

**Marketing and Consumer Studies**

**MCS\*2020**

**INFORMATION MANAGEMENT**

**Fall 2018**

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**Instructor(s):** Amirali Kani, Ph.D.

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Email: [akani@uoguelph.ca](mailto:akani@uoguelph.ca)

Office Hours: Mondays 2:00pm to 3:30pm, Wednesdays 1:00pm to 2:30pm, or by appointment

**Teaching Assistant:** TBA

**Class Times and Location:**

Section 01: Mo/We/Fr 10:30am - 11:20am (THRN, Room 1307)

Section 02: Mo/We/Fr 11:30am - 12:20pm (ROZH, Room 102)

**Course Description and Objectives:**

In this course, I will introduce students to principles of information technology and how these technologies are transforming businesses in Canada and around the world.

This course is designed to provide students with:

* A general understanding of the digital environment we live in today and the impact this environment has on business strategies
* An understanding of how information and technology are used within a business
* New IT skill sets including Excel and Access
* Problem-solving strategies to assist in formulating Excel-based business scenarios

In summary, this course will provide an opportunity for students to learn the use of IT in current or future jobs in such a way to help ensure the success of their organization.

*Learning Objectives:*

* Define terms used in businesses today including business intelligence, data (structured and unstructured), data security, analytics.
* Discuss how effective information management contributes to competitive advantage, value creation, and organizational decision making
* Analyze broad ethical issues related to information technology (e.g. privacy, property, etc.)
* Gain a proficiency in basic Excel and Access skills to solve business problems
* Work collaboratively to solve business problems to assist in the decision-making process and propose recommendations

**Course Materials and Resources:**

The required textbook is Laudon, K. C., Laudon, J. P., and Brabston M. E. (2015). *Management Information Systems: Managing the Digital Firm.* Pearson. A copy of the textbook is available at the library on reserve.

In addition, one of our primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments, and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

**On-Line Communication:**

I will be communicating with you via the course website and your central email account <uoguelph.ca> from time to time.

When sending an email to the instructor or TA, include your group #/section/course in the title. You can expect a response from me within 24-48 hours

**Method and Timing of Evaluation:**

Your performance will be evaluated based on the following:

|  |  |  |
| --- | --- | --- |
| **Assignment/Examination** | **Date** | **Marks allocated** |
| Quiz 1 | Due Sep 19 | 3% |
| Group Assignment 1 | Due Sep 26 | 7% |
| Quiz 2 | Due Oct 3 | 3% |
| Group Assignment 2 | Due Oct 12 | 7% |
| Mid-term Exam | Oct 17 | 18% |
| Group Assignment 3 | Due Oct 24 | 7% |
| Quiz 3 | Due Oct 31 | 3% |
| Group Assignment 4 | Due Nov 7 | 7% |
| Quiz 4 | Due Nov 14 | 3% |
| Group Assignment 5 | Due Nov 21 | 7% |
| Quiz 5 | Due Nov 28 | 3% |
| Final Exam | Dec 5  2:30 pm - 4:30 pm | 20% |
| Group Presentation |  | 5% |
| Evaluating Presentations |  | 5% |
| SONA Research 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.

Group Assignment:

Group assignments have an essential role in achieving the learning objectives of this course. The group assignments will give you hands-on experience to learn new skills and apply what you have learned from the class to real-world situations. Each assignment includes two case studies with respective datasets. You will be given instructions to analyze the data, then based on your results, answer questions regarding the case study. Group assignments must be submitted by 9:00 am on the specified due dates and late submission is not acceptable.

Group Presentation:

The learning process from your group assignments is completed when you discuss your work and findings in class with your classmates. During the semester, each group will be assigned to present their work on one of the cases of the group assignments (each assignment include two cases). In this presentation, you explain the problem, explain how you obtained your results, and discuss your answers to case questions with the rest of the class. Presentations will be delivered in class on Fridays following the group assignment due dates. The schedule of your presentations will be announced after the groups are formed.

