

Department of Marketing and Consumer Studies - University of Guelph  
**Information Management**  
MCS\*2020  
Sample Course Outline (Fall 2008)

**Course Description**

Understanding how to use information is essential in today's business environment. This course will introduce the concepts of information acquisition, manipulation and management as they apply to organizational decision-making. Topics to be covered include: information theory, intellectual property, information ethics, database management, data security, demographic data, geographic information systems and customer relationship management. Prerequisite: 5.0 credits

**Instructor and Office Hours**

M.J. D'Elia  
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519.824.4120 x. 56801

Tuesdays & Thursdays\*  
10:30am – 12:00  
McLaughlin Library, Room 283

*Course Blog*  
<http://infoman2020.wordpress.com/>

Monday & Wednesdays\*  
2:30pm – 4:00pm  
MacDonald Institute, Room 257

*\*Or by appointment*

**Graduate Teaching Assistants**

TBD

TBD

TBD

**Class Location and Schedule**

Section 01  
Tuesdays & Thursdays  
2:30pm – 4:00pm  
ANNU 156 (Animal Science and Nutrition building)

**Academic Freedom and MCS 2020**

Academic freedom is at the core of university studies and research. As such, students will find that Professors may differ in their approach to teaching a specific subject. Students should be aware that different sections of the same course that are taught by different Professors may have different textbooks, different grade assessment methods, and different grading schemes.

**Course Website** (<http://courselink.uoguelph.ca/>)

Course readings, grades, lecture notes, announcements, research help tutorials, and other class materials will be posted on the Blackboard course website. *Students are expected to check this site regularly for course announcements and updates.*

## Textbook & Readings

This course does not have a required textbook. Readings from newspapers, industry publications, academic journals and websites will be assigned each week. Students who desire to have an information management textbook to assist them with the course material should use one of the following texts:

Baltzan, P., Phillips, A. & Detlor, B. (2008). *Business Driven Information Systems*.  
1<sup>st</sup> Canadian Ed. Toronto: McGraw-Hill Ryerson.  
ISBN: 978-0-07-078051-4 (approx. \$105 from Amazon.ca)

Laudon, K.C., Laudon, J.P. & Brabston, M.E. (2007). *Management Information Systems: Managing the digital firm*. 3<sup>rd</sup> Canadian Ed. Toronto: Prentice Hall.  
ISBN: 0-13-197388-6 (approx. \$125 from Amazon.ca)

## University Policies

Students are strongly encouraged to familiarize themselves with all aspects of the *Undergraduate Degree Regulations and Procedures* found in the 2006-2007 University of Guelph Academic Calendar (Section VIII). Particular attention should be paid to the sections on Academic Misconduct and procedures for Adding/Dropping courses.

## Grading Scheme

This course follows the grading scheme outlined in the Academic Calendar (Section VIII).

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance.

See: [http://www.uoquelfh.ca/undergrad\\_calendar/c08/c08-grds-proc.shtml](http://www.uoquelfh.ca/undergrad_calendar/c08/c08-grds-proc.shtml)

## Academic Integrity

Students are to ensure that assignments and examinations are based on individual work (with the exception of the group debate and the GIS analysis assignment) and are reminded that cheating can result in a grade of zero (0). Instructors have access to and the right to use online methods of investigating cases suspected of academic misconduct. In instances when work is suspected of being copied and/or plagiarized, all students involved will be notified. Cases will be reviewed first by the instructor and if necessary further action will be taken.

*The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours.*

(University of Guelph Academic Calendar 2007-2008, *Undergraduate Degree Regulations and Procedures: Academic Misconduct*).

For more information on proper academic conduct, students are encouraged to visit:

<http://www.academicintegrity.uoguelph.ca/>

## Evaluation

Short Response Assignments (x4)	10%
Geographic Analysis Assignment	10%
Business Report (Individual Paper)	15%
Mid-Term Examination (in class)	15%
Group Debate (Presentation)	20%
Final Examination (2 hours)	30%

## Brief Description of Assignments

### Short Response Assignments: (10%)

Each week students will be given readings related to the course content along with a discussion question related to the readings. Over the course of the semester students must hand-in (4) short responses (single-spaced; single page) to these questions. The goal of these assignments is to encourage students to engage with Information Management topics. *Additional research is not required for these responses.*

**\*\*\* Assignments submitted by email will NOT be accepted\*\*\***

### Business Report: (15%)

Students will be given a choice of topics related to information management. Their task will be to draft a concise business report (1200-1600 words; 6 to 8 pages) which includes an executive summary, discussion and analysis of existing arguments, and a reasoned recommendation. Some articles will be provided, but students will be expected to do additional research to complete their papers. Papers handed in after class will be subject to late penalties.

**\*\*\* Assignments submitted by email will NOT be accepted\*\*\***

### Geographic Analysis Assignment: (10%)

Students will use government data sources, Statistics Canada analysis reports, and geographic information software (ArcGIS) to create a thematic map of a Canadian Census Metropolitan Area. Complete details for this group assignment will be released on Monday, October 20 (Week 8) and will be due at the beginning of class on Thursday, November 20 (Week 12). Maps handed in after class will be subject to late penalties.

