

SYLLABUS

BM 361-W2 || Applied Business Information Management || 2020

ABIM

Class Begins October 10, 2020, / **Final Meeting** December 04, 2020

Meeting Days: M/T/W/Th/F/S/Sun Online

Meeting Time: Online

Room Number: Online

Site: Online

Coker University School of Business

Hartsville, South Carolina

Instructor:

Dr. Dennis V. Burke

Coker University School of Business

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Office Hours: Thursday 5:00 pm – 9:00 pm & Scheduled appointments

BM 361 Applied Business Information Management

Three Semester Hours

Course Description

This course emphasizes the hands-on application of computer software concepts, including MS Windows, database, spreadsheets, and word processing. Students will practice the business use of technology through simulation projects. Students will learn to use PowerPoint and other business applications. The course includes the analysis of the impact of computer programs on the business environment.

Prerequisites: *Admission to the business program*

Required Textbooks and Materials



Management Information Systems for the Information Age 9th Edition w/LearnSmart and Connect

Publisher: McGraw-Hill

By Stephen Haag and Maeve Cummings

ISBN10: 0077437438

ISBN13: 9780077437435

Copyright: 2013

Use [Price Comparison Tool](#) | [Coker Bookstore](#) to find the best price for your course text

Technology Requirements: Your assignments will require extensive use of the internet and email. Students will also use Microsoft Office Word, Excel, and PowerPoint (**Instructions for accessing MS Office Suite 365 is available in the course resource folder**). The proper use of grammar and writing mechanics are gradable components in all

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written assignments. Always review your documents for alignment to a 300-level college course expectation. Students will perform the following;

Produce basic Microsoft Office Excel spreadsheets using basic formulas and graphs, view and create PowerPoint presentations, save work to Blackboard/print documents, and email the instructor.

Assignments include (chapter reviews & examinations) are accessible and completed in -BLACKBOARD and Connect.

Course Learning Outcomes

Upon completing this course, students should be able to:

1. Define and explain three significant organizational resources in management information system
2. Explain how Porter's Five Forces Model is used to evaluate the attractiveness and competitive pressure in an industry
3. Describe some dimensions of social media and its application in the business world.
4. Provide an accurate explanation of customer relationship management (CRM) and its related strategic opportunities
5. Define the critical characteristics of and create a simple relational database
6. Describe business continuity planning (BCP) and explain its significance in enterprise planning.
7. Define ethics, identify ethical concerns with managing information on a computer, and discuss information vulnerability and protection measures.

Course Topics

1. Porter's Five Forces
2. Customer Relationship Management (CRM)
3. Database Management Systems
4. Spec. Analytics (Predictive & Text)
5. Moving Money Electronically
6. System Development
7. Information Technology (IT) Success Metrics
8. Privacy

Special Instruction: How to access your Connect Assignments

Student Registration for Connect through Blackboard

- Sign in to your school's Blackboard.
- Go to your instructor's course.
- Go to the "Tools" menu.
- Click on the "McGraw-Hill Education" link.
- Below "My Connect Section," click **Go to My Connect Section**.
- Follow the on-screen instructions to register.

Bookstore: The bookstore is your primary source for accessing the required course material. Use [Price Comparison Tool](#) | [Coker Bookstore](#) to find the best price for your course text

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Courtesy Trial: If you are unable to purchase Connect at the start of the semester, you may choose to access Connect using the courtesy access for a short period (1-2 weeks LIMITED ACCESS)

Please note: At the end of the courtesy period, your course access will be suspended until you make the full text/access payment. All of your scores and course activities will be available to you ONLY after you pay for access.

System Check

Please confirm that your computer meets the requirements for using Blackboard and Connect. Google Chrome is the most reliable browser for use in the Blackboard environment.

The due date for the assignments are "clearly" communicated and will close automatically. Success in the course requires a commitment to completing the assignments as scheduled.

