Information Management

MCS*2020 DE: Winter 2011
Department of Marketing and Consumer Studies
University of Guelph

Course Description from the Academic Calendar

In this course students are introduced to the concepts and principles of information acquisition, manipulation and management as relevant to organizational decision-making. Experience in the evaluation of information technology applications used in organizations is provided.

Course Topics

Understanding how to use information is essential in today's business environment. Topics to be covered include: information theory, intellectual property, information ethics, database design, data security, search engines, accessibility, geographic information systems, and customer relationship management. Prerequisite: 5.0 credits

Instructor

M.J. D'Elia
mdelia@uoguelph.ca
519.824.4120 x. 56801
McLaughlin Library, Room 283

Course Blog
http://infoman2020.wordpress.com/

Getting Assistance

The primary place to look for assistance related to this course is on Courselink. The course outline, schedule of dates, and news updates should provide enough information to answer most queries. The instructor and the graduate TAs will be online regularly throughout the semester to moderate discussions and answer questions. Should the need arise to contact the instructor or one of the TAs directly, email correspondence is preferred. *When using email be sure to clearly state your question or issue and include your course and section number in the subject line. Generally, students can expect a response to their query within 24 hours.*

Learning Objectives

At the end of this course, students should be able to:

- Explain how information management contributes to competitive advantage, value creation and organizational decision making
- Understand the basic functionality of information systems and identify various systems used to manage information
- Recognize the changing nature of business processes due to the impact of the Internet and information technology

- Analyze broad ethical issues related to information and technology (e.g. privacy, accuracy, property, accessibility, etc.)
- Consider the social dimensions of creating, consuming and sharing information
- Evaluate information and information sources critically
- Improve competencies in business writing, research, and presentation skills

Course Website

This interactive online course differs from traditional courses in that it requires more self-discipline and self-directed effort. To successfully complete this course, students should begin work the first week of class and participate regularly throughout the semester. Students are expected to have a basic familiarity with the Internet, email, and Courselink (Desire2Learn).

Course readings, grades, online lectures, announcements, research help tutorials, and other class materials will be available on the Courselink website. *Students are responsible for all assignments and class material distributed online throughout the semester and are expected to check this site regularly for updates.*

Textbook & Readings

The required textbook for this course is listed below. Additional short readings from newspapers, industry publications, academic journals and websites will also be required throughout the semester.

D'Elia, M.J. (2009). *Exploring the Edges of the Information Age*. Dubuque, IA: Kendall-

　　Hunt. ISBN: 978-0-7575-6620-2

Academic Integrity

Students are to ensure that assignments and examinations are based on individual work (with the exception of group assignments) and are reminded that cheating can result in a grade of zero (0). Instructors have access to and the right to use online methods of investigating cases *suspected of* academic misconduct. In instances when work is suspected of being copied and/or plagiarized, all students involved will be notified. The instructor will review cases first and, if necessary, further action will be taken.

> *The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours.*
>
> (University of Guelph Academic Calendar 2009-2010, *Undergraduate Degree Regulations and Procedures*: Academic Misconduct).

For more information on proper academic conduct, students are encouraged to visit: http://www.academicintegrity.uoguelph.ca/

Academic Freedom and MCS 2020

Academic freedom is at the core of university studies and research. As such, students will find that Professors may differ in their approach to teaching a specific subject. Students should be aware that different sections of the same course that are taught by different Professors or in different environments (e.g. Distance Education) may have different textbooks, different grade assessment methods, and different grading schemes.

University Policies

Students are strongly encouraged to familiarize themselves with all aspects of the *Undergraduate Degree Regulations and Procedures* found in the 2010-2011 University of Guelph Academic Calendar (Section VIII). Particular attention should be paid to the sections on Academic Misconduct and procedures for Adding/Dropping courses.

Grading Scheme

This course follows the grading scheme outlined in the Academic Calendar (Section VIII).

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.

- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.

- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.

- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.

- **0 - 49 (F) Fail.** An inadequate performance.

Evaluation

Group Discussion Assignments (x5)	13%
Research Study Report	3%
Memo Assignment	15%
Midterm Exam	15%
Group Debate Assignment	24%
Final Exam (2 hours)	30%

Description of Assignments

Group Discussion Assignments (x5): 13%
Students will be divided into random discussion groups on Courselink. During the semester groups will be asked to discuss specific articles (Unit 3), Internet experiments (Unit 5), decision scenarios (Unit 9), and Web 2.0 technologies (Unit 11). Students are expected to read or experiment with the material and then contribute their thoughts about the key question(s) provided. Assignment details will be made available on Courselink early in the semester.

