Information Technology (GBU 321)  
Spring 2019

Course Title: Information Technology
Number/Section: GBU 321-500

Instructor: Dr. Ashley Hall
Email: Brightspace email (hallaa@sfasu.edu only if Brightspace is unavailable)
Phone: 936-468-2968 (Answered during campus office hours. If you call and I don’t answer, please send an email.)
Office: McGee Business Building, Room 229J
Department: Business Communication and Legal Studies

Office Hours:
- Monday 3:50 p.m. – 4:50 p.m. (office)
- Tuesday 9:30 a.m. – 11:30 a.m. (office); 6 p.m. – 8 p.m. (online)
- Wednesday 9 a.m. – 12 p.m. (office); 1:30 p.m. – 3:30 p.m. (online)

Other times by appointment – Email me at least 48 hours in advance to schedule an appointment. Virtual appointments via Zoom are available upon request.

Dr. Hall’s Class Schedule – Spring 2019:
 BCM 247, GBU 310, GBU 321, and GBU 330 – online

Class meeting time & place: This is a fully online course. Brightspace is the learning management system. Technical support is available at 936-468-1919. All electronic communication from the instructor will be through Brightspace, and it is the student’s responsibility to check it regularly for instructions and emails. This is not a self-paced course. There are deadlines for every assignment.

Time Commitment: For this three-credit hour online course, you should plan to spend about 9 actual hours per week working on the course. During this time, you will be reading chapters in the textbook, participating in small group discussions, taking quizzes and exams, and completing a group project. Some weeks you may find yourself spending more than 9 hours on the course.

Course Description
Information Technology – Information system concepts including current and emerging issues of technology, software systems, telecommunications, and the role of information systems used by management to address business and
organizational needs. Examination of the systems development life cycle and the role of security, ethical, and privacy issues in systems.

Program Learning Outcomes
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes
This course should enable you to:

- Discuss the importance of information and information technology within the context of the total organization and the information society in general.
- Identify changes occurring in the information environment and the evolving roles played by knowledge workers as they interface with technology and organizational procedures.
- Describe the subsystem and current technologies which make up organizational information systems.
- Demonstrate a basic understanding of the analysis and design of automated systems, with consideration of the human/social needs of the organization.
- Explain the critical role that information plays in competition, global positioning, and quality assurance.
- Investigate topics related to information technology using various research channels.
- Effectively communicate orally, visually, and in writing about information technology topics.

Required Textbook, Software, and Equipment

Information Systems: A Manager's Guide to Harnessing Technology v7.0
By: John Gallaugher
Published: 2018
https://students.flatworldknowledge.com/course/2587680
You will need reliable access to the Internet to complete this online course. You will need to visit Brightspace, SFA’s learning management system, at d2l.sfasu.edu regularly to keep up with assignments, contact the instructor, and receive information for your success in the course. All electronic communication from the instructor will be through Brightspace, and it is your responsibility to check it regularly for instructions and emails.

**Important:** Brightspace email is internal, meaning that messages cannot be sent or received from outside Brightspace. Do NOT try to email someone by typing in their @sfasu.edu or @jacks.sfasu.edu email address. It will not work and you may or may not receive an error message/send failure notice. Use the address book to email your instructor/classmates within Brightspace.

All written assignments must be typed and submitted as a .doc or .docx files for grading (Microsoft Word). You will also need software to read PowerPoint slides, as well as create them for presentations. As a student, you have access to Office 365 through your mySFA account. For additional information, please visit http://www.sfasu.edu/mysfa/o365/student/ productivity-apps/

Adobe Reader – You will need Adobe Reader (a free download) to view PDF files.

A webcam or video recording device will be needed in order to complete the YouSeeU presentation.

**Course Requirements**

This course will require research, writing, and oral presentation skills. You will complete discussion posts, quizzes, and tests throughout the semester. In addition, a team project/presentation is required.

**Course Methodologies:** The following methods may be used in the course:

- Online discussions and email
- Research-based writing
- Online oral presentation
- Online homework assignments
- Online exams and quizzes
- Computer creation and editing of documents
- Online group work (virtual teams)
Course Calendar: The Tentative Schedule appears at the end of this syllabus. Students will be notified of any scheduling changes via Brightspace course announcements. Unless otherwise noted, assignments are due by 11:59 p.m. on Tuesdays. All course deadlines are listed in Central Standard Time.

