Spring 2016 Syllabus

ITM 311: Information Systems for the  
Global Business Environment

~~Personal Computing~~ Professional Business Computing (PBC)

# General

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| --- | --- |
| Location and Time | Shidler College of Business Rm. D104, WF, 10:30 am to 11:45 am |
| Objectives | Skills and strategies for using information resources applied to local and global business issues; advanced skills in computer-based analytical techniques and information management; impact of information technology on business operations and business strategies. Must be taken in first semester of BBA program. Pre: ICS 101(Alpha) or equivalent, or consent. |
| Textbook | Curtis D. Frye, *Microsoft Excel 2013 Step-by-Step*, O’Reilly Media, 2013.  Electronic class materials, no purchase. |
| Teacher | Ray Panko, D302, [Panko@hawaii.edu](mailto:Panko@hawaii.edu) |
| Office Hours | To be determined |
| CRN | 83253 |

# Grading Events

|  |  |
| --- | --- |
| **Grading Event** | **Points** |
| Homework | 200 |
| Midterm 1 | 100 |
| Midterm 2 | 175 |
| Midterm 3 | 175 |
| Midterm 4 | 175 |
| Final Exam in regular classroom | 175 |
| Extra Credit (finding errors) | Various |
| Total | 1,000 |

# Electronic

Class Website: [http://panko.com](http://panko.shidler.hawaii.edu)

E-Mail for Homework: panko@hawaii.edu

# Grading

There are 1,000 possible points in the class. Grades will be based on the following break points. For example, if you get 800 of the 1,000 points, you will get a B.

|  |  |
| --- | --- |
| Guaranteed Grade | Points Required |
| A | 900 |
| B | 800 |
| C | 700 |
| Pass | 600 AND 60% on Exams |

In some cases, I may be able to justify a slightly higher grade than the strict point total would guarantee. For instance, if you received a D on your fist midterm and A's on later exams, I might downplay the D in the weighting. There are other special cases. I will give you the highest grade that I can justify.

In general, however, I will not do something for someone that I will not do for everyone else. For instance, it would not be fair to give one student a “B” because they came to me and said that they needed a B when other students who did as well or better got Cs.

Also please note that "working really hard" has nothing to do with grading. You will be judged entirely on your performance.

## Midterm Exams

There will be four midterm exams.

Exams on the text material will have a mixture of multiple choice questions and short-answer questions.

Exams in the lab will require you to demonstrate your mastery of the material.

Each exam will be curved individually. As a result, you will always know the number of points you earn on each exam. For instance, if your curved exam grade is 80%, and if the exam is worth 300 points, you have earned 80% of 300 points, or 240 points.

### Short Answers on the Text Material

For short answers, there normally will be three to five per page. Some will be worth a single point. Others will be worth two or three points.

Because of the use of student-generated prose, you must communicate very clearly. If your answer is not clear, unambiguous, and understood by me, it will receive little or no credit. The burden is on you to communicate clearly, not on me to interpret what you have said. You will have to answer in complete sentences.

Avoid vague words such as “it” and “they.” Use proper technical terms.

Give complete reasoning. Reason all the way to the answer to the question.

When asked about benefits, identify business benefits, not just technical characteristics. Business benefits are thing like cost.

### Multiple Choice Questions on the Text Material

Grading will be SAT-style for Multiple Choice Questions

A correct answer will receive one point.  
An omission will receive no points  
An incorrect answer will lose 1/4 point.

If someone gets 38 out of 50 with no omits, for instance, they will have 12 wrong. They will lose an additional 3 points (12/4), for a net score of 35 out of 50.

If someone gets 38 out of 50 with 4 omits, for instance, they will have 8 wrong. They will lose an additional 2 points (12/4), for a net score of 36 out of 50.

Fairness

This “SAT scoring” is guessing-neutral. If you know the answer, you will get it correct. If you are completely ignorant, a blind guess will have a 1/4 chance of succeeding, so a 1/4 point deduction neutralizes blind guessing.

In general, if you can eliminate one choice, it pays to guess.

Is SAT scoring fair? Yes. For instance, suppose that someone knows nothing. Without the adjustment, they would receive 25%. That is hardly fair. With adjustment, they get 0%, which is the only fair way to grade.

In terms of strategy, it is almost always advisable to guess at an answer, especially if you can disregard one answer.

### Homework and the Exams

Exam questions will be based on the information in the homework questions. Doing homework well is good preparation for the exam.

### Coverage of the Material

Exams will be taken uniformly from the chapter questions. Don't "cherry pick" when you study.

## Final Exam

The final exam will also contain a mix of multiple choice and short answer questions.

Most questions will come from the chapters after the last midterm. The rest will be from earlier chapter. A study guide will be provided for information from earlier chapters.

## Homework

Each homework assignment will be graded on a scale of 0 to 10 points.