- *Additional research is not required*
- *Students will post responses to their assigned discussion forum*

Research Study Report: 3%
Students will participate in one (1) research study conducted by faculty members and/or graduate students from the Department of Marketing and Consumer Studies. Students will submit a short paper reflecting on their experience. Alternatively, students may substitute research study reports with short reports on scholarly journal articles. Please note this assignment is organized and graded by the department. Please contact Rita Hansen Sterne (rsterne@uoguelph.ca) should you have any questions.

- *Journal/Study Reports will be handed-in via the Dropbox on Courselink*

Memo Assignment: 15%
Students will be required to draft a concise business memo (2 pages), informing company employees about an information management or information technology issue. In addition to drafting a memo, students will provide a brief annotated bibliography (1-2 pages). Complete details for this assignment can be found on Courselink. Students will sign up for their preferred topic by Friday, February 4, and final memos will due on Friday, March 4.

- *Some additional research is required*

Group Debate Assignment: 24%

Students will be presented with an information management scenario (e.g. selling customer data to third-parties). Two groups will be assigned to debate the issue on Courselink. Each group will be asked to represent one side of the issue and prepare arguments to support their point of view. As part of this assignment, groups will also be expected to rebut their opponent's arguments, respond to questions, and make a closing statement. Students need to sign up for a topic by Monday, January 17.

Students will work in groups of five or six to prepare their arguments. Debaters will receive the details of their scenario approximately three (3) weeks in advance of their presentation date. Students may refer to readings, cases and examples covered in the course material, and **are** required to do additional research.

Groups are required to present their opening statements using visual aids (e.g. PowerPoint presentation with voiceover; short video, Flash animation, etc.). Debaters must keep their opening statements to under 5 minutes. Presentations will be graded on cohesiveness of the argument, evidence of research, clarity of presentation (visual and oral), understanding of the scenario, quality of rebuttal and responses to questions. Students will be invited to determine the outcome of the debate via a weekly poll on Courselink.

- *Additional research **is** required*

Late Submission

Due to the large number of students and assignments in this course, late submissions will **not** be accepted. Students should pay close attention to the deadlines and assignment requirements for this course. Exceptions may be granted for medical or compassionate reasons with **prior** approval from the instructor.

Research and Referencing

Since assignments in this course will require additional reading and research, students will be required to appropriately cite their resources. References and in-text citations must follow the American Psychological Association (APA) style guide. For a quick reference on using APA style use this Fastfacts handout from the Learning Commons
http://www.lib.uoguelph.ca/assistance/writing_services/components/documents/APA.pdf

Exam Information

Midterm Exam: 15%

The mid-term for MCS*2020 will be an open-book exam, delivered via Courselink. The midterm examination will consist of 40 multiple choice questions and one (1) short answer question. The

questions will be randomized so that no student receives exactly the same exam. <u>Students will be responsible for material covered in lectures, class debates, and assigned textbook readings.</u>

<u>The exam will be made available between Thursday, February 17 at 8:00am and Friday, February 18 at 5:00pm</u>. Students must make arrangements to write the exam during this time period. If students cannot meet the requirements of this exam, then they should not sign up for this course because no alternative time will be given. Students will be required to write this exam in one sitting and will have exactly 60 minutes (one hour) to finish this exam. Cheating or collaborating on the midterm exam is strictly prohibited. Evidence of this type of activity can result in serious consequences, including expulsion.

Final Exam: 30%
The final exam will include 80 multiple choice questions and two (2) short answer questions. <u>Students will be responsible for material covered during the entire term in online modules, and in the textbook.</u> The final exam will be a closed-book 2 hour examination, written during the official examination period. **Distance Education students must pass the final exam to pass the course.** Students are expected to check the official exam calendar and make the necessary arrangements to ensure their attendance at the final exam.

Students who choose to write the final exam at an off-campus location must complete the Examination Information Form; contact the Office of Open Learning for more information (info@open.uoguelph.ca). Please note that the final exam times and dates are set by the Registrar's Office, so alternative exams cannot be set to accommodate individual student needs and preferences.

Missed Exams
Appropriate documentation is required to be considered for deferment of the final exam for medical or compassionate reasons. If you miss the exam without appropriate documentation, you will receive a zero (0) grade and receive an "incomplete" for your final grade.

Accommodation for Students with Disabilities
Students who require special accommodation for the writing of examinations are encouraged to contact the Centre for Students with Disabilities to make necessary arrangements.

