



Class Times and Location

Sec 02: M/W/F, 11:30-12:20, THRN1307
Sec 01: M/W/F, 1:30-2:20, RICH2529

Information Management

MCS2020

Fall 2019

Instructors

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Course Description and Objectives

Welcome to the Information Age! An era defined by the **ubiquity** and **prevalence** of information.

However, as Albert Einstein said: *"information is not knowledge"*. Knowing how to use information is essential in today's business environment, but it is not enough. You must use it; e.g., what good is collecting information on your customers and sales if you don't know how to use it for forecasting? In this course we will unpack critical issues at the intersection of **information, technology, and people (society)**. Students are introduced to information management systems and technology in the context of leveraging data, information, and knowledge for organizational and individual user (consumer) decision making. Current issues, technology, and the implications of the Information Age on social, economic, and related market trends are explored through a variety of applications. **Topics include:** information systems, hardware and software, technology and competitive advantage, networks, information theory, intellectual property, information ethics, privacy and security, search engines, accessibility, e- & m-commerce, cases, softwares, and more. **Prerequisite: MCS*1000.**

Learning Objectives:

- **Define** business terms and current trends in the context of real world business and marketing problems using information management (IM) tools, reflection, and learning application.
- **Explain** how effective information management contributes to competitive advantage, value creation, and organizational decision making
- **Differentiate** between various information systems used to manage information and **apply strategic thinking** in their design and alignment with business objectives.
- **Analyze** broad ethical issues related to information technology (e.g., privacy, property, etc.)
- **Develop proficiency** in basic Excel and Access skills to solve real world business problems.
- **Work** collaboratively to solve business problem scenarios using case method: defining information needs, analyzing/identifying a problem, determining criteria to assist in decision making, and proposing a recommendation

Course Materials and Resources:

Website: Course readings, grades, lecture notes, announcements, research help, and other class materials are available on the MCS2020 Courselink site. ***Check it regularly for tips and updates.***

Quizzes: Online learning assessments (including the midterm) will be conducted using the quizzing tool, and will be accessible through the quizzes tab on Courselink.

Textbook & Readings: The required book for this course (below) can be purchased from the bookstore or another online channel. Additional short readings from newspapers, industry publications, academic journals, and websites will also be required.

Laudon, K. C., Laudon, J. P., and Brabston M. E. (2015). Management Information Systems: Managing the Digital Firm. Pearson. Seventh Canadian Ed.

Companion website (with practice questions, summary slides, flash cards, etc.):

http://media.pearsoncmg.com/intl/pec/mylab/2015c/laudon_7ce/companion_website/index.html

Older copies are fine – it is on you to align the table of contents and learning objectives. Can't purchase the text? It's in the library + additional resources. 😊

Online Communication

- **Check the Courselink newsfeed and your <uoguelph.ca> email regularly.**
We often post answers to frequently asked questions, tips, and general feedback on the newsfeed. If it's urgent or timely, we may send an email to your uoguelph.ca email account.

Emailing the instructor: Generally speaking, your first points of contact are the teaching assistants (or the SONA administrator for SONA questions). When emailing instructors, try to email whomever was teaching that week, and include your group #/section/course in the email. **Please respect our time and your work ethic, and be mindful of the emails you send. Check the discussion board, syllabus, newsfeed, and assignment outlines/examples/rubrics first.**

Classroom/Learning Environment

Aligned with a teaching philosophy of collaboration and building a community of inquiry, learning and retention are most effective when you are given an opportunity to put your knowledge into practice. Show up prepared and ready to work. All students are reminded of the core values—active engagement, integrity and ethical conduct, collective learning, and mutual respect—that are the foundations of a positive learning environment. In addition to aiming for high-quality discussion, basic good manners also apply. During class discussions, for example, it is important to create an open and supportive atmosphere where students feel free to share their ideas. The same applies to group members working together on teamwork.

Method and Timing of Evaluation

Both summative assessment (exams/quizzes) and formative assessment (facilitated problem solving) are used in this course. Don't be overwhelmed by the list of assignments below. They are in groups, flexible, and you will be given some class time to work on them.

LATE SUBMISSIONS ARE NOT ACCEPTED.

Assignment/Examination	Due Date	Marks allocated
Quiz 1	Due Sep 18	3%
Quiz 2	Due Oct 2	3%
Group Assignment 1	Due Oct 4	8.5%
Quiz 3	Due Oct 16	3%
Mid-term Exam	Oct 21	21%
Quiz 4	Due Oct 30	3%
Group Assignment 2	Due Nov 1	8.5%
Quiz 5	Due Nov 13	3%
Group Assignment 3	Due Nov 22	8.5%
Quiz 6	Due Nov 29	3%
Group Assignment 4	Due Dec 4	8.5%
Final Exam	TBD	25%
SONA Component		2%

Online Quizzes: Online quizzes will be part of the assessment for MCS 2020. The goal of the online quizzes is to help the students review the content discussed in class and in the assignments. Most quizzes will have 20 multiple choice questions that should be answered in 30 minutes. Students will have one attempt to demonstrate their understanding of the content. The online quizzes must be answered by 9:00 am on the specified due dates and you will not have access to answer the quizzes after the deadline.

Exams: We will have a mid-term exam and a final exam. Exams are a combination of multiple choice and short essay questions. The exams are closed-book, not cumulative, and include the materials discussed in class, quizzes and assignments. The mid-term exam is on Oct 21, and the final exam is posted on WebAdvisor.

