

# RYERSON UNIVERSITY

Ted Rogers School of Information Technology Management  
And G. Raymond Chang School of Continuing Education

## (C)ITM 102 – Business Information Systems I

### COURSE OUTLINE FOR 2020-2021

#### 1.0 PREREQUISITE(S)

None

#### 2.0 INSTRUCTOR INFORMATION

- Name:
- Office Phone Number:
- E-mail address:
- Faculty/course web site(s): <https://my.ryerson.ca>
- Office Location & Consultation hours:
  - Your instructor is available for virtual consultation during scheduled consultation hours. Information on the consultation format is provided in the D2L course shell. If you wish to make an appointment, kindly do so via email to ensure the professor is available.
- E-mail Usage & Limits:

Students are expected to monitor and retrieve messages and information sent through D2L and Ryerson email on a frequent and consistent basis. In accordance with the policy on Ryerson student email accounts ([Policy 157](#)), Ryerson requires that any electronic communication by students to Ryerson faculty or staff be sent from their official Ryerson email account. Messages from other accounts may be disregarded.

#### 3.0 CALENDAR COURSE DESCRIPTION

This course introduces students to the role of information technology in the modern enterprise with a focus on applying technology to achieve and maintain competitive advantage. The main premise is the introduction of information technology infrastructure and services to support operational efficiency, decision-making, and digital business. Emphasis is on the development of critical thinking and analytical skills through real-life applications and case studies. During the lab component, students gain hands-on experience with Microsoft Excel.

#### 4.0 COURSE OBJECTIVES AND LEARNING OUTCOMES

Learning outcomes describe what students are expected to have learned or achieved; as a result, they usually describe what students will be capable of doing, or what evidence will be provided to substantiate learning.

This course provides a broad introduction to the field of business information systems and management of business technology. Students will learn about the application of business information systems and information technology throughout the enterprise and become familiar with the relevant terminology and concepts. This course develops foundational skills required for a degree in business including: personal productivity applications, time management, teamwork, Internet-based research, and analytical and critical thinking. This course applies active learning integrating on-line and interactive environments to accomplish its learning objectives.

Learning Outcomes:

1. Understand why and how information systems are used today. Be able to differentiate and distinguish how businesses are using information systems for competitive advantage versus competitive necessity. Understand the role information systems in the globalization of economic and cultural activities.
2. Explain the technology, people, and organizational components of information systems and how they work together. Identify and understand the functions and inter-connections of the components of an information system infrastructure such as: hardware, software, networks, and database systems.
3. Understand the value of information systems investments as well as learn how to formulate a business case for a new information system, including methods to estimate costs and benefits. Comprehend how organizations develop and acquire information systems and technologies.
4. Understand how enterprise systems strengthen relationships between customers (through CRM systems) and suppliers (through SCM systems) and how these systems are used to enforce organizational structures and processes. Comprehend the role of Enterprise Resource Planning (ERP) systems which integrate internal and external management of information across an organization.
5. Understand how to secure information systems, focusing on both human and technological awareness and tools. Be able to identify potential threats to Information Systems and understand methods that reduce risks, as well as, plan for and recover from disasters
6. Understand how an information system can provide the information needed to build business intelligence that supports the decision making within different levels and functions of the organization.

7. Develop an awareness of new applications and technologies that provide new forms of: communication, collaboration, and partnering.
8. Evaluate the ethical concerns that information systems raise in society and the impact of information systems on crime, terrorism, and war.
9. Develop personal skills to: analyze and manipulate numeric and categorical data using spreadsheet software and present the analysis using graphical and summary report capabilities

## 5.0 TEXTS & OTHER READING MATERIALS

### Lecture

**Title:** Management Information Systems: Managing the Digital Firm, (16th Edition)

**Author(s):** Kenneth C. Laudon, Jane P. Laudon

**Publisher:** Pearson

**ISBN:** 978-0135191927

### Lab

**Title:** Skills for Success with Microsoft Excel 2016 Comprehensive

**Author(s):** Margo Chaney, Lisa Hawkins, Shelley Gaskin

**Publisher:** Pearson

**ISBN:** 978-0134479507

## 6.0 TEACHING METHODS

In Fall 2020 this course will be taught will be taught remotely in virtual classrooms. Instruction will take place at scheduled hours, following the approach outlined in D2L Brightspace. You will not be required to attend the Ryerson University campus to complete this course.

