

Rev. 12/20/19 -Course Syllabus and Tentative Schedule for ISM 3011 Spring 2020 Semester

General Information	
Course Number/CRN	ISM 3011/CRN 11053 (Hybrid)
Course Title	Information Systems
Semester/Year	Spring/2020
Offering College/ Department	Lutgert College of Business (LCOB)/Information Systems and Operations Management (ISOM)
Credit Hours	3
Meeting Times/Location	Class “meets” online in the CANVAS Learning Management System at http://canvas.fgcu.edu and on-campus (W -- 01:30pm - 02:20pm in Lutgert Hall 2210)
Is this a DL Course?	Partially, Yes (hybrid)
Method of Delivery	On-campus and online active-learning activities (i.e., reports, forums, exercises, presentations)
Course URL	http://canvas.fgcu.edu
Prerequisites	CGS 1100 with a minimum grade of C or COP 1500 with a minimum grade of C
Instructor Information	
Instructor	Walter Rodriguez, PhD
Office Location	Lutgert Hall 3350
Phone Number	239-590-7360
E-Mail Address	wrodrigz@fgcu.edu
Office Hours	W and F: 2:30 - 5:30 PM
<p>Important Note: All faculty members are required to use Canvas to confirm a student's attendance for each course by the end of the first week of classes. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid. Every student must complete a mandatory activity in Canvas during the first week, which is the “Roll Call” discussion forum and “Student Code of Conduct” quiz as well as >In-Class (or Online) Activity #0 quiz.</p>	
Course Information	
Description	<p>Overview of information systems technology, including flow and control of information in an organization and use in decision-making. Focuses on information systems' strategy case studies, current security issues, and technology platforms to prepare students to utilize IT for exploring opportunities and solving problems in a global business environment. Junior standing required.</p> <p>ISM 3011 is built on basic computer hardware and software knowledge taught in CGS 1100 and/or COP 1500. Business majors learn how business information systems are used to gather, integrate, share, and process information so that the organization operates more efficiently. This knowledge will be applied in ACG 3401, GEB 4890, and other upper division business courses to evaluate business processes, solve business problems, and formulate business strategies.</p>