Final Exam: Available in Brightspace from Saturday, May 11 until 11:59 p.m. on Monday, May 13.

Attendance Policy: This is an online course. There are, however, specific deadlines. This is NOT a self-paced course. Students are expected to login to the course regularly and be a contributing member to the class. Feel free to work ahead so that you are not scrambling to submit work at the last minute. It is your responsibility to ask questions prior to the night the assignments are due. If you wait to ask questions, you may or may not receive a response in time to submit the assignment by the deadline.

Grading Policy: All grades will be posted in Brightspace. There will be a total of 1,000 points possible in the course.

- Module Exams (4 at 12.5% each) 50% 500 points
- Comprehensive Final Exam 15% 150 points
- Group Presentation Project 15% 150 points
- Quizzes 11% 110 points
- Discussions 9% 90 points

Grading Scale

A: 90 – 100% of points
B: 80 – 89% of points
C: 70% – 79% of points
D: 60% – 69% of points
F: 59% or fewer points

Grades can be accessed through Brightspace. You should check your posted grades often and email Dr. Hall with any questions. To compute your current grade at any point in the semester, add up all the points you have earned and divide by the total points possible at that time in the semester.

You must check your grades prior to final exam week and email your instructor with any questions. Unless you email prior to this time, you indicate that you are in agreement with the grades posted. This means you need to check for ERRORS (for example, a missing grade for an assignment that you think you completed on time). This does NOT mean asking for assignments to be accepted late or for extra credit opportunities to make up for missed deadlines.
Exams: The course grade includes five exams based on information presented in the textbook and the lecture. These exams may consist of true/false, multiple choice, matching, fill in the blank, and short answer/essay questions. Exams will be administered via Brightspace. The final exam must be proctored.

Quizzes: There will be 14 chapter quizzes throughout the semester. Your top 10 chapter quiz grades will count in your final grade.

Proctoring:
The final exam must be proctored using ProctorU (virtual proctoring). Any student who takes this exam through Brightspace without utilizing a proctor will receive a grade of 0 (zero) on the exam.

The proctoring fee is paid by the university if the exam is scheduled at least 72 hours in advance. If you try to schedule your exam within 72 hours of taking it, you will have to pay the proctoring fee.

ProctorU is an online proctoring service using live proctors and allows you to take an online exam while being proctored by a live person at a remote location. Taking an exam through ProctorU requires that you have a functioning webcam and microphone. In addition, you will need a reflective surface, such as a hand mirror, CD, or DVD to make sure there is no material (such as sticky notes) on the monitor. You will also need access to a desktop or laptop computer. Tablets, smartphones, Chromebooks, and other mobile devices are not supported at this time.

Please note the following:

▪ It is your responsibility to schedule your exam and abide by all rules for bringing only appropriate materials into your testing area. You will need to provide photo identification to your proctor prior to taking your exam. Appropriate identification includes: driver’s license, SFA student ID, passport, or other government-issued photo identification.

▪ When you schedule your exam, be sure to take into account that verifying your identity and validating the integrity of your testing area will take a few minutes. Thus, you must schedule your proctoring appointment for a time at least 30 minutes before the exam is set to expire to ensure that you can go through the set up process in time to begin the exam in the allotted time.

▪ Before scheduling your exam, you need to ensure your computer is compatible with ProctorU’s software.

▪ In the weeks/months before your exam, follow these steps to learn how ProctorU works and how to schedule an exam.

• Visit ProctorU - How It Works for an overview of how
ProctorU works.

- Go to Test My Computer to test out your computer to see if everything such as your webcam, microphone, bandwidth, etc. meet the requirements for ProctorU.
- You can also visit Technical Specifications for Using ProctorU to see required specifications. Note: Google Chrome is the best browser to use when taking an exam with ProctorU.
- Additional specific information is available at ProctorU.com.

If you have extenuating circumstances that prevent you from using ProctorU, you must email Dr. Hall by Tuesday, April 30.

Assignments: All homework assignments with instructions and due dates will be posted in Brightspace. Given the availability of several weeks of material at a time, it is your responsibility to plan ahead and meet the posted deadlines.

