Class meeting time and place: Online Class - This is NOT a self-paced course - There are definitive deadlines for each and every assignment which are NON-NEGOTIABLE!

Dr. Jennings’ Class Schedule - GBU 321 – 500 Information Technology - ONLINE

COURSE INFORMATION

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.

REQUIRED SOFTWARE, TEXTBOOK, & EQUIPMENT:

Information Systems: A Manager’s Guide to Harnessing Technology v7.0
By: John Gallaugher
Published: 2018
Discipline: Information Systems Textbooks

Student Link: https://students.flatworldknowledge.com/course/2588678

You need only purchase the e-book. When you go to the link it will have the $59.95 selected, which allows for download. If you read only online it is $39.95.

Student Link: https://students.flatworldknowledge.com/course/2588678

You choose: Read online or add any offline formats you prefer.

You need Personal High Speed Internet Access and Personal Computer (not campus computers – you will be required to participate using options that will not be available on university computers) DO NOT TAKE THIS CLASS IF YOU DO NOT HAVE A COMPUTER, INTERNET ACCESS, AND OFFICE 2007 OR NEWER.

Adobe Reader - Documents will be posted in .docx and .pdf format, and you will need Adobe Reader to read the .pdf files. Adobe Reader is a free download.
OFFICE HOURS
Please note office hours listed below. Since this is an online class I will be checking email frequently. However, the times listed are the guaranteed times I will be either online or on campus. I put more guaranteed days as you are getting started but shorter time periods. Toward the end you should have the process done so I have made longer less frequent time periods. You are welcomed to stop by my office during my on campus office hours. **Appointments are not required.** However, those with an appointment will take precedence over those without an appointment. For the online office hours you will find me online in Desire2Learn. I also take telephone calls during my on campus office hours. If you cannot reach me on my phone during my office hours you need to email me.

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<td>Wed: 7/17 7:30 – 8 am</td>
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<td>Tues: 7/30 7:30 – 8 am</td>
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**STUDENT LEARNING OBJECTIVES**
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.

**COURSE POLICIES**

**PROJECTS, EXAMS (PROFICIENCY AND OBJECTIVE)** – See Schedule at end of syllabus for a list of all assignments, due dates, and pts.

**FINAL EXAM:**  The Final Exam is Mandatory to Pass the Class and may require proctoring (will provide information later) – Opens on Thursday, August 15 at 5 pm and is Due COMPLETE NO LATER THAN 11:30 PM on Friday, August 16, 2019

**PARTICIPATION:** READ THIS SECTION VERY CAREFULLY – IN ORDER TO MAKE THIS COURSE FAIR TO ALL STUDENTS, THESE PROCEDURES MUST BE ADHERED TO. THERE ARE NO EXCEPTIONS TO THESE COURSE POLICIES.  THIS IS NOT A SELF-PACED COURSE.

**CLASS PROCEDURES**

**Communication**

This is an online course -- therefore, the primary contact method will be electronic communication through Desire2Learn. You should check your email for this class at least once every day. I make every attempt to respond to students in a reasonable amount of time. Just as I tell you that you should check your email at least once a day -- I will do likewise.

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 be responding as I will assume it was for informational purposes only – not for soliciting a response.

All emails need to occur in the “Desire2Learn” Email program in order to maintain a record of all messages. You can expect me to answer emails during my office hours. This does not mean I will not answer at other times. My policy is to answer emails within 24 hours; however, please remember that I am not on 24-hr call. I hold regular office hours (2 hours on campus and 2 hours online) and those are listed on this syllabus. You should attempt to see that your messages that concern questions pertaining to this course are available at that time for me to answer. This is not to say I will not answer at other times, but you should not expect it or count on it. 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.

One of the early assignments is to go to Facebook and join the Facebook group for this class. This is not the same as becoming a “friend.” I will not be added to your list of friends, nor you to mine. It is my policy not to “friend” any student in Facebook until after he or she graduates. You will simply receive on your page the listing if I, or any of your classmates, post on the course Facebook page. You will be studying about social networks in this class as they are used in a business setting. This page is intended to be used in a similar manner – providing the “customer” with “value added” information.

If you do not use Facebook, and have a strong objection to using it, you have two choices. Start a Facebook account, join the group, wait until the grade is posted for this assignment, and then close the Facebook account or choice number two is just do not do that assignment. The purpose of the class page is for me to post articles and announcements that have to do with the class. There will be nothing required posted in the Facebook group that cannot be found in the
course. It is just an “extra value” provided to those who choose to participate. Past students have given a very positive response to using the Facebook group. The value of the assignment is the additional communication channel for the course. It is up to you.

