INSY 2300 – Information Systems (Summer 2020)
Prof. Jie Ren

Class Sessions: 6:00 PM – 9:00 PM, Tuesdays, Wednesdays, and Thursdays, via Zoom
Office Hours: 2:00 PM – 3:00 PM, Wednesdays, via Zoom
Outside of Office Hours: by appointment, via jren11@fordham.edu

Background

We live in an age that information technologies are prevalent. These technologies are no longer accessories; they are necessities. We, as individuals, receive conveniences from sending e-mails within milliseconds, shopping for groceries online, using digital currencies for financial transactions, to letting robots clean our floors so on and so forth. These conveniences also penetrate organizations like companies, governments and universities – information technologies significantly enhance work efficiencies and effectiveness. Furthermore, information technologies have repositioned the strategies of organizations to develop and sustain the competitive advantages of organizations. A famous example is how platforms (such as AirBnB and Uber) make the sharing economy possible. Broadly speaking, information technologies have been transforming society.

In sharp contrast to the importance of information technologies, many people still consider IT as a supportive function of an organization; they equal IT as IT help – people who fix computers – as their impressions. Therefore, this course not only helps students correct these impressions (if any), but also provide an in-depth understanding of 1) information technologies per se (how they work) and 2) the business applications of information technologies (how they apply to the business context). In addition, we will be learning business analytics using Excel and Access and discussing the trendy topics of information technologies such as social media, e-commerce, the sharing economy, and cyber security, etc.

Learning Modules

There are five learning modules.

1. Students will learn data, and data analytics using Excel to comprehensively understand the process of providing data-driven solutions and to gain hands-on experiences
   - Sessions 1 through 4
2. Students will learn data, and data management using Access to prepare, organize and query data for data analytics.
   - Sessions 5 through 7
(3) Students will learn IT and strategic use of IT within companies.
   - Sessions 8 and 9

(4) Students will have a deeper understanding of trendy technological topics (such as the sharing economy) in reshaping competition dynamics in the tech-relevant industries.
   - Sessions 10 and 11

(5) Students will get to know the potential dark side and the disruptive effect of technologies
   - Sessions 12 and 13

**Contact Hours**

In addition to the office hours, this course will be delivered in a synchronous way. We will meet via Zoom during course meeting times. I will also record our class session via zoom and upload that onto BB for students’ future reference.

**Blackboard**

Students will need to check Blackboard periodically. I will upload all relevant course materials including syllabus, recorded zoom sessions and other relevant materials on BB and also will send email reminders to students beforehand.

**Textbook**

We will be using Gallaugher’s textbook for IT concepts and discussions. Please see below for details.


Based on the topics of each session, students may be assigned with chapters within this book to read. For details, please see the schedule table.

**Lab Manuals**

Carey, Pinard, Shaffer, Shellman and Vodnik New Perspectives Collection on Microsoft Office 365 & Office 2019: 1st Edition
([http://services.cengagebrain.com/course/site.html?id=4442299](http://services.cengagebrain.com/course/site.html?id=4442299))

You can also use the following ISBNs to find the printed books in the bookstore.
- 9780357700037 PAC | 9780357700006 IAC
  Cengage Unlimited (4 months access)

- 9780357042670 Carey/Pinard/Shaffer/Shellman/Vodnik - MindTap for
  Carey/Pinard/Shaffer/Shellman/Vodnik's The New Perspectives Collection, Microsoft®
  Office 365® & Office 2019, 1 term Printed Access Card

**Software**

We will be using the following to learn about data analytics.

1. Excel: for data preprocessing and analytics

2. Access: data management
   Access is only compatible with PC systems. Therefore, if you are a mac user, you will need to use virtual machines (such as boot camp) to install Windows system on your mac and on top of it install Microsoft Office where you can access Access.

**Academic Integrity**

Academic honesty is expected on all exams, projects, and assignments. Violations of academic integrity will result in severe disciplinary actions.

**Grade breakdown**

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<thead>
<tr>
<th></th>
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<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>Mid-term Exam</td>
<td>20%</td>
</tr>
<tr>
<td>3</td>
<td>2 Excel assignments</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>2 Access assignments</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>Class attendance and participation</td>
<td>10%</td>
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**Course outline** (Note: this is a baseline and subject to minor changes through this semester)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1. (5/26/2020)</td>
<td>Concepts on Data &amp; Data Analytics</td>
<td>Read Chapter 1</td>
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<tr>
<td>3. (5/28/2020)</td>
<td>Excel Modeling II</td>
<td>Excel Assignment #1 due</td>
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<tr>
<td>5. (6/3/2020)</td>
<td>Data Management in Access I</td>
<td>Excel Assignment #2 due</td>
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<tr>
<td>7. (6/9/2020)</td>
<td>Data Management in Access III</td>
<td>Access Assignment #1 due</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Notes</td>
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| 8. (6/10/2020) | IT  
- Hardware, Software, and Cloud  
- Communication and Internet | Read Chapters 5, 13, 14 and 16 |
| 9. (6/11/2020) | Strategic Use of Technology  
- Total cost of ownership  
- IT & strategy alignment  
- etc | Read Chapters 2 and 3 Access Assignment #2 due |
| 10. (6/16/2020) | Mid-term exam |     |
- Social media  
- Crowdsourcing  
- The sharing economy  
- Blockchain  
- etc | Read Chapters 9, 10, 11, 12 and 18 |
| 12. (6/18/2020) | Platform Economy  
- Network effect  
- What is the role of platforms in the battle or collaboration between the crowd-based power and institutional power  
- etc | Read Chapters 4, 7 and 8 |
- Robotic process automation  
- The future of work  
- etc | Read Chapter 15 |
| 14. (6/24/2020) | Ethics of Technology  
- Data ownership  
- Cyber security  
- Data-based manipulation  
- etc | Read Chapter 17 |
| 15. (6/25/2020) | Final Exam |     |