

General Course Information

Instructor:	Nicole McCallum
<i>Email</i>	mccallun@uoguelph.ca
<i>Office Location</i>	MINS211
<i>Office Hours</i>	Thursday 10:00-11:00AM, or by appointment
<i>Department/School</i>	Marketing and Consumer Studies
Class Schedule:	Section 01 – MWF – 11:30AM-12:20PM Section 02 – MWF – 1:30PM – 2:20PM
Pre-requisites:	4.00 credits
Restrictions:	Check with your advisor.

Course Description

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 Learning Outcomes

Upon successfully completing this course, you will:

Knowledge and Understanding:

1. Define business terms and current trends in the context of real world business and marketing problems using information management (IM) tools, reflection, and learning applications.
2. Explain how effective information management contributes to competitive advantage, value creation, and organizational decision making
3. Differentiate between various information systems used to manage information

Discipline/Professional and Transferable Skills:

4. Develop proficiency in basic software skills to solve real world business problems.
5. Define information needs and resolve them using evidence from a variety of sources to make informed decisions and recommendations to address complex organizational design

problems.

6. Apply collaborative problem solving skills to resolve given business scenarios using case method: defining information needs, analyzing/identifying a problem, determining criteria to assist in decision making, and proposing a recommendation
7. Apply strategic thinking in the design and alignment of technical decisions with business objectives.

Attitudes and Values

8. Analyze broad ethical issues related to information (e.g., privacy, property, etc.)
9. Understand different attitudes and capacities towards technology across different users.

Summary of Course Content and Materials

*Subject to change. **See note below on digital classroom (until Jan 29th)*

Wk	Date	Topic	Read / Watch
	<u>6-Jan</u>	<u>Course and Topics Introduction</u>	<i>(no class – watch intro video/review syllabus)</i>
	<u>8-Jan</u>	<u>Information Systems in Global Business**</u>	Ch 1
1	10-Jan	Global E-Business and Collaboration**	Ch 2
	<u>13-Jan</u>	<u>Global E-Business and Collaboration**</u>	Ch 2
	<u>15-Jan</u>	<u>Information Systems, Organizations, and Strategy**</u>	Ch 3
2	17-Jan	Case Seminar 1 (MIS Video Case 1)**	
	<u>20-Jan</u>	<u>Information Systems, Organizations, and Strategy**</u>	
	<u>22-Jan</u>	<u>Information Systems, Organizations, and Strategy**</u>	
3	24-Jan	Case Seminar 2 (MIS Case 2)**	Ch 3
	<u>27-Jan</u>	<u>Work on Group Assignment 1</u>	(no class)
	<u>29-Jan</u>	<u>Ethical and Social Issues in Information Systems</u>	
4	31-Jan	Ethical and Social Issues in Information Systems	Ch 4
	<u>3-Feb</u>	<u>IT Infrastructure and Emerging Technologies</u>	
	<u>5-Feb</u>	<u>IT Infrastructure and Emerging Technologies</u>	
5	7-Feb	Databases and Information Management	Ch 5
	<u>10-Feb</u>	<u>Databases and Information Management</u>	Ch 6
	<u>12-Feb</u>	<u>Work on Group Assignment 2</u>	(no class)
6	14-Feb	Midterm Exam	(online – no class)
Feb 16th – 20th : Reading Week			
7	24-Feb	Ch 1-6 wrapup / midterm take-up (in-class)	Ch 7

	26-Feb	Telecommunications, the Internet, Wireless Tech	
	28-Feb	Telecommunications, the Internet, Wireless Tech	
	2-Mar	Securing Information Systems	
	4-Mar	Enterprise Applications	Ch 8 Ch 9
8	6-Mar	<i>Case Seminar 3</i>	
	9-Mar	Enterprise Applications	Ch 9 Ch 10
	11-Mar	E-Commerce	
9	13-Mar	<i>Work on Group Assignment 3</i>	(no class)
	16-Mar	E-Commerce	
	18-Mar	E-Commerce	Ch 10
10	20-Mar	<i>Case Seminar 4</i>	
	23-Mar	Knowledge Management	
	25-Mar	Knowledge Management	
11	27-Mar	<i>Work on Group Assignment 3</i>	Ch 11
	30-Mar	Decision Making	
	1-Apr	Decision Making	
12	3-Apr	<i>Ch 7-12 wrapup / review</i>	Ch 12

