

BUS 345 - Information Technology / MIS

Course Syllabus

Course Meetings: Tuesday/Thursday 11:00 AM - 12:15 PM
Course Mode: Face-to-face
Course Location: Payson Smith 201

Materials & Books

Required

- [Information Systems, A Manager's Guide to Harnessing Technology, V 9.0](#) ISBN: 978-1-4533-3803-2, - pricing is \$39.95 online access, \$59.95 online with downloadable text, \$64.95 for color printed text with online access, \$84.95 for color printed downloadable text with online access.
- Other readings may be provided in Brightspace

Technology Requirements

- A personal computer.
- [Tableau](#) and Tableau Prep for the end of semester project (product keys and instructions will be provided in Brightspace).
- Reliable internet access.
- [See the "Technology" section](#) for information on Brightspace's tech requirements.

Course Description

Surveys information/systems technology for the management of corporate information as a resource. Managerial and technical dimensions of information systems are blended in a framework of information technology. Specific topics will evolve with the field but may include data communications, information systems theory, database concepts, decision making, and strategy. Prerequisite: Sophomore standing. Cr. 3. Non-School of Business students please see enrollment policy for eligibility.

Learning Outcomes

Upon successful completion of this course, students will:

1. **perceive and understand** the many aspects of the new digital society;
2. **understand** the principles of operation of key Internet and Web (documents, networks, database) technologies;
3. **understand** the role of IS/IT in organizations and their environment;
4. **understand** the role of various organizational stakeholders in the design, use, and management of IS development;
5. **understand** the various concerns raised by the use of IS/IT in organizations and society in general;

Structure & Format

This course is face-to-face during the pandemic. At least the first two weeks are remote learning. It is somewhat technical and you'll need access to a personal computer with a decent connection to the internet.

Grading Criteria

Quizzes are used to test your knowledge of the material covered through assigned readings, videos, and any other media assigned in class.

There will be four **self-directed learning** (i.e., DataCamp) **assignments**, due throughout the semester. Each is a 4-5 hour corporate training module.

Assignment / Assessment	Value
Quizzes (11 @ 6% each, lowest grade dropped)	60%
Self-Directed Learning Assignments (3 @ 10% each)	30%
Tableau Project	10%

Course Evaluations

At the end of each semester, every student has the opportunity to provide constructive feedback on their courses. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements to the course materials, assignments, and outcomes.

Course Policies

Grading Scale

100-93%	=	A	79-77%	=	C+
92-90%	=	A-	76-73%	=	C
89-87%	=	B+	72-70%	=	C-
86-83%	=	B	69-60%	=	D
82-80%	=	B-	60% or lower	=	F

Late Work

You may turn in quizzes and self directed learning assignments early. However, work submitted after a due date, unless otherwise cleared by the instructor, will be penalized with a 20% per day late penalty. Work submitted more than 5 days after their due date without **prior** contact with the instructor will not be accepted.

Withdrawal from the Course

Last day to drop for 100% refund and no transcript record: Monday, January 31

Last day to drop with a grade of "W": Friday, April 1

For more information, review [USM's Add/Drop and Withdrawal Policies](#)¹.

Academic Integrity / Plagiarism

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the university. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of student academic

¹ <https://usm.maine.edu/reg/addingdroppingwithdrawal>

integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the [Dean of Students Office website](#)² or by calling and requesting a copy at (207) 780-5242.

Final Examinations / Final Project

There are no final examinations in this course. It is a USM academic policy that no tests or exams may be scheduled during the last week of classes.

Course Schedule

Readings / Assignment Schedule **** (subject to alteration with notice)****

Assessments are typically due on a Friday at 11:59 PM, unless otherwise specified. Check Brightspace's calendar for more information. Class meetings are Tuesday/Thursday from 11:00 AM - 12:15 PM in Payson Smith 201.