**What to do if My SFA or Desire2Learn is down – Continue working – don’t think of it as an excuse**

With technology, there is always a chance for a technology glitch. All assignments are due Thursday at 11:30 pm, but can be turned in until 11 am the next day if special circumstances exist. Outages will be handled on an incident by incident basis. You will not get extended time for any of the work that can be completed outside of Desire2Learn if missed because Desire2Learn was down. Also, you will not get an extension on the work if the system is simply down for a relatively short period of time. The only time I have ever extended the deadline is if the system is down at the time the work is due, or if it has been down for more than 24 hours. Don’t let yourself get into a position that you are trying to beat the clock to submit your work. Again – work ahead, not behind.

You do not have to use MySFA to get to Desire2Learn. You should bookmark [http://d2l.sfasu.edu](http://d2l.sfasu.edu) on your computer so that even if MySFA is down, you can still access Desire2Learn. If you go directly to D2L you will not get “kicked out” nearly as quickly as going through MySFA. I personally never go through MySFA to use D2L.

**Graded Assignments/Exams/Projects Question Policy**

Every effort is made by both me and/or my grading assistant to provide fair and accurate assessment of all assignments. However, mistakes can happen. If you do not understand the grade you receive, please go to the marked paper or grading rubric in order to see where you missed out on Pts. If you have a question, or think perhaps I overlooked something that was actually in the assignment but no grade given, or an assignment or question on a test is mismarked, please send an email that includes the following:

Subject Line of Email – Grade Question on ______________ Assignment  
Body of Email Provide: Name of Assignment; Where it was submitted (Dropbox Section, Discussion Board, Wiki, Blog, Email)  
Date it was submitted; Which specific item you are questioning (do not simply say, I don’t understand my grade) – telling me which part of the grade you do not agree with and why you think it is incorrect.

You are always welcome to stop by my office; however, for a grade question, you must follow the procedure outlined above prior to discussing it in my office. The reason for this is that I want a record of the question, time for me to give sufficient consideration to your question, and a record of my answer. Once the request is properly received, I will go in and look at the item in question. If you email questioning a grade without following these instructions, I will refer you to page 4 of the syllabus so you can then submit your request correctly. All questions about posted grades must be made by the Friday prior to the final exam date or within two days of the grade posting, whichever is later.

**Late Work Policy -- All Assignments are due by the due date stated – no exceptions for individual circumstances, so work ahead!**

In order to move quickly and successfully through the semester, specific deadlines for all assignments are clearly stated in the course syllabus schedule found on the last few pages of the syllabus. No late work is accepted - No Exceptions. Once closed, no assignments will be reopened. Over my 30+ years of teaching I have heard every excuse in the book. I decided some time ago that in order to be fair to all students, I will not play judge and jury. Therefore, the no late work policy is strictly enforced. If you work a little ahead, you will not find this policy to be a problem. In fact, it may actually help
reduce your stress.

No Makeup Exams will be given and No Late Work is accepted.

All assignments are due by 11:30 pm (that is in the evening) on the date listed. The assignment will be considered late after that time. The assignments will not close until Friday morning at 11 am. (NOTE: 11 am – that is in the morning). A 50% reduction in grade may be assessed on all work turned in after the 11:30 pm deadline. See listing in syllabus for each week’s assignments. OIT is open Monday through Friday, so if you are having trouble call 936.468.1919. They can help. Again – there is no excuse for late work!

Exams -- Exams MAY NOT BE COMPLETED at times other than the scheduled times.

GENERAL STUDENT POLICIES

The following policies apply to all students enrolled in courses at Stephen F. Austin State University. You may also access these policies at http://cobweb.sfasu.edu/gsp.html

Academic Ethics: Professional courtesy. This class will be conducted in a professional manner. This means: (1) Turn in assignments ON TIME, (2) Avoid profanity and/or offensive language in any communication with the class and professor, (3) Plagiarism is not acceptable. No Pts. will be given to any assignment where plagiarism exists. Plagiarism includes copying information from another source (fellow student, magazine article, published text, online source, etc.) without citing the source of the information.

Plagiarism and Cheating
Cheating is the easiest way to fail this class. Plagiarism and cheating are not acceptable and will not be tolerated! No Pts. will be given to any assignment where plagiarism or copying exists. Plagiarism includes copying information from another source (fellow student, magazine article, published text, Internet, etc.) without properly citing the source of the information. This class will follow the university’s revised policy (April 30, 2001) on Cheating and Plagiarism. See the further information below as well as the web site for this policy -- http://www.sfasu.edu/upp/pap/ACADEMIC_AFFAIRS/CHEATING_AND_PLAGIARISM.html

Academic Integrity (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

**Course Grades 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.

**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

**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), Human Services Building, Room 325, 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/.