<p>Student Learning Outcomes</p>	<p>After successfully completing this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Communicate effectively <i>Corresponds to LCOB Learning Goal:</i> Be effective communicators. <i>Assessment Methods:</i> Reports <ul style="list-style-type: none"> • Be able to use correct IT terminologies properly. • Be able to check spelling and grammar using a tool available in a word processor or editing tools when available. • Be able to properly format a report using headings, subheadings. • Be able to use reliable sources to support claims. • Be able to provide reference and citation information properly. 2. Recognize various information systems used for improving efficiency and effectiveness and decision-making <i>Supports LCOB Learning Goal:</i> Have interdisciplinary business knowledge. <i>Assessment Methods:</i> HW, Report and Quiz <ul style="list-style-type: none"> • Recognize characteristics of various information systems. • Recognize benefits from various information systems. • Recognize cost and issues of various information systems. 3. Explain how organizations leverage IT resources to gain competitive advantage in the global economy <i>Corresponds to LCOB Learning Goal:</i> Be effective problem solvers. <i>Assessment Methods:</i> Report and Quiz <ul style="list-style-type: none"> • Recognize or describe frameworks of competitive advantages and IS (Five Forces, value chain, systems thinking, generic strategies, etc.). • List problems or issues that could be solved by application of IS in business. • Make recommendation of adoption of IS or ways to improve IS. • Explain how the expected result is related to creation of competitive advantage. 4. Select strategies for acquiring and evaluating IT capabilities (IT/IS sourcing) <i>Corresponds to LCOB Learning Goal:</i> Be effective problem solvers. <i>Assessment Methods:</i> HW and Quiz <ul style="list-style-type: none"> • Recognize and describe available options to acquire IS/IT capabilities (IT/IS sourcing). • Recognize and describe pros and cons of available options to acquire IS/IT capabilities. • Make a recommendation. 5. Recognize issues associated with information technology hardware, data collection and sharing including security and privacy, and explain how organizations address these issues <i>Corresponds to LCOB Learning Goals:</i> Understand the business environment. <i>Assessment Methods:</i> Report <ul style="list-style-type: none"> • Recognize issues associated with IT hardware and practices in the IT industry. • Recognize or describe the issues associated with data collection and sharing. • Recognize information security and privacy regulations and standards with which business must comply. • Recognize or describe corporate social responsibility frameworks that could be used by business address issues associated with IT hardware, data collection and sharing. 6. Rapidly adapt to new technologies <i>Supports AACSB Technology Agility Learning Goal.</i> <i>Assessment Methods:</i> HW
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<p>Required Materials</p>	<p>Required Textbook: Free (open source) textbook and other instructional materials are provided on Canvas.</p> <p>Required Software:</p> <ul style="list-style-type: none"> • Internet access and web browser • PDF reader such as Adobe Acrobat Reader (http://get.adobe.com/reader/) • Microsoft Word, Excel and Access 2010 or newer and a simple text editor (e.g. Notepad). • Simple text editor such as Notepad. • SAP Front End (available for free download in Canvas for Windows PC). • Most of the above (except for SAP Front End) are available in most computer labs and at the Library on FGCU main campus. • All of them (including SAP Front End) are available in the FGCU Virtual Lab (http://aets.fgcu.edu/vlab.asp). 												
<p>Course Topics</p>	<ul style="list-style-type: none"> • Various information systems commonly used by business including AI, ML, NLP, database, DW, BI, OLAP, web analytics, data mining, CRM, ERP, Social Media Systems. • Systems thinking, Porter’s Five Forces Model, generic strategies, value chain, AI/IT impact on business operations, impact of AI technology innovation on business operations, quality of data, e-business models, ethical, legal, security, global issues. • IT infrastructure and enterprise architecture, IS development, IT/IS sourcing options (cloud computing vs on premise), SaaS, PaaS, and IaaS. • Network and mobile technologies and associated issues, approaches and technologies to improve availability, flexibility and security of IT infrastructure. • Security standards and regulations such as SOX, PCI DSS, etc. • Corporate Social Responsibility (CSR) associated with IT hardware, data collection and sharing. 												