Week ending (Friday)	Topics and Activities	Due
1/20	Module 1: Introduction; Technology and the Modern Enterprise	
1/27	Module 2: Strategy and Technology	Quiz 1
2/3	Module 3: Zara and Netflix	Quiz 2
2/10	Module 4: Moore's Law and More	Quiz 3
2/17	Module 5: Disruptive Technologies	Quiz 4

² <https://usm.maine.edu/community-standards-mediation/academic-integrity>

2/24	Module 6: Amazon; Platforms and Network Effects	Quiz 5
3/3	Self Directed Learning Assignment 1 - Cloud Computing	SDL 1
3/10	Module 7: Social Media; The Sharing Economy	Quiz 6
3/17	<i>Spring Break is 3/13-3/17</i>	
3/24	Module 8: Understanding Software; Software in Flux	Quiz 7
3/31	Self Directed Learning Assignment 2 - Machine Learning Module 9: Data and Competitive Advantage; Advertising Technologies	SDL 2 Quiz 8
4/7	Self Directed Learning Assignment 3 - Data Driven Decision Making	SDL 3
4/14	Module 10: The Internet and Telecommunications	Quiz 9
4/21	Module 11: Information Security	Quiz 10
4/28	Module 12: Google and Search; Tableau <i>Last day of classes is 4/29</i>	Quiz 11 (Project is due Tuesday 5/2)

Technology

Technology Support Center (Help Desk)

If you need technical support at any time during the course (especially concerning Brightspace), please contact the Technology Support Center:

Phone: (207) 780-4029 or 1-800-696-4357

Email: help@maine.edu

- You need a maine.edu account to access most of our online resources. If you can't remember your account information, [visit the UMS User Account Management website](http://accounts.maine.edu/)³ or contact IT at **1-800-696-4357** and ask them to help you access your maine.edu account.
- [The USM Portal](https://my.usm.maine.edu/)⁴ can be used to reach your student email, Brightspace, MaineStreet and most

³ <http://accounts.maine.edu/>

⁴ <https://my.usm.maine.edu/>

other university online tools through a single website.

- If this is the first time you've used Brightspace, [Log into our Brightspace website](#)⁵ and tap the "Student Training" link in the right-hand column of the page.

Computer Access

Participants will need a reliable PC or a Mac with the latest version of a web browser. In addition, you will need a broadband Internet connection (DSL or faster). Below is a suggested list of recommended software you may need to access electronic resources for this course.

Latest Versions of Web Browsers

- [Mozilla Firefox](#)⁶ (Windows / MacOS) - Recommend
- [Google Chrome](#)⁷ (Windows/MacOS) - Recommended
- [Safari](#)⁸ (MacOS - Update through the App Store)

Note that Brightspace and many other web-based applications used in USM courses do not work well in Microsoft's web browser, Edge.

Brightspace Technical Requirements

D2L recommends having the latest version of whatever browser is being used on any computer or mobile device. Brightspace works very well on mobile Apple and Android devices via web browser. The Brightspace Pulse app in the Apple App Store and Google Play also allows you to receive notifications regarding your courses on your device.

Netiquette

Our text-based communication is vital in this course since it is one of the ways we will connect with each other. Please be careful and considerate in all your communications with each other and your instructor.

The online medium is poor at conveying tone. Consider what you are saying and remember that your intent might not be inferred by your readers (fellow students and instructors). Take a moment to re-read

⁵ <https://courses.maine.edu/d2l/home/6667>

⁶ <http://mozilla.com/firefox>

⁷ <http://www.google.com/chrome/>

⁸ <http://www.apple.com/safari/>

everything you write: assume that it will be taken in the worst possible light. And extend courtesy to others: assume the most charitable light possible. Both of these steps will make communication easier and far more civil.

Student Data Retention

Your maine.edu account is issued to you for as long as you are a student of this or any other University of Maine System campus. There are various limits on how long IT can retain data you have stored through this account depending on which services you have used. Below are the major points, but we encourage you to [visit the UMS User Account Management website](#)⁹ for full details on maine.edu account policies.

Assignments and other work stored in Brightspace

Do NOT treat important academic work in old Brightspace courses as your sole copy. Each semester, all courses receive a fresh Brightspace page commonly referred to as a “shell.” Course shells older than two years are automatically purged from the system, but sometimes instructors remove old course shells manually on their own. It is strongly recommended that you make backups of any work you have submitted to Brightspace before or shortly after your course ends. **Especially if your program requires you to maintain a portfolio of work you have done.**

Google Products

Your maine.edu account is also a fully functional Google Account with access to Gmail, Google Drive, and most of Google’s other products. After leaving the university, either through graduation or simply not registering for courses, credit-earning students have 5 years before their maine.edu account is removed. The limit is 2 years for non-credit students. This includes files and email stored in Google’s products using your maine.edu account. If this data is important to you, or if you need to retain it for a portfolio or future certification, you must **make and maintain your own personal backups of these files.** [Consider using Google Takeout](#)¹⁰ to backup this data prior to separating from the University.