**Attendance Policy**
This is an online course. There are, however, specific deadlines. Students are expected to log into the course on a regular basis.

**Acceptable Student Behavior**
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 SFA students succeed.

**COURSE OUTLINE**
Following is an outline of the content in each unit of the course. A schedule is included at the end of the syllabus showing due dates, assignments, exams, projects, and Pts. associated with each module. The lectures for the chapters hit the high points of the chapter – to do well on the exams you must still READ THE CHAPTERS! The lectures are posted to my YouTube channel and a link is provided on the Lecture link.
TOPICS OUTLINE:

Chapter 1: Setting the Stage: Technology and the Modern Enterprise
Chapter 2: Strategy and Technology: Concepts/Frameworks for Achieving Success
   How firms use technology to create and leverage: brand, scale economies, switching costs, data assets, network effects, and distribution channels; and two popular management frameworks: the value chain and the five forces model
Chapter 3: Zara: Fast Fashion from Savvy Systems
   How technology impacts: product design, product development, marketing, cycle time, inventory management, and customer loyalty
Chapter 4: Netflix in Two Acts: Sustaining Leadership in an Epic Shift from Atoms to Bits
   How a company created a set of assets that remains difficult for rivals to match
Chapter 5: Moore’s Law: Fast, Cheap Computing and What it Means for the Manager
   Illustrates both the benefit and limitation of technology options using examples of technologies that “extend” Moore’s Law
Chapter 6: Disruptive Technologies: Understanding Giant Killers and Tactics to Avoid Extinction
   The characteristics of disruptive technologies and how these can cause success or failure along with a look at bitcoins and blockchains.
Chapter 7: Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud
   A look into the Emperor of e-Commerce/Lord of Logistics and how Amazon has taken “clicks” to a new level in the life of consumers.
Chapter 8: Platforms, Network Effects, and Competing in a Winner-Take-All World
   Focuses on the platforms, markets, and network effects.
Chapter 9: Social Media, Peer Production, and Leveraging the Crowd
   Examining blogs, wikis, Twitter, and other social networks and policy setting for these tools in the business arena.
Chapter 10: The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech
   A look at the sharing economy including Airbnb and Uber.
Chapter 11: Facebook: Platforms, Privacy, and Big Business from the Social Graph
   A look at the social media giant and lessons learned.
Chapter 12: Rent the Runway: Entrepreneurs Expanding an Industry by Blending Tech with Fashion
   How the fashion industry is using technology for innovative rentals and subscriptions.
Chapter 13: Understanding Software: A Primer for Managers
   A look at various software programs and options (Operations, Applications, Distributed Computing)
Chapter 14: Software in Flux: Open Source, Cloud, Virtualized, and App-Driven Shifts
   How the software industry is radically changing, open sources software, software as a service, hardware clouds, and virtualization
Chapter 15: Data and Competitive Advantage: Databases, Analytics, AI and Machine Learning
   How data is created, organized, and effectively used
Chapter 16: A Manager’s Guide to the Internet and Telecommunications
   How the Internet works and why a manager should care about IP addresses, IP networking, the DNS, peering, and packet versus circuit switching
Chapter 17: Information Security: Barbarians at the Gateway (and Just About Everywhere Else)
   How managers can keep end users and organizations more secure.
Chapter 18: Google in Three Parts: Search, Online Advertising, and an Alphabet of Opportunity
Discussion of one of the most influential and far-reaching firms in today’s business environment

**CLASS SCHEDULE**

The following pages contain the schedule for the Summer II semester. Each section contains the work assigned for that week to be completed. Each assignment has a due date assigned. The instructor reserves the right to adjust this schedule as she deems necessary for the benefit of best material coverage for this course should there be extenuating circumstances that prevent the effective coverage of material. For detailed information on each Assignment, see the Assignment or Assessment Page listings in Desire2Learn. It is HIGHLY recommended that each student print out the next pages and keep them in a convenient location so as not to miss any of the deadlines. Again – deadlines are not negotiable. Work ahead. Worry about your grade now – not after it is too late!

**GETTING STARTED CHECKLIST**

- Read Syllabus.
- Go to [http://www.flatworldknowledge.com](http://www.flatworldknowledge.com) to access the book.
- Join the Facebook Group for the class.
- Print a copy of the schedule from the syllabus.
- Begin work immediately on the schedule. Don’t get behind