Course Assessment

- Both summative assessment (exams/quizzes) and formative assessment (facilitated problem solving) are used in this course.
- All quizzes and the midterm exam are conducted online via the “Quizzes” tab on Courselink. All consist of only multiple choice questions.
- The final exam will take place during the given final exam period. It will consist of only multiple choice questions. Ensure you check the final exam schedule on Web Advisor.
- Group assignment outlines and rubrics are available under the “Content” tab, and “Assignments” subheading on Courselink. Participation instructions are also here.
- 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.
- Group problems are not a valid reason for an extension, so ensure that you address any group issues in a timely manner. I reserve the right to give you a different grade than your group if required.

Assignment/Examination	Due Date	Marks allocated	Learning Objectives
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Quiz 1	Due Jan 15	3%	LO – 1-3
Quiz 2	Due Jan 29	3%	LO – 1-3
Group Assignment 1	Due Feb 3	9%	LO – 4-7
Quiz 3	Due Feb 12	3%	LO – 1-3
Mid-term Exam	Feb 14 – online	20%	LO – 1-3, 8, 9
Group Assignment 2	Due Feb 28	9%	LO – 4-7
Quiz 4	Due Mar 4	3%	LO – 1-3
Quiz 5	Due Mar 18	3%	LO – 1-3
Group Assignment 3	Due Mar 30	10%	LO – 4-7, 8, 9
Quiz 6	Due Apr 1	3%	LO – 1-3
Participation	Ongoing	10%	LO – 1-3, 7, 8 9
SONA Component	Ongoing; due by Apr	2%	LO 7, 8
Final Exam	TBD	25%	LO – 1-3, 8, 9

Teaching and Learning Practices

Lectures

This course adopts a flipped classroom approach. In other words, you are expected to prepare with readings and notes in advance, such that you can participate during class in the activities we review to apply your learning. 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. 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, respect and 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.

MCS2020 Digital Classroom (Zoom)

In the interest of integrating with a flexible and often remote workplace in today's digital world, the first 3 weeks of this course will be conducted via the MCS2020 digital classroom (until Jan 29th). This means you do not have to physically be present in the lecture room, however, you are expected to be present in the digital classroom as if it were a regular lecture. The link to the digital classroom is posted in the Courselink Newsfeed, Lec 1.1, and in the syllabus description on Courselink. It is free – simply tune in with your computer, or call in per the instructions posted). Email me with any questions or concerns.

We will debrief on this experience in Week 4. Please email me with any questions.

Google Forms Your participation activities will take place on Google Forms. Links to the form you must complete are given within each lecture, and are only available during class.

Course Resources

Required Text:

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

Courselink Website:

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

Other Resources:

Companion website (with practice questions, summary slides, flash cards, etc.):
http://media.pearsoncmg.com/intl/pec/mylab/2015c/laudon_7ce/companion_website/index.html

Frequently asked questions (FAQ) about the MCS*2020 Textbook:

- May I use an older copy? *Older copies are fine – it is your responsibility to align the table of contents and learning objectives to the current textbook.*
- Do we use MIS lab? *No.*
- Is there an e-book? *Yes – please contact the library for support.*
- What if I can't afford the textbook? *It's in the library on reserve!*

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late submissions are not accepted. Extensions will only be granted on the basis of valid medical or extenuating personal reasons with documentation, and need to be requested via email to the instructor as soon as possible. .

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate. This should be arranged at the beginning of the term.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of 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. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

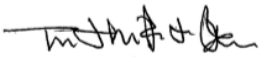
Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, April 03, 2020, is noted within the regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	