Box & Others

If you are using Box through your maine.edu account, please be aware that your storage can only be maintained for one year after you have graduated, or otherwise separated from the university.

⁹ <http://accounts.maine.edu/>

¹⁰ <https://takeout.google.com>

University Policies & Support Resources

ADA & Electronic Accessibility Notification & Accommodations

The university is committed to providing students with documented disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, you must register with the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling **(207) 780-4706** or by email at **dsc-usm@maine.edu**. If you have already received a faculty accommodation letter from the Disability Services Center, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations.

The following is a list of accessibility resources for the software we use in this course:

- [Brightspace Accessibility information](#)¹¹
- [Google Suite Accessibility information](#)¹²

Learning Commons

Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice, and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center.

- For best service, we recommend [making an appointment at the Learning Commons scheduling website](#).¹³
- Questions about tutoring should be directed to **Naamah Jarnot** at **(207) 780-4554**.
- Interested in becoming a more effective, efficient learner? [Check out the AGILE website!](#)¹⁴

Counseling

Counseling is available for USM students. The best way to schedule an appointment is by phone at **(207) 780-5411**. More information is available on the [University Health and Counseling Services website](#)¹⁵.

¹¹ <https://www.d2l.com/accessibility/standards>

¹² <https://support.google.com/a/answer/1631886?hl=en>

¹³ <https://usm.maine.edu/learningcommons/schedule-tutoring-appointment>

¹⁴ <https://usm.maine.edu/agile>

¹⁵ <https://usm.maine.edu/uhs>

Recovery Oriented Campus Center (ROCC)

A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at the [Recovery Oriented Campus Center website](#)¹⁶ or by contacting ROCC at (207) 228-8141.

Non-Discrimination Policy & Bias Reporting

The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies:

Amie Parker, Interim Director of Equal Opportunity

The Farmhouse, University of Maine Augusta

Augusta, ME 04333,

(207) 581-1226, TTY 711 (Maine Relay System).

Incidents of discrimination or bias at USM should be reported to Associate Vice President for Student Affairs David Roussel at (207) 780-5242.

Statement of Religious Observance for Students

Absence for Religious Holy Days

The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student's religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student's responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

¹⁶ <https://usm.maine.edu/recovery>

Title IX Statement

The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University's Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found at the [Campus Safety website](#)¹⁷ or by contacting Sarah E. Holmes at sarah.e.holmes1@maine.edu or (207) 780-5767.

If students want to speak with someone confidentially, the following resources are available on and off campus:

- **University Counseling Services:** (207) 780-4050
- **24 Hour Sexual Assault Hotline:** 1-800-871-7741
- **24 Hour Domestic Violence Hotline:** 1-866-834-4357

Policy On Acceptable Conduct In Class Settings

If a student substantially disrupts a class, the professor may ask the student to align with this policy on conduct in a class setting. If the student refuses, the professor may, at their discretion, ask the student to leave. If the professor takes this step, they must attempt to communicate with the student and provide informal counsel and advice. The professor may elect to notify their dean of the situation as well. If the student disrupts the class again, the professor may, at their discretion, provide a written notification to the student, describe the offending behavior, and refer the student's case to the appropriate academic dean and notify the dean of students that an official student conduct code violation has occurred. The [Student Conduct Process is detailed on the Community Standards and Mediation website](#)¹⁸.

Covid Requirements

For up-to-date COVID requirements, please see the [information on Covid restrictions and guidelines](#)

¹⁷ <https://usm.maine.edu/campus-safety-project>

¹⁸ <https://usm.maine.edu/community-standards-mediation/conduct-process>

can be found on the University of Maine System website¹⁹.

¹⁹ <https://www.maine.edu/together/community-guidance/everyone/>