<p>Grading Policy</p>	<p>Grading Policy: Grading Policy below will be strictly applied. (e.g. 69.99 will be a D).</p> <table border="0"> <thead> <tr> <th>Letter Grade</th> <th>Score Range</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>100 - 90%</td> </tr> <tr> <td>B</td> <td>< 90 - 80%</td> </tr> <tr> <td>C</td> <td>< 80 - 70%</td> </tr> <tr> <td>D</td> <td>< 70 - 60%</td> </tr> <tr> <td>F</td> <td>< 60%</td> </tr> </tbody> </table> <p>Individual assignment rubrics policy: The instructor reserves the right to fine-tune the grading of individual assignments as appropriate, giving scores not specified in the attached rubrics on Canvas.</p> <p>No extra credit or additional assignments: Please be aware that FINAL GRADES FOR THIS COURSE ARE FINAL. No extra credit or additional assignments are available at the end of the course.</p> <p>Turnitin.com: Students who take this class must prepare electronic copies of some or all assignments to submit them to Turnitin.com for the detection of plagiarism. The University expects that all students will be evaluated and graded on their own work. If you use language, data or ideas from other sources, published or unpublished, you must take care to acknowledge and properly cite those sources. Failure to do so constitutes plagiarism. Papers that are submitted to Turnitin.com become part of the Turnitin.com student paper database solely for the purpose of detecting plagiarism.</p>	Letter Grade	Score Range	A	100 - 90%	B	< 90 - 80%	C	< 80 - 70%	D	< 70 - 60%	F	< 60%
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	<p>“Credit hour” statement (developed by the LCOB): For each credit of a class, you should expect to spend one hour in class and an average of 2 hours preparing outside of class each week. Therefore, since this is a 3-credit class, you should plan to devote an average of nine hours a week to this class.</p>
<p>Policy regarding missed exams and assignment completion deadlines</p>	<ul style="list-style-type: none"> • Per policy, no make-ups for missed exams are administered (except for authorized and excused absences specified in the university catalog). A student who seeks an authorized or excused absence must submit documentation (such as a physician’s note) to the instructor in a timely manner. See the university catalog for more information. • No late assignments will be accepted for any reasons--except for the authorized and excused absences specified in the university catalog. A student who seeks an authorized or excused absence must submit documentation (such as a physician’s note) to the instructor in a timely manner. See the university catalog for more information. • Unfortunately, "dropped by the University for not paying the full tuition" is not an authorized and excused absence as specified in the university catalog. • An emergency situation such as unavailability of or inaccessibility to CANVAS due to network problems will be considered by the instructor on a case by case basis. Students must submit documentation (such as a screenshot of error messages) to the instructor in a timely manner.
<p>Statement on e-mail usage in Eagle Mail and CANVAS email</p>	<p>In addition to CANVAS activities and assignments, we will use FGCU Canvas’ messenger and Eagle E-mail as another communication method. Students are expected to check Canvas mail as well as Eagle Mail on a daily basis.</p>
<p>Last Day to withdraw</p>	<p>Be aware that Mar 27 (F) is the last day to withdraw from class without academic penalty.</p>
<p>Disclaimer</p>	<p>Assignments, schedules & due dates, instructions, and other course information presented in Canvas are integral components of the course material and are hereby incorporated as part of this syllabus.</p> <p>The instructor reserves the right to change, modify, alter, or transform any part of this syllabus, provided only that notice thereof is given to or at any party or parties that are thereby affected, subject to the rules and regulations of Florida Gulf Coast University.</p>
<p>University Statements</p>	
<p>Academic Behavior Standards and Academic Dishonesty All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html. Sanctions for academic dishonesty may include receiving an “F” in this course – FGCU may impose additional penalties. Any incidents of academic dishonesty may be referred to the FGCU Office of Judicial Affairs. Please look up the definition of plagiarism – it includes copying something off the Internet & submitting it as your own work. Some examples of what is not acceptable:</p> <ul style="list-style-type: none"> • Working with another student & turning in the same work (e.g. spreadsheet, database, etc.) • Emailing or posting your work to let someone else “just see how you did it”. • Copying someone’s assignment or copying something from a book or the Internet. • Giving or receiving help from someone (in person, online or on the phone) during an online test. • Telling someone else what is on a test. 	