Project-based Assignments (group) 34%: Student teams will encounter four assignments throughout the term, where they will be given a dataset to analyze using Excel or Access, and answer questions pertaining to it to assist in a business decision. The process will include clarifying problems, identifying information needs, prioritizing issues and alternatives, and, ultimately, proposing a workable solution. Expect to mobilize course material and conduct additional research as required. Grading is based on the quality and use of inquiry and research, and the efficacy of the proposed solution. **Group assignments must be submitted by 9:00am on the given deadline, and late assignments are not accepted.**

SONA Research Component (Individual): 2% You will participate in research studies conducted by faculty members and/or graduate students from the Department of Marketing and Consumer Studies. More details are posted on Courselink. **All questions should be directed to the SONA administrator - rraso@uoguelph.ca.**

A note on collaboration...

Learning to work with others, to direct a course of inquiry, and to mobilize knowledge towards negotiating complex organizational problems are key learning objectives from these assignments. Groupwork can be challenging for some students. To help reduce the tension caused by group work, as well as develop professional debriefing skills, each group is encouraged draft and sign a contract at the beginning of the semester, and strategically debrief after the assignments are complete. **We reserve the right to give you a different grade than your group if required.**

Proposed Class Schedule:

**subject to change. Generally speaking, professor Wang will be teaching weeks 2-7, and professor McCallum will be teaching weeks 1 and 8-12.*

Week	Date	Topic	Text
	<u>6-Sep</u>	Introduction	
	<u>9-Sep</u>	Information Systems in Global Business	
	<u>11-Sep</u>	Information Systems in Global Business	
1	<u>13-Sep</u>	Global E-Business and Collaboration	Ch 1, 2
	<u>16-Sep</u>	Global E-Business and Collaboration	
	<u>18-Sep</u>	Information Systems, Organizations, and Strategy	
2	<u>20-Sep</u>	Work on Group Assignment 1	Ch 2, 3
	<u>23-Sep</u>	Information Systems, Organizations, and Strategy	
	<u>25-Sep</u>	Information Systems, Organizations, and Strategy	
3	<u>27-Sep</u>	Information Systems, Organizations, and Strategy	Ch 3
	<u>30-Sep</u>	Big Data	
	<u>2-Oct</u>	Ethical and Social Issues in Information Systems	
4	<u>4-Oct</u>	Ethical and Social Issues in Information Systems	Ch 4
	<u>7-Oct</u>	IT Infrastructure and Emerging Technologies	
	<u>9-Oct</u>	IT Infrastructure and Emerging Technologies	
5	<u>11-Oct</u>	Work on Group Assignment 2	Ch 5
	<u>14-Oct</u>	HOLIDAY :)	
	<u>16-Oct</u>	Databases and Information Management	
6	<u>18-Oct</u>	Databases and Information Management	Ch 6

Week	Date	Topic	Text
	<u>21-Oct</u>	Midterm Exam	
	<u>23-Oct</u>	Telecommunications, the Internet, Wireless Tech	
7	<u>25-Oct</u>	Telecommunications, the Internet, Wireless Tech	Ch 7
	<u>28-Oct</u>	Securing Information Systems	
	<u>30-Oct</u>	Enterprise Applications	
8	<u>1-Nov</u>	Enterprise Applications	Ch 8
	<u>4-Nov</u>	Enterprise Applications	
	<u>6-Nov</u>	Work on Group Assignment 3	
9	<u>8-Nov</u>	E-Commerce	Ch 9
	<u>11-Nov</u>	E-Commerce	
	<u>13-Nov</u>	E-Commerce	
10	<u>15-Nov</u>	E-Commerce	Ch 10
	<u>18-Nov</u>	Knowledge Management	
	<u>20-Nov</u>	Knowledge Management	
11	<u>22-Nov</u>	Work on Group Assignment 4	Ch 11
	<u>25-Nov</u>	Decision Making	
	<u>27-Nov</u>	Decision Making	
12	<u>29-Nov</u>	Course Wrapup	Ch 12

Additional Notes, Policies, and Regulations:

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the [undergraduate calendar by the Registrar's office](#). Some regulations and class policies are highlighted below:

Missed Exams: You require appropriate documentation 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.

SAS Accommodation: If you require special accommodation when writing examinations please contact Student Accessibility Services (<http://www.csd.uoguelph.ca/csd/>) and make appropriate arrangements. For online quizzes, simply email me and cc your SAS advisor.

Research and Referencing: If you need help finding resources for this course you can visit the Research Help desk (first floor of the Library) or use one of the online options. Use APA referencing.

Back up Your Work: Keep a copy of all of your work (including any rough drafts) until the final marks have been recorded and submitted at the end of the semester.

Academic Misconduct: The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar, talk to your advisor, and review the learning commons (<http://www.learningcommons.uoguelph.ca/>). Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. Students found guilty of academic misconduct can face serious penalties, including suspension or expulsion from the University.

Academic Consideration: Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Religious Holidays: Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes for religious reasons, please advise the instructor within two weeks of the distribution of this course outline. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

University Grading Scheme:

A+	90-100%	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.
A	85-89	
A-	80-84	
B+	77-79	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.
B	73-76	
B-	70-72	
C+	67-69	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.
C	63-66	
C-	60-62	
D+	57-59	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.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.