**\*\*\* Assignments submitted by email will NOT be accepted\*\*\***

### Group Debate: Presentation (20%)

Students will be presented with a scenario related to information management (e.g. selling customer data to third-party companies). Two groups will debate the issue in front of the class. Each group will be asked to represent one side of the issue and prepare arguments to support their point of view.

Students will sign up early in the semester and work in groups of five or six to prepare their arguments. Debaters will receive the details of their scenario approximately two (2) weeks in advance of their presentation date. Students may refer to readings, cases and examples discussed in class, and are required to do additional research. Each debate will last 45-50 minutes.

Visual aids (e.g. PowerPoint) are required; debaters should remember the shorter time frame and limit themselves to a maximum of six (6) slides. Presentations will be graded on cohesiveness of the argument, evidence of research, clarity of presentation (visual and oral), understanding of the scenario, quality of rebuttal and responses to questions. Groups will also be required to submit a brief written report, an annotated bibliography of additional sources, and a peer evaluation from each group member.

### **Late Submission**

Assignments will be accepted after the due date but a late penalty will apply where 10% will be deducted off the assignment for each business day that the assignment is late.

Assignments may be submitted after the due date without penalty if the student receives prior approval from the instructor. Exceptions may be granted for medical or compassionate reasons. *Approvals for late submission should be requested in-person during office hours or by appointment (i.e. not before/after lectures, or via email).*

### **Research and Referencing**

Since assignments in this course will require additional reading and research, students will be required to appropriately cite their resources. References and in-text citations must follow the American Psychological Association (APA) style guide. For a quick reference on using APA style use this Fastfacts handout from the Learning Commons [http://www.lib.uouelph.ca/assistance/writing\\_services/components/documents/APA.pdf](http://www.lib.uouelph.ca/assistance/writing_services/components/documents/APA.pdf)

### **Missed Exams**

Appropriate documentation is required to be considered for deferment of mid-term or final examinations for medical or compassionate reasons. If you miss an examination without appropriate documentation, you will receive a zero (0) grade.

### Examination Information

The mid-term examination and the final examination will include both multiple choice and written short answer questions. Students will be responsible for material covered in lectures, class debates, assigned readings and related websites.

The mid-term for MCS\*2020 will be a closed-book 75-minute exam written during regularly scheduled class time.

The final examination will be a closed-book 2 hour examination, written during the official examination period. *The final exam will be based on material covered during the entire term.* Students are expected to make arrangements to ensure their attendance at both examinations.

### Accommodation for Students with Disabilities

Students who require special accommodation for the writing of examinations are encouraged to contact the Centre for Students with Disabilities to allow for the necessary arrangements to be made.

### MCS\*2020: Brief Schedule of Topics

<b>Week 1</b> Thurs, Sept 4	Introduction to MCS*2020
<b>Week 2</b> Tues, Sept 9 Thurs, Sept 11	Information and the Organization Management Information Systems
<b>Week 3</b> Tues, Sept 16 Thurs, Sept 18	Information Theory Evaluating Information
<b>Week 4</b> Tues, Sept 23 Thurs, Sept 25	The Information Revolution <i>Business Report Assignment: Details released on Blackboard</i> Networks, the Internet, and Search Engines
<b>Week 5</b> Tues, Sept 30 Thurs, Oct 2	Computer Crime and Internet Security <i>Debate #1: RFID technology and consumer privacy</i> Information Ethics

<b>Week 6</b> Tues, Oct 7 Thurs, Oct 9	Privacy Legislation <i>Debate #2: Competitive intelligence or corporate espionage</i> Business Communication
<b>Week 7</b> Tues, Oct 14 Thurs, Oct 16	Customer Relationship Management <i>Debate #3: Data breach and the need to notify</i> Mid-Term
<b>Week 8</b> Tues, Oct 21 Thurs, Oct 23	Organizing and Managing Information <i>Debate #4: Loyalty card programs</i> <i>GIS Assignment: Details released on Blackboard</i> Database Design
<b>Week 9</b> Tues, Oct 28 Thurs, Oct 30	Information Systems <i>First Draft of Business Report Due</i> Geographic Information Systems <i>Final Draft of Business Report Due</i>
<b>Week 10</b> Tues, Nov 4 Thurs, Nov 6	Pattern Recognition <i>Debate #5: Collaborative commerce</i> Market Research and Customer Demographics
<b>Week 11</b> Tues, Nov 11 Thurs, Nov 13	The Concept of Copyright <i>Debate #6: Employee monitoring and GPS tracking</i> Intellectual Property in the Digital Age
<b>Week 12</b> Tues, Nov 18 Thurs, Nov 20	Electronic Business <i>Debate #7: Biometric payment and security</i> New Approaches in the Knowledge Economy <i>GIS Assignment Due</i>
<b>Week 13</b> Tues, Nov 25 Thurs, Nov 27	Technology Trends and Web 2.0 Information Management to Knowledge Management
<b>Final Exam</b> TBD	Location and time to be determined. Check the official exam schedule.