This is a professional business school, and you are about to enter your profession. At work, when you have an assignment, you will be expected to do it, do it well, and do it completely. Doing 80% of your homework will not get you a B. It will get you a zero. Doing everything except the hard parts will get you a zero.

Homework is due before the start of class on the day assigned. This is necessary because we typically begin the class going over the homework, so I need you to be done and be present.

If you do not submit your homework before the start of class on the day assigned, you may turn it in for half credit before the start of the next class. It will not be accepted after that.

If you complete the homework by the date and time assigned, you may redo it and hand it in up to two classes later. Grading will be based on the redone homework rather than the original homework.

If you do not complete the homework by the start of class on the day assigned, and/or do not do an acceptable job, you may not hand in a revised homework.

At the end of the term, you will have earned a certain number of points in your homework. This will be divided by the total number of points for the homework assignments. For instance, if there are 120 possible homework points and you earn 105 points, your percentage will be 105 divided by 120. This gives 87.5%. This will be multiplied by 100 points. So if you received 87.5% on your homework, you will get 87.5 points.

Give good answers

Unless a one-word answer is sufficient, write in relatively complete sentences.

Avoid vague referents, such as “it” and “they.”

If asked what an acronym means, don’t just spell out its name. Describe it.

Give complete reasoning. Reason all the way to the answer to the question.

When asked about benefits, identify business benefits, not just technical characteristics. Business benefits are thing like lower cost.

## Extra Credit

For every error that you report in the electronic material provided in the course, there will be one point of extra credit (sometimes more.). You must report errors by e-mail.

Your e-mail must begin with 311: followed by the chapter number and “Extra Credit” (without the quotes).

In the body,

You must give the chapter number, followed by the page number and line number (or the figure number) where the problem occurs.

You must also give a clear description of the error AND a clear description about how to fix it.

Extra credit is added to your total points. For instance, if you receive 890 points on exams and homework, and if you receive 15 points of extra credit, you will have a total of 905 points and a guaranteed A.

# Academic Dishonesty

The Dean's Office requests the following on all syllabi:

Academic dishonesty as defined by the UH Student Conduct Code (www.hawaii.edu/student/conduct) may lead to redoing the assignment, **receiving a failing** or reduced **grade for the course** or being referred to the UH Dean of Students for University disciplinary action. The University of Hawaii defines academic dishonesty as follows:

Because UHM is an academic community with high professional standards, its teaching, research, and service purposes are seriously disrupted and subverted by academic dishonesty. Such dishonesty includes cheating and plagiarism as defined below. **Ignorance of these definitions will not provide an excuse for acts of academic dishonesty.**

1. **Cheating includes but is not limited to giving or receiving unauthorized assistance during an examination;** obtaining unauthorized information about an examination before it is given;
2. **Submitting another's work as one's own**;
3. Using prohibited sources of information during an examination; fabricating or falsifying data in experiments and other research; altering the record of any grade; altering answers after an examination has been submitted; falsifying any official University record; or misrepresenting of facts in order to obtain exemptions from course requirements.
4. **Plagiarism includes but is not limited to submitting, in fulfillment of an academic requirement, any work that has been copied in whole or in part from another individual's work without attributing that borrowed portion to the individual;** neglecting to identify as a quotation another's idea and particular phrasing that was not assimilated into the student's language and style or paraphrasing a passage so that the reader is misled as to the source; **submitting the same written or oral or artistic material in more than one course without obtaining authorization from the instructors** involved; or "drylabbing," which includes obtaining and using experimental data and laboratory write-ups from other sections of a course or from previous terms.

**My addition relative to homework:**

One problem we have been having in the SCB is students not doing homework on their own. Homework is a critical activity for learning. It is where you apply what you learned and really learn the material. Depending too much on others ruins its value. It also gets you in trouble academically.

Here’s what you need to do. **Do all of the homework on your own. Note “on your own.” When you get to the point where you can’t figure out a few questions, keep working *on your own*. Only when you have spent a lot of time trying to do it *on your own* should you get together with other students.**

**Obviously, if I get two homework assignments that appear to be largely copies of each other, that is cheating, and it will result in expulsion from the course with a letter grade of F. Period.**

**However, if I see two answers to difficult questions that are pretty much the same word for word, that is also cheating. If you understand the answer, you should express it in your own words.**

In general, I will be extremely unhappy if your answers make it obvious that you worked in a group for much of the homework.

# Class Rules

## Professional Work Quality

The Shidler College of Business is a professional school. In addition to learning conceptual material, SCB students must develop professional work habits.

**Unprofessional work will not be accepted and will be given a letter grade of zero. For example, the following rules apply to homework.**

Unless a one-word answer is sufficient, write in relatively complete sentences.

Avoid vague referents, such as “it.”