**Assignment Schedule**

ALL ASSIGNMENTS ARE DUE AT 11:30 PM on their due dates. The final Exam must be taken in the 24 hour period ENDING at 11:30 pm on Friday, August 16 (OPENS AT 11:30 pm on Thursday, August 15th). To allow for technical help, daily/weekly assignments are open until 11 am on Saturday – THIS DOES NOT APPLY TO THE FINAL. You can call OIT for technical help at 936.468.1919 from 8 am – 5 pm Monday – Friday. This does not change the due date. Up to a 50% deduction will be made from the obtained grade for any assignment turned in after 11:30 pm on their due date but before 11 am the following day. **No assignments will be accepted once they close.**
<table>
<thead>
<tr>
<th>July-August</th>
<th>Summer II</th>
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<tbody>
<tr>
<td><strong>GBU 321 – Information Technology</strong></td>
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<tr>
<th>Monday</th>
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<th>Thursday</th>
<th>Friday</th>
<th>Weekly Point Totals</th>
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<tr>
<td><strong>July -- 16</strong></td>
<td>Join Facebook Group Read Chapter 1 Take Chapter 2 Quiz (20 pts)</td>
<td>Read Chapter 2 Take Chapter 2 Quiz (20 pts)</td>
<td>Read Chapter 3 Take Chapter 3 Quiz (20 pts)</td>
<td>Exam over Chapters 1-3 800 pts Discussion Posting (20 pts)</td>
<td><em>Quizzes – 60 pts Exam – 100 pts Discussion – 20 pts Total - 180</em></td>
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<tr>
<td>Read Chapter 4 Take Chapter 4 Quiz (20 pts)</td>
<td>Read Chapter 5 Take Chapter 5 Quiz (20 pts)</td>
<td>Read Chapter 6 Take Chapter 6 Quiz (20 pts)</td>
<td>Read Chapter 7 Take Chapter 7 Quiz (20 pts)</td>
<td>Exam over Chapters 4-7 Discussion Posting (20 pts)</td>
<td><em>Quizzes – 80 pts Exam – 120 pts Discussion – 20 pts Total 220</em></td>
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<tr>
<td>Read Chapter 8 Take Chapter 8 Quiz (20 pts)</td>
<td>Read Chapter 9 Take Chapter 9 Quiz (20 pts)</td>
<td>Read Chapter 10 Take Chapter 10 Quiz (20 pts)</td>
<td>Read Chapter 11 Take Chapter 11 Quiz (20 pts)</td>
<td>Exam over Chpts 8-11 Discussion Posting (20 pts)</td>
<td><em>Quizzes – 80 pts Exam – 120 pts Discussion – 20 pts Total 220</em></td>
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<tr>
<td>Read Chapter 12 Take Chapter 12 Quiz (20 pts)</td>
<td>Read Chapter 13 Take Chapter 13 Quiz (20 pts)</td>
<td>Read Chapter 14 Take Chapter 14 Quiz (20 pts)</td>
<td>Read Chapter 15 Take Chapter 15 Quiz (20 pts)</td>
<td>Exam over Chpts 12-15 Discussion Posting (20 pts)</td>
<td><em>Quizzes – 80 pts Exam – 120 pts Discussion – 20 pts Total 220</em></td>
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<tr>
<td>Read Chapter 16 Take Chapter 16 Quiz (20 pts)</td>
<td>Read Chapter 17 Take Chapter 17 Quiz (20 pts)</td>
<td>Read Chapter 18 Take Chapter 18 Quiz (20 pts)</td>
<td>Exam over Chpts 16-18</td>
<td>Final Exam – Chapters 19-20 (250 pts)</td>
<td><em>Quizzes – 60 pts Exam – 100 pts Total 160 Final Exam 250 TOTAL: 1250 Points</em></td>
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**August --1**
A Personal Note from the Instructor:

Welcome to the class. It is my hope that you will leave this class with knowledge that will serve you well as you travel through your professional career. I respect you too much to accept anything less than your best. Though the expectations and requirements of this class are high, they are obtainable. You can do anything you want to do if you want to do it badly enough and you are willing to pay the price. The price for doing well may be spending more hours than you like studying or completing assignments, but the reward will be in the knowledge gained and the grade earned.

There are set deadlines in this class, and as clearly stated in this syllabus, there are no excuses for late work. You may work ahead as far as you like. If you will start the semester by working ahead, should some issue arise, you will have some time “padding” built in for yourself. In the “real” world, responsibilities abound and time constraints are a fact of life. I am doing you no favors by reinforcing any bad time management skills you may have developed.

There is no one, including you, who is more interested in your success in this class than I am. To me, success is not the grade you earn, but the knowledge you gain in order to obtain that grade. I am available to you during my office hours either online, by phone, by email, or in person. If you are having problems the time to get help is before the assignment or exam is due. I cannot know you are having difficulties unless you let me know. Let’s make it a great semester. In this game of life, you are one who will ultimately decide your success!

“You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You’re on your own. And you know what you know. And YOU are the one who’ll decide where to go...”

Dr. Seuss, Oh, the Places You’ll Go!