

CIS 141

Analytics and Technology

Western Kentucky University

Semester: Fall 2021

3 Credits

Instructor Information

Carmen Gaskins, Adjunct Instructor

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Course Description

The CIS 141 course covers topics such as how computers work, application and system software, use of the Internet, and personal security to prepare students to use computers safely and competently. We also examine what the field of analytics is and how it helps business professionals do their work.

Course Structure

This course is completely online.

Course Prerequisites

None; however, students who have earned credit in CSCI 145C may not enroll in CIS 141.

Required Textbook(s) & Materials

Students must have a reliable computer with Microsoft Office 365/2019 programs and Internet connection along with the textbook to be successful in this course.

Textbook

Understanding Computers: Today and Tomorrow, Comprehensive, 16th Edition by Deborah Morley and Charles Parker

ISBN

978-1-305-65631-4

Please note the following options for getting your textbook. Please choose the best option for you. I recommend choosing the cheapest. You do not need a new copy of the book.

- Option 1 – Rent it from WKU bookstore or Amazon.
 - o Amazon Rental Link: https://www.amazon.com/Understanding-Computers-Today-Tomorrow-Comprehensive/dp/1305656318/ref=sr_1_1?s=books&ie=UTF8&qid=1502379545&sr=1-1&keywords=9781305656314
- Option 2 – You can purchase a printed copy from the WKU Bookstore or Websites.
- Option 3 – If, and only if, you are taking another course that uses a Cengage Learning textbook, you could purchase a Cengage Unlimited account. Cengage Unlimited provides access to all Cengage textbooks (in an electronic format) and course materials. By purchasing Cengage Unlimited for this course, you will have access to all other Cengage textbooks (in an electronic format) and materials in all of your other courses at no additional cost. Likewise, if you have already purchased Cengage

Unlimited in another course you will not need to purchase any additional materials for this course. Cengage