Grading Scale

A	91-100
B	81-90
C	71-80
D	61-70
F	60-0

Grading

Percent of course grade

- | | |
|---|-----|
| 1. Attendance and participation (discussions) | 20% |
| a. Posting/response on time | |
| b. Relevance and quality of content | |
| c. Grammar & Mechanics | |
| 2. Assignment Modules | 30% |
| a. Completed on schedule | |
| b. Points earned | |
| 3. Examinations | 30% |
| a. Completed on Schedule | |
| b. Points Earned | |
| 4. Research Paper | 20% |
| a. Guideline in Resource Folder | |

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Course Schedule and Assignments:



*Scheduling your activities and working ahead with chapter assignments and modules is recommended. **Avoid last minute attempts at completing coursework.***

The assignments are due by the beginning of each session in which the chapter will be reviewed.

<u>Date</u>	<u>Activity</u>	<u>Chapter Assignments</u>	<u>Assignments/due date</u>
10/14/2019 WK1 Session 1	Digital Content	Chapter 1 Assignment Discussion post/response	Chapter Module Porter's Five Forces
WK2 Session 2	Unit Discussion	Chapter 2 Assignment Discussion post/response	Chapter Module CRM
WK3 Session 3	Digital Devices	Chapter 3 Assignment Discussion post/response	Chapter Module Database Management Systems
WK4 Session 4	Unit Discussion	Chapter 4 Assignment Discussion post/response	Chapter Module Spec. Analytics Mid-Term Examination Chapters 1-4
WK5 Session 5	Network	Chapter 5 Assignment Discussion post/response	Chapter Module Moving Money Electronically
WK6 Session 6	Unit Discussion	Chapter 6 Assignment Discussion post/response	Chapter Module Model Systems Development
WK7 Session 7	The Web	Chapter 7 Assignment Discussion post/response	Chapter Module IT Success Metrics
WK8 Session 8	Unit Discussion	Chapter 8 & Chapter 9 Assignment Discussion post/response	Chapter Module Privacy Final Examination Chapters 5-8
WK8 Session	Research Paper		Final Research Paper

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Discussions

There are two components to the discussion each week.

Part 1 is due each Wednesday at 11:59 pm and Part 2 is due each Saturday at 11:59 pm.

Part 1 is your initial post must include additional support from sources other than the course textbook (*Wikipedia is NOT an acceptable reference*). Use in-text citations **to avoid issues with plagiarism** and provide related references for all citations. APA 6th Edition is the proper standard for the use of citations and references. Citations and references are elements in the grading for assignments.

Part 2 is to be posted as a part of a response to a classmate's initial post. The response to a classmate's discussion posting should be substantive and include the following:

- Respectful clarification, addition, correction, or support of the information in an initial post, and a response to the assigned material for Part 2 of the weekly discussion



Academic Dishonesty Policy

All forms of academic dishonesty, including, but not limited to, cheating on tests, plagiarism, collusion, and falsification of information will be subject to disciplinary action.

Definition of Academic Dishonesty

Academic dishonesty includes cheating, plagiarism, or failing to cite sources appropriately. Any form of academic dishonesty is wholly incompatible with the Code of Student Responsibility, the Mission of the College, and generally understood standards of ethical academic behavior. Academic dishonesty is among the most serious of violations that might be committed at the College. Because of the seriousness of academic dishonesty offenses, the penalties for these offenses include suspension or expulsion from the College.

Cheating

A student is guilty of cheating when he or she wrongfully gives, takes, or receives unauthorized assistance of information in preparing academic work to be submitted for course credit, or in fulfillment of a course and university requirement.

Plagiarism (in-text) citations and references are essential)

A student is guilty of plagiarism when he or she submits others' work without providing citations and references. Students claim ownership of ideas when they fail to provide citations and references. Plagiarism, as a form of cheating, also includes employing or allowing another person to alter or revise the student submits' academic work as his or her own. Students may generally discuss assignments among themselves or with an instructor or tutor, but the student alone must do the actual work. When an assignment involves research in outside sources of information, the student must carefully acknowledge what they are, and where and how he/she has employed them. When an assignment directs a student to collaborate with other classmates, he or she must properly cite the contributions of others to the final project. APA 6th Edition standards are the guidelines for citations and references.