## 7.0 EVALUATION, ASSESSMENT AND FEEDBACK

The grade for this course is composed of the mark received for each of the following components:

<b>Evaluation Component</b>	<b>Percentage of the Final Grade</b>
Case Study Assignments (8 Cases, 2 are graded for 10% each)	20%
Excel Labs and Quizzes (Weekly Labs: 10%, Quiz 1 & 2: 20%)	30%
Group Project	20%
Course Participation	10%
Final Exam	20%
<b>Final Grade</b>	<b>100%</b>

**NOTE:** Students must achieve a course grade of at least 50% to pass this course.

❖ At least **20%** of student's grade based on individual work will be returned to students prior to the last date to drop a course in [good academic standing](#).

### **Citation Format for Essays and Term Papers**

All essay assignments, term paper and other written works must adhere with APA citation format. Technical errors (spelling, punctuation, proofing, grammar, format, and citations) and/or inappropriate levels of language or composition will result in marks being deducted. You are encouraged to obtain assistance from the Writing Centre ([www.ryerson.ca/writingcentre](http://www.ryerson.ca/writingcentre)) for help with your written communications as needed.

You can find APA guidelines and academic referencing from the following online resources:

[Student Learning Support > Online Resources > Writing Support Resources](#)

- [APA Basic Style Guide](#)

[Ryerson Library Citations and Style Guides](#)

- [APA Style](#)

## **8.0**

***(Please delete the following two (2) points if NOT relevant for your course)***

**Turnitin** (if used in this course)

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge if something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. Instructors can opt to have student's papers included in the Turnitin.com database or not. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.

Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that

an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

### Virtual Proctoring (if used in this course)

Online exam(s) within this course use a virtual proctoring system. Please note that your completion of the exam will be recorded via the virtual platform and subsequently reviewed by your instructor. The virtual proctoring system provides the instructor with a recording that only includes video where possible indications of suspicious behaviour are identified. Recordings will be held for a limited period of time in order to ensure academic integrity is maintained.

Access to a computer that can support remote recording is your responsibility as a student. The computer should have the latest operating system, at a minimum Windows (10, 8, 7) or Mac (OS X 10.10 or higher) and web browser Google Chrome or Mozilla Firefox. You will need to ensure that you can complete the exam using a reliable computer with a webcam and microphone available, as well as a high-speed internet connection. Please note that you will be required to show your Ryerson OneCard prior to beginning to write the exam. In cases where you do not have a Ryerson OneCard, government issued ID is permitted.

Information will be provided prior to the exam date by your instructor who may provide an opportunity to test your set-up or provide additional information about online proctoring. Since videos of you and your environment will be recorded while writing the exam, please consider preparing the background (room / walls) so that personal details are not visible, or move to a room that you are comfortable showing on camera.

### 9.0 TOPICS – SEQUENCE & SCHEDULE

Session	Topic and Learning Objectives	Reading
1	<p>Information Systems in Global Business Today</p> <ul style="list-style-type: none"> <li>Define an information system and explain how it works</li> <li>Explain how information systems are transforming business, and why they are essential for running a business today</li> <li>Explain academic disciplines that study information systems and how each contributes to an understanding of information systems</li> </ul>	Laudon et al. Chapter 1
2	<p>Global E-business and Collaboration</p> <ul style="list-style-type: none"> <li>Describe business processes and how they are related to information systems</li> <li>Explain how systems serve the different management groups in a business</li> <li>Describe the importance of systems for collaboration and social business</li> <li>Describe the role of the information systems function in a business</li> </ul>	Laudon et al. Chapter 2