Examples of what is **acceptable**:

- Discussing how to approach an assignment with another student.
- Showing someone where they might have made a mistake on an assignment.
- Asking the professor for help.

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

How to Log-in on the Course in CANVAS

- If you have not already done so, activate your FGCU Eagle Mail Account. Your FGCU Eagle Mail account **MUST** be activated to log in to CANVAS. If you are a first-time student, you will need your PIN and Eagle ID, both of which are assigned at registration.
 - If you don't know your PIN, you will need to go to the Registrar's Office to retrieve it.
 - To activate your account, visit <https://www.fgcu.edu/email/>.
- Log in to CANVAS at <http://canvas.fgcu.edu>. You need to use FGCU Eagle Mail account and password to log in.

ISM 3011 Tentative Schedule (Subject to change, due to unforeseen factors). Please see Canvas for latest schedule.

		*Assignments are normally due on Fridays at 2:20 PM, except as indicated below.
Dates	Deadlines*	Scheduled Assignments (Learning Activities, Quizzes, Forums, Reports, Exercises)
Jan 6-Apr 28	Exception Alert: Module 15: Final postings due May 2 (Saturday) at 2:20 PM. All other weekly postings and assignments are due Fridays at 2:20 PM, starting with the first class posting.	<u>Each weekly module has a discussion forum and you post “what you are supposed to learn and what you have learned in each module.” Also, a student is required to write a reply message that constructively criticizes one message posted by a classmate by the next Friday.</u>
Jan 6-Jan 10	Module 0: Due Jan 10 (Fri) at 2:20 PM	Welcome and Course Information; Learning Strategies and Guiding Principles; How to Do Well in this Course; Download Free Textbook; Writing in APA Style, Check Helpdesk; Syllabus. Mandatory Graded Assignments: >Roll Call Forum; >Code of Conduct Quiz; >Online Activity #0 Quiz; >Module 0 Discussion Forum. In-Class Activity 0
Jan 13-Jan 17	Module 1: Due Jan 17 (Fri) at 2:20 PM	Read: Chapter 1 in ISBB Textbook; Read: Materials for Module 1 discussion forum & Report #1. Graded Assignments: >Take ISBB Ch. 1 Quiz; >A reply message in Module 0 Discussion Forum; >Module 1 Discussion Forum. In-Class Activity 1
Jan 21-Jan 24	Module 2: Due Jan 24 (Fri) at 2:20 PM	Read: Chapter 7 (Does IS Matter? - Competitive Advantage) in ISBB Textbook; Watch Narrated Lecture I (Introduction to IT/IS); Watch Narrated Lecture II (Making a good decision in the digital age); Read: Materials for Module 2 discussion forum & Report #1. >Conduct research and start writing Report #1; Graded Assignments: >Take ISBB Ch. 7 Quiz; >Take Lecture Quiz I-1, 2; >Take Lecture Quiz II-2; >A reply message in Module 1 Discussion Forum; >Module 2 Discussion Forum. In-Class Activity 2
Jan 27-Jan 31	Module 3: Due Jan 31 (Fri) at 2:20 PM	Read: Chapter 8 (Business Processes) in ISBB Textbook; Watch Narrated Lecture III (Creating Value with e-Business); Read: Materials for Module 3 discussion forum & Report #1; Conduct research and start writing Report #1. Graded Assignments: >Take ISBB Ch. 8 Quiz; >Take Quiz III-3; >A reply message in Module 2 Discussion Forum; >Module 3 Discussion Forum. In-Class Activity 3
Feb 3-Feb 7	Module 4: Due Feb 7 (Fri) at 2:20 PM	Read: Chapter 9 (People in Information Systems) in ISBB Textbook; Graded Assignments: >Take: ISBB Ch. 12 Quiz; > REPORT # 1 Corporate Social Responsibility ; >A reply message in Module 3 Discussion Forum; >Module 4 Discussion Forum. In-Class Activity 4
Feb 10-Feb 14	Module 5: Due Feb 14 (Fri) at 2:20 PM	Read: Chapter 6 (Information Systems Security) in ISBB Textbook; Watch Narrated Lecture IV (Protecting Business Information); Read Systems Thinking, PEAS Critical Thinking Framework and Ethics Frameworks Materials; Read materials for Module 5 Discussion Forum; Complete these for the Midterm Paper on AI #1; Conduct research and start writing Report #2 preliminary abstract/summary. Graded Assignments: >Take Quiz IV-4; >Take Systems and PEAS Framework Quiz; >A reply message in Module 4 Discussion Forum; >Module 5 Discussion Forum. In-Class Activity 5
Feb 17-Feb 21	Module 6: Due Feb 21 (Fri) at 2:20 PM	Read: Chapter 5 (Networks and Communications) in ISBB Textbook; Watch Narrated Lecture V (Managing IT Infrastructure); Read materials about IT/IS Sourcing for Module 6 Discussion Forum; Complete these for the Midterm Paper on AI #2; Conduct research and start writing Report #2 preliminary abstract/summary. Graded Assignments: >Take ISBB Ch 5 Quiz; >Take Quiz V-5; >A reply message in Module 5 Discussion Forum; >Module 6 Discussion Forum. In-Class Activity 6
Feb 24-Feb 28	Module 7: Due Feb 28 (Fri) at 2:20 PM	Watch Narrated Lecture VI (Data: Business Intelligence); Read materials for Module 7 Discussion Forum. Graded Assignments: >Take Quiz VI-6; >Submit Preliminary AI Abstract/Summary; >A reply message in Module 6 Discussion Forum; >Module 7 Discussion Forum. In-Class Activity 7
Mar 2-Mar 6	Spring Break	You may want to continue to work on your AI report.