Discussion Forums
Here are the main discussion forums for this course:

1. <u>Course Questions:</u> This forum is for the entire class and should be used for general course-related queries – not specific questions pertaining to individual students. This forum will be monitored by the instructor and the TAs, but students should feel free to respond to questions posted by their classmates.
2. <u>Discussion Group</u>: Students will be randomly divided into discussion groups for the five (5) discussion assignments. Only students within the discussion group will be able to read and post comments.

3. <u>Debate Group:</u> Once students have chosen a debate group they will be given a private forum in which to connect and work on their debate project. Only students within the group will be able to read and post comments.
4. <u>Debate Presentation:</u> This forum will be used to facilitate the debate. Access will be granted to two groups from opposing viewpoints. Only students within these two groups will be able to read and post comments.

Distance Education Questions and Comments
Distance Education Information
Room 160 Johnston Hall
Office of Open Learning
University of Guelph
519-824-4120 x55000
519-824-41112 (fax)
info@open.uoguelph.ca

Distance Education Technical Difficulties
Technical Support
Office of Open Learning
University of Guelph
519-824-4120 x56939
Toll-Free (Can/US): 1-866-275-1478
Room 153 Johnston Hall
help@open.uoguelph.ca

MCS*2020: Brief Schedule of Topics

Dates	Title and Key Concepts	Textbook
Unit 01 Jan 9 – 15	**The Information Age** Information, technology, commerce	1.1 – 1.5
Unit 02 Jan 16 – 22	**Information Concepts** Data, information, knowledge, transfer	2.1 – 2.6
Unit 03 Jan 23 - 29	**The Information Environment** Technology, systems, competitive advantage	3.1 – 3.6
Unit 04 Jan 30 – Feb 5	**Information Fluencies** Literacy, competency, knowledge spiral	4.1 – 4.5
Unit 05 Feb 6 - 12	**The Information Paradigm** Information revolution, networks, Internet	5.1 – 5.6
Unit 06 Feb 13 - 19	**Findability** Browse, search engines, relevancy	6.1 – 6.5
	READING WEEK / SPRING BREAK	
Unit 07 Feb 27 – Mar 5	**Information Ethics** Consequences, actions, codes of conduct	7.1 – 7.6
Unit 08 Mar 6 - 12	**Privacy** Identifiability, legislation, data mining	8.1 – 8.5
Unit 09 Mar 13 - 19	**Security** Hackers, computer crime, cyber-terrorism	9.1 – 9.6
Unit 10 Mar 20 - 26	**Property** Copyright, patents, DRM, Creative Commons	10.1 – 10.5

Unit 11 Mar 27 – Apr 2	**Accessibility** Censorship, digital divide, web accessibility	11.1 – 11.6
Unit 12 April 3 - 8	**Participation** Social web, platform, personalization	12.1 – 12.5
Final Exam April 16, 7:00pm	**The (Exciting) Conclusion** *Location to be determined* *(check the official exam schedule)*	Epilogue Postscript

MCS*2020: Brief Schedule of Assignments

Dates	Title and Key Details
Unit 02 Jan 17 Jan 21	**Information Concepts** Debate Assignment: Sign up for a topic and group Discussion #1 (Introduction) due – topic closed
Unit 03 Jan 28	**The Information Environment** Discussion #2 (Article) due – topic closed
Unit 04 Jan 31 - Feb 4 Feb 4	**Information Fluencies** Debate #1: Statements, rebuttals, questions, & answers Memo Assignment: Sign up for a topic
Unit 05 Feb 11 Feb 7 - 11	**The Information Paradigm** Discussion #3 (Experiment) due – topic closed Debate #2: Statements, rebuttals, questions, & answers
Unit 06 Feb 17 - 18	**Findability** Midterm exam (40 multiple choice, 1 short answer)

	READING WEEK
Unit 07 Mar 4	**Information Ethics** Memo Assignment: Final draft due
Unit 08 Mar 7-11	**Privacy** Debate #3: Statements, rebuttals, questions, & answers
Unit 09 Mar 18	**Security** Discussion #4 (Scenario) due – topic closed
Unit 10 Mar 21 - 25	**Property** Debate #4: Statements, rebuttals, questions, voting
Unit 11 Apr 1	**Accessibility** Discussion #5 (Web 2.0) due – topic closed
Unit 12 Apr 8	**Participation** Year end survey (optional)

Additional Notes:
- Due dates for the debate assignment will vary depending on which topic you choose – choose wisely!
- Due dates for the research study report will vary depending on when research surveys become available throughout the semester. Details about studies that are looking for participants will be posted in the News feed on the course homepage.