3	<p>Ethical, and Social Issues in Information Systems</p> <ul style="list-style-type: none"> <li>• Describe ethical, social, and political issues raised by information systems</li> <li>• Explain specific principles for conduct that can be used to guide ethical decisions</li> <li>• Understand how information systems affected laws for establishing accountability, liability, and the quality of everyday life</li> </ul>	Laudon et al. Chapter 4
4	Case Discussion One	
5	<p>IT Infrastructure</p> <ul style="list-style-type: none"> <li>• Describe IT infrastructure, and the stages and drivers of IT infrastructure evolution</li> <li>• Describe the components of IT infrastructure</li> <li>• Explain the challenges of managing IT infrastructure and management solutions</li> </ul>	Laudon et al. Chapter 5
6	<p>Databases and Information Management</p> <ul style="list-style-type: none"> <li>• Explain the major capabilities of database management systems (DBMS)</li> <li>• Describe the principle tools and technologies for accessing information from databases to improve business performance and decision making</li> <li>• Understand why information policy, data administration, and data quality assurance are essential for managing the firm's data resources</li> </ul>	Laudon et al. Chapter 6
7	<p>Telecommunications, the Internet, and Wireless Technology</p> <ul style="list-style-type: none"> <li>• Describe the principal components of telecommunications networks</li> <li>• Explain the different types of networks Explain how the Internet and Intranet technology work, and how they support communication and e-business</li> </ul>	Laudon et al. Chapter 7
8	<p>Emerging Technologies</p> <ul style="list-style-type: none"> <li>• Describe the current trends in computer hardware platforms</li> <li>• Describe the current computer software platforms and trends</li> </ul>	Laudon et al. Chapters 5 and 7
9	Case Discussion Two	
10	<p>Securing Information Systems</p> <ul style="list-style-type: none"> <li>• Understand why information systems are vulnerable to destruction, error, and abuse</li> <li>• Describe the business value of security and control</li> <li>• Identify the components of an organizational framework for security and control</li> </ul>	Laudon et al. Chapter 8

	<ul style="list-style-type: none"> <li>• Explain the most important tools and technologies for safeguarding information resources</li> </ul>	
11	<p>E-commerce: Digital Markets and Digital Goods</p> <ul style="list-style-type: none"> <li>• Describe the unique features of e-commerce, digital markets, and digital goods</li> <li>• Explain the principle e-commerce business and revenue models</li> <li>• Understand how e-commerce transformed marketing</li> <li>• Identify the role of m-commerce in business, and the most important m-commerce applications</li> </ul>	Laudon et al. Chapter 10
12	<p>Enhancing Decision Making</p> <ul style="list-style-type: none"> <li>• Describe the different types of decisions, and how the decision making process works</li> <li>• Understand how information systems support the activities of managers and management decision making</li> <li>• Explain how business intelligence and business analytics support decision making</li> </ul> <p><b>Excel Quiz Two</b> (results posted prior to Final Exam)</p>	Laudon et al. Chapter 12
	<b>Final Examination</b>	All of the above

### 10.0 VARIATIONS WITHIN A COURSE

All sections of a course (Day and CE sections) will follow the same course outline and will use the same course delivery methods, methods of evaluation, and grading schemes. Any deviations will be posted on D2L Brightspace once approved by the course coordinator.

### 11.0 OTHER COURSE, DEPARTMENTAL, AND UNIVERSITY POLICIES

For more information regarding course management and departmental policies, please consult the [Course Outline Appendix](#) which is posted on the [Ted Rogers School of Information Technology Management website](#).

**NOTE:** Students must adhere to all relevant university policies found in their online course shell in D2L and /or on the following URL: [senate-course-outline-policies](#).

The appendix covers the following topics:

Attendance & Class Participation

Email Account  
Request for Academic Consideration  
Examinations & Tests  
Late Assignments  
Standard of Written Work  
Academic Grading Policy  
Academic Integrity  
Student Rights

### Important Resources Available at Ryerson

- [Academic Accommodation Support](#): Ryerson University acknowledges that students have diverse learning styles and a variety of academic needs. If you have a diagnosed disability that impacts your academic experience, connect with Academic Accommodation Support (AAS). Visit the [AAS website](#) or contact [asadmin@ryerson.ca](mailto:asadmin@ryerson.ca) for more information. Note: All communication with AAS is voluntary and confidential, and will not appear on your transcript.
- [The Library](#) provides research workshops and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or go to [Workshops](#).
- [Student Learning Support](#) offers group-based and individual help with writing, math, study skills, and transition support, as well as [resources and checklists to support students as online learners](#).
- You can submit an [Academic Consideration Request](#) when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement.
- [Ryerson COVID-19 Information and Updates for Students](#) summarizes the variety of resources available to students during the pandemic.
- Familiarize yourself with the tools you will need to use for remote learning. The [Continuity of Learning Guide](#) for students includes guides to completing quizzes or exams in D2L or Respondus, using D2L Brightspace, joining online meetings or lectures, and collaborating with the Google Suite.