Evaluating Presentations:

Group presentations are evaluated by the students. 1 point is considered for participation in each day of group presentations.

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 17, and the final exam is on Dec 5 from 2:30 pm to 4:30 pm.

SONA Research Component:

You will participate in research studies conducted by faculty members and/or graduate students from the Department of Marketing and Consumer Studies. All questions should be directed to the SONA administrator - rraso@uoguelph.ca.

Final examination conflict:

Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enroll in this course if you have a time conflict with another course.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

**Classroom Environment:**

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.

**Tentative Course Schedule:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Text**  Laudon, Laudon, and Brabston (2014) | **Online Quizzes and Group Assignments** |
|  | Sep 7 | Introduction and Course Overview |  |  |
| 1 | Sep 10 | Information Systems in Global Business | Ch. 1, 2 |  |
| Sep 12 | Information Systems in Global Business |
| Sep 14 | Global E-Business and Collaboration |
| 2 | Sep 17 | Global E-Business and Collaboration | Ch. 2, 3 | Quiz 1 Due  Sep 19 |
| Sep 19 | Global E-Business and Collaboration |
| Sep 21 | Information Systems, Organizations, and Strategy |
| 3 | Sep 24 | Information Systems, Organizations, and Strategy |  | Group Assignment 1 Due Sep 26 |
| Sep 26 | Information Systems, Organizations, and Strategy | Ch. 3 |
| Sep 28 | Student Presentations (Group Assignment 1) |  |
| 4 | Oct 1 | Ethical and Social Issues in Information Systems | Ch. 4 | Quiz 2 Due  Oct 3 |
| Oct 3 | Ethical and Social Issues in Information Systems |
| Oct 5 | Ethical and Social Issues in Information Systems |
| 5 | Oct 8 | Holiday | Ch. 5, 6 | Group Assignment 2 Due Oct 12 |
| Oct 10 | Information Technology Infrastructure |
| Oct 12 | Student Presentations (Group Assignment 2) |
| 6 | Oct 15 | Information Technology Infrastructure | Ch. 6-8 |  |
| Oct 17 | Midterm Exam |
| Oct 19 | Information Technology Infrastructure |
| 7 | Oct 22 | Enterprise Applications | Ch. 9 | Group Assignment 3 Due Oct 24 |
| Oct 24 | Enterprise Applications |
| Oct 26 | Student Presentations (Group Assignment 3) |
| 8 | Oct 29 | Enterprise Applications | Ch. 9, 10 | Quiz 3 Due  Oct 31 |
| Oct 31 | E-Commerce |
| Nov 2 | E-Commerce |
| 9 | Nov 5 | E-Commerce | Ch. 10 | Group Assignment 4 Due Nov 7 |
| Nov 7 | E-Commerce |
| Nov 9 | Student Presentations (Group Assignment 4) |
| 10 | Nov 12 | Knowledge Management | Ch. 11 | Quiz 4 Due  Nov 14 |
| Nov 14 | Knowledge Management |
| Nov 16 | Knowledge Management |
| 11 | Nov 19 | Decision Making | Ch. 12 | Group Assignment 5 Due Nov 21 |
| Nov 21 | Decision Making |
| Nov 23 | Student Presentations (Group Assignment 5) |
| 12 | Nov 26 | Decision Making | Ch. 12 | Quiz 5 Due  Nov 30 |
| Nov 28 | Decision Making |
| Nov 30 | Course Wrap Up |
|  | Dec 5 | Final Exam |  |  |

DISCLAIMER: The contents of this syllabus is tentative and is subject to change based on the needs of the class, the interest of the students and any other reason that may arise during the semester. Should any part of this syllabus be changed, due notice will be given to all the students. Such changes will be discussed in class and posted on Courselink.

**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 (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

**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 at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

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. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

**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 and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

**University Grading Scheme:**

This course follows the University grading scheme outlined in the University Calendar:

|  |  |  |
| --- | --- | --- |
| 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. |

**Code of Conduct – The Top Ten**

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy.  We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility, and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff, and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don’t talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).