Mar 9-Mar 13	Module 8: Due Mar 13 (Fri) at 2:20 PM	Read: Chapter 4 (Data and Databases) in ISBB Textbook; Read: Designing Databases; Read materials about other database technologies for Module 8; Complete these for the Midterm Paper on AI #3. Graded Assignments: >Take: ISBB Ch. 4 Quiz; >Take: Designing Database Quiz; >EXERCISE # 1 – Complete Relational Databases Exercise; >A reply message in Module 7 Discussion Forum; >Module 8 Discussion Forum. In-Class Activity 8
Mar 16-Mar 20	Module 9: Due Mar 20 (Fri) at 2:20 PM	Read: Computer Hardware and Software Basics; Read: Networks and Telecommunications; Complete these for the Midterm Paper on AI #4. Graded Assignments: >Take Hardware/Software Quiz; >Take Networks/Telecomm Quiz; >A reply message in Module 8 Discussion Forum; >Module 9 Discussion Forum. In-Class Activity 9
Mar 23-Mar 27	Module 10: Due Mar 27 (Fri) at 2:20 PM	Additional Instructional Resources (for AI Report); Re-Read "Writing in APA Style"; Browse "Library Resources"; Google Scholar; Sample AI Paper from Previous Semester; Review Sample IT/IS Papers; Use this Journal Article Template for Your AI Report. Graded Assignments: >REPORT # 2 – Submit AI Report; >A reply message in Module 9 Discussion Forum; >Module 10 Discussion Forum. In-Class Activity 10
Mar 30-Apr 3	Module 11: Due Apr 3 (Fri) at 2:20 PM	Watch Narrated Lecture VII (Networks); Watch Narrated Lecture VIII (Enterprise Apps); Start working on ERP Hands-On Exercise; Start working on Enterprise Tech Strategy Exercise. Graded Assignments: >Take Quiz VII-7; >Take Quiz VIII-8 >FGCU Virtual Lab Exercise; >A reply message in Module 10 Discussion Forum; >Module 11 Discussion Forum. In-Class Activity 11
Apr 6 Apr 10	Module 12: Due Apr 10 (Fri) at 2:20 PM	Continue to work on Enterprise Tech Strategy Exercise. Graded Assignments: >EXERCISE # 2: ERP Hands-on Exercise; >A reply message in Module 11 Discussion Forum; >Module 12 Discussion Forum. In-Class Activity 12
Apr 13-Apr 17	Module 13: Due Apr 17at 2:20 PM	Watch Narrated Lecture IX; Read materials about Blockchain Technology. Graded Assignments: >Take Quiz IX-9; >EXERCISE # 3 -Enterprise Tech (AI/CRM/ERP/SCM) Strategy; >A reply message in Module 12 Discussion Forum; >Module 13 Discussion Forum. In-Class Activity 13
Apr 20-Apr 24	Module 14: Due Apr 24at 2:20 PM	Read: Chapter 12 (Ethical and Legal Implication of IS) in ISBB textbook; Complete Module 15 assignments, too. Graded Assignments: >Take ISBB Ch 12 Quiz; Take Business Ethics Quiz; >A reply message in Module 13 Discussion Forum; >Module 14 Discussion Forum. In-Class Activity 14
Apr 28-May 2	Module 15: Final postings open from Apr 28 (Tues) to May 2 (Saturday) at 2:20 PM* . All other weekly postings are due Fridays at 2:20 PM, starting with the first class.	Graded Assignments: >A reply message in Module 14 Discussion Forum; >Module 15 Discussion Forum. *Note: Discussion open in the final weeks until the scheduled exam time.