Late Pass: You are allowed one late individual assignment (not an exam; not a group assignment) during the semester. If you would like to use your late pass on a missed assignment, you must send Dr. Hall an email via Brightspace with the subject line “Using My Late Pass” within 24 hours of the missed deadline. If approved, this will grant you a 48 hour extension on the assignment without a grade penalty. Other than this one late assignment, late work will NOT be accepted without a documented excuse. Once your late pass is used, it’s used. You cannot later decide you’d like to use the late pass on an assignment worth more points. Use it wisely. If you don’t use your late pass, 5 bonus points will be awarded at the end of the semester.

Technology Requirements: It is your responsibility to acquire a consistent, stable, dependable computer and Internet connection with which to complete the assignments for the course by the deadlines indicated on the Course Schedule. It is not the responsibility of the instructor to provide additional time for assignments or exams or an alternative means of completing the course due to technological issues on your part. Plan ahead!

Communication: The primary contact method will be by email through Brightspace. You should check your email for this class regularly (at least once per day during the week). I make every attempt to respond to students in a reasonable amount of time. When you send an email, if you would like a reply, please ask a specific question. If you send me a message that does not ask a question, I will not respond as I will conclude it was for informational purposes only, not for soliciting a response. My policy is to answer emails within 48 hours. You can usually expect to receive a response within 24 hours; however, please
remember that I am not on call 24 hours a day. If you wait until shortly before assignments are due to address questions to me on the assignment, you may or may not get an answer before the deadline arrives.

**Teams:** Students will be assigned to teams for part of the course. Teams will have three to six members depending on class enrollment. Your involvement in the team is important and not optional. Team members will participate in team activities for a grade. The official channel of team communication will be the team discussion board on Brightspace. It is your responsibility to keep in touch with your team about team assignments. A team member who is not performing effectively in the team may be fired from the team in consultation with the instructor. The team member may be fired by the team or by the instructor. The primary causes for firing include invisibility (no one has communicated with or heard from the person) or nonperformance (person does not do his/her work in a timely manner). The technology channels (such as the Brightspace discussion boards) will be examined to see what contributions the team member has made to the team. A fired team member will not receive credit for group assignments and may not complete group work individually.

**Professional Courtesy:** This class will be conducted in a professional manner. This means 1) submit work on time – no excuses, 2) avoid profanity and/or offensive language in your communication, and 3) participate fully and courteously with your team members. In regards to courtesy to others in the class and on your team, do not send harassing emails, texts, or messages using offensive language. Such communication may result in a reduction of the sender’s grade. Students should show respect to the instructor and other students and refrain from any behavior that may distract others.

“Joke” assignments, using inappropriate or questionable content for oral presentations or written assignments, may result in NO CREDIT for that assignment. If you have questions about what is professional, please contact me BEFORE submitting the assignment.

**Submission Policy:** All written assignments will be typed and submitted as a .doc or .docx files for grading. Handwritten documents or documents of different file types will not be accepted. Assignments submitted in Pages, Microsoft Works, WordPerfect, or as PDF, graphics, or zipped files will not be accepted. Your grade on those assignments will be a zero.

DO NOT make the mistake of submitting a file with the file extension .lnk or a file with the document name beginning with a $ replacing the first letter of the file name. Look at the file name you have uploaded. If it has either of these problems you need to delete the file you have uploaded and upload again. The .lnk usually occurs when you have placed a link to a file on your desktop.
and uploaded from there. The $ in front of the file name usually means you have the file open and instead of choosing the file, you have chosen the temporary file. In either case, the file will not open when submitted meaning I will have nothing to grade and you will receive a zero.

All writing assignments will be graded on both content and mechanics. Your work is a representation of you, and soon to be of the company for which you will be working. You need to avoid spelling, punctuation, and grammar errors in your writing in order to project a professional skill level. Therefore, these aspects will be included along with the content when determining your grade on each assignment.

**Make-up Policy:** Since all of the work is available online, not many excuses will be accepted. If you are on school business, arrangements should be made before the missed deadline.

A grade of zero (0) will be assigned for missed work, except in the following situations: Serious illness verified by a doctor’s note with a statement of inability to submit work online, personal or family emergency (documented appropriately), or official school business (with documentation from the appropriate campus representative). The student must provide documentation for the excused absence.