If asked what an acronym means, never just spell out its name. Describe it.

Give complete reasoning. Reason all the way to the answer to the question. If it asks about how something saves money, get all the way to how it saves money.

When asked about benefits, identify business benefits, not just technical characteristics. Business benefits are things like cost.

## Class Attention

Please turn off audible cellular telephones and pagers at the start of class.

**Absolutely no texting in class.**

**Do not use a laptop computer or smartphone in class unless given specific permission.**

## Electronic Mail

In business, professionals are expected to check their e-mail daily or more often. You also must **check your electronic mail at least daily**. Homework assignments and time-sensitive announcements will be sent via e-mail throughout the semester.

## Attendance

In business, employees and especially managers are expected to show up each day and to attend all meetings. In the same way, attendance in class is mandatory. Missing seven classes may result in expulsion from class with a letter grade of F. Students with problems in this area must discuss them with the teacher at the beginning of the semester.

*Missing seven classes will result in expulsion from the course with a letter grade of F.*

Students are expected to attend the first class, just as they are expected to show up for work on their first day on the job. Students are permitted to register for a class after a few days. This does not excuse them from attending the first few classes or from doing required homework.

## Outside Work and Credit Loads

In business, if you try to do everything, you end up achieving very little. If a student is working outside school, he or she must limit work time to be consistent with class work requirements.

University workload standards require two hours of work outside class for every hour in class. **It is impossible to work at a job 40 hours a week and take 12 to 18 credit hours if classes have normal academic rigor.** It is only possible to do so where university requirements have been attenuated so that little outside-class time is required, but this is the College of Business Administration. Students who need to work must limit their credits.

## Meeting Behavior

In both business meetings and class meetings, it is rude to the person speaking to carry on side conversations. **Side conversations during lectures or when another student is speaking are to be avoided**.

# The Teacher

Dr. Panko is a professor of IT Management and a Shidler Fellow in the Shidler College of Business at the University of Hawaii at Manoa. He has also been a faculty member in the college’s marketing department. He is a past recipient of the Dennis Ching College of Business Administration Teaching Excellence Award for Senior Faculty.

He received his doctorate from Stanford University; his dissertation research was funded by the Office of the President of the United States. He received his undergraduate degree in physics from Seattle University. He also received his MBA from Seattle University.

Before coming to the University, he was a research physicist at the Boeing Company and a project manager at Stanford Research Institute (now SRI International). At the research institute and at the university, he has consulted for many local, national and international clients, including The Office of the President of the United States, AT&T, the Defense Advanced Research Projects Agency, Xerox Palo Alto Research Center, Western Union Telegraph Company, British Post Office, Bell Canada, Trans-Canada Telephone System, Fujitsu, Wang Laboratories, Hughes Aircraft Space Division, RCA, Royal Dutch Shell, The Council of European Post and Telecommunications Administrations, RCA, 20th Century-Fox, ABC, CBS, NBC, HBO, NASA, Battelle Memorial Institute, National Institutes of Standards and Technology, NSF, Congressional Office of Technology Assessment, Secretary of Health, Education, and Welfare, U.S. Army Development and Readiness Command, U.S. Army Ballistics Research Laboratory, Naval Electronics Laboratory Command, A.C. Nielson DATAQUEST, Auerbach Publishers, Diebold Automated Office Program, International Institute of Research (Singapore), TEA Pty. Ltd. (Australia), and Communications Studies and Planning (U.K.).

He has written three textbooks. His *End User Computing* textbook was the top textbook in the field in the 1980s, and his security textbook with Randy Boyle is among the best-selling textbooks in that field. His networking and security textbook generally has been second to fourth in sales depending on the year.

His research has focused on spreadsheet errors and security. His research has appeared in *MIS Quarterly*, *Communications of the ACM (CACM)*, the *Journal of Management Information Systems (JMIS)*, *Decision Support Systems*, the *European Journal of Information Systems (EJIS),* the *Journal of the Association for Information Systems (JAIS)*, the *Communications of the Association for Information Systems (CAIS)*, the *IS Audit and Control Journal*, *Decision Support Systems*, the *Journal of Organizational and End User Computing*, the *Office Systems Research Journal*, the *Journal of Organizational Computing and Electronic Commerce*, and *Telecommunications Policy*. His popular articles have appeared in *PC W*orld and *Computerworld*.

He has been interviewed on his research by the *Wall Street Journal,* the *British Broadcasting Company* (BBC), the *Financial Times,* and *Newsweek*. *Harvard Business Review* published a management briefing on his spreadsheet error research. Articles about his research have also appeared in the *Wall Street Journal* and *American Scientist*.

Outside school, he is a docent at Pacific Aviation Museum Pearl Harbor. He writes the museum’s blog. One of his articles on World War II has been published in *World at War*.