topic from the chapter and write a 7-8 page (1500-2000 word) paper. Students should investigate the chosen topic and use reference material from magazines, newspapers, articles or website and other textbooks. Don't just report about what you've learned; discuss the pros and cons of the subject. Use your own words to evaluate and draw a conclusion

**At a minimum, the student will include 1 article from peer-reviewed journals found in the library.ltu.edu website.**

Please note that when referencing or quoting directly from other sources, in-text citations must be used following the APA citation format. The Works Cited section of the paper must also follow APA citation standards.

Assignment Guidelines:



1. Format: APA 5.0 (Required)
2. Length: Approximately 7 - 8 pages for the body of the paper....more if needed.
3. Suggested Outline:
  - a. Cover page
  - b. Introduction and overview of topic
  - c. Explanation of why this topic was chosen
  - d. Detail explanation of your topic.
  - e. Your ideas/comments and overall evaluation
  - f. Summary/Closing
  - g. List of references

Please note that if the student has been found to “plagiarize” other’s work, as a minimum, the student will be given an “F” for the entire course.

The paper will be graded as follows:

Category	Percentage
Writing Content	60%
Structure and Writing Style	10%
Grammar / Spelling	10%
1 Peer Reviewed Source	10%
APA Format	10%
Total	100%

### **Quizzes and Online Participation (240 points) and Discussion Board (120 points)**

#### Quizzes

All quizzes are open book and will be a mix of short essay; short answer; multiple choice and true/false. All material covered in the chapter will be fair game on the quiz. Quizzes will be delivered via the universities Blackboard course management shell for this course. Questions will be pulled from a test bank at random, thus providing a unique quiz for each student.

Students are given only one opportunity to take the quiz. Once the quiz has begun, it must be completed in its entirety. Students are strongly urged to read thoroughly the text before sitting for the quiz. If you do not, the allotted time will not be enough time for successful completion.

Each weekly quiz will open at the beginning of each module and it will close 11:59 Sunday. You must complete the quiz in the allocated time. Failure to do so will result in “0” points for that quiz.

#### Discussion Board

Each week 2 discussion questions will be posted. Students are expected to respond to each discussion question and 3 of their peer responses to earn full credit.

### **Final Paper (100 points)**

Students will prepare a APA formatted 8-10 page paper (2000- 3000 words) summarizing their learning experiences in the course. The reflective paper should summarize your key learning points from the chapters in the text. Use this assignment to evaluate what topics inspired you to learn more about the subject as well as identify application of the subject matter to your future career. The 8-10 pages does not include the cover sheet, works cited page or any related appendix material.