Missed quizzes or exams will only be excused and allowed to be made up for university-excused absences or for extreme emergencies that justify missing it. What constitutes an extreme emergency is within the discretion of the instructor. **Note that I am not very lenient with this policy due to the fact that the quiz/exam windows are quite long.** Thus, if you have any expectation that you have some medical or other issue that might conflict with a quiz or exam, make sure you take the quiz/exam early in the time window and do not wait until the last minute. In the case of an extreme emergency that prevents you from taking a quiz/exam, contact me before the scheduled quiz/exam if at all possible. If it is not possible, contact me as soon as possible after the emergency is resolved. Failure to do so may result in a grade of zero. Please see your General Bulletin for a further explanation of excused absences. Makeup exams for non-excused absences will be determined at the sole discretion of the instructor.

**Cheating and Plagiarism:** An assignment where plagiarism exists will receive a zero. See the SFA website for the university policy on cheating and plagiarism. All incidents will be reported to the Dean of the College of Business.

**Academic Integrity:** Unless designated a group assignment, all work is to be individual work and collaboration with other students or individuals is not allowed. **Collaborating with others on the quizzes or exams is considered**
cheating and a violation of SFA's academic dishonesty policy, which will result in appropriate consequences.

All work submitted in this course must be completed by you, this semester, for this section of the course. You cannot "recycle" any work from other courses you have taken (here or elsewhere) or any previous time you may have attempted this course. If it is discovered that you have turned in any part of an individual or team assignment from a previous semester/course, you will receive a zero (0) for the assignment. Assignments will be subject to TurnItIn verification when submitted to the Brightspace dropbox.

Student Academic Dishonesty (University Policy 4.1)

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one's own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Witheld Grades – Course Grades (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.
Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

This syllabus represents a “best” plan for the course; but, as with most plans, it is subject to change. Any necessary changes in this syllabus will be announced via Brightspace.
## Tentative Course Schedule (subject to change)

<table>
<thead>
<tr>
<th>Module</th>
<th>Readings</th>
<th>Assignments</th>
<th>Deadline – 11:59 p.m.</th>
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</table>
| Getting Started | □ Course Information in Brightspace  
□ Chapter 1 – “Setting the Stage: Technology and the Modern Enterprise” | □ Syllabus Quiz  
□ Introduction Discussion Board Post  
□ Chapter 1 Quiz | 1/29 |
| Module 1        | □ Chapter 2 – “Strategy and Technology: Concepts and Frameworks for Achieving Success”  
□ Chapter 3 – “Zara: Fast Fashion from Savvy Systems”  
□ Chapter 4 – “Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits” | □ Quizzes: Chapter 2 and 3  
□ Discussion Board 1 Initial Post  
□ Discussion Board 1 Replies  
□ Quiz: Chapter 4  
□ Exam 1 (available 2/13 – 2/19) | 2/12  
2/19 |
| Module 2        | □ Chapter 5 – “Moore’s Law and More: Fast, Cheap Computing, and What This Means for the Manager”  
□ Chapter 7 – “Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud”  
□ Chapter 9 – “Social Media, Peer Production, and Leveraging the Crowd” | □ Quizzes: Chapter 5 and 7  
□ Discussion Board 2 Initial Post  
□ Discussion Board 2 Replies  
□ Quiz: Chapter 9  
□ Exam 2 (available 3/6 – 3/12) | 3/5  
3/12 |
| Module 3        | □ Chapter 10 – “The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech”  
□ Chapter 11 – “Facebook: Platforms, Privacy, and Big Business from the Social Graph”  
□ Chapter 13 – “Understanding Software: A Primer for Managers”  
□ Chapter 14 – “Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts” | □ Quizzes: Chapter 10, 11, and 13  
□ Discussion Board 3 Initial Post | 4/9 |
| Module 4        | □ Chapter 15 – “Data and Competitive Advantage: Databases, Analytics, AI and Machine Learning”  
□ Chapter 17 – “Information Security: Barbarians at the Gateway (and Just About Everywhere Else)”  
□ Chapter 18 – “Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity” | □ Quizzes: Chapter 15 and 17  
□ Discussion Board 4 Initial Post  
□ Group Project  
□ Discussion Board 4 Replies  
□ Quiz: Chapter 18  
□ Exam 4 (available 5/1 – 5/7) | 4/30  
5/7 |
| Final Exam      | □ Comprehensive Final Exam *(must be proctored)* | | Available 5/11 until 11:59 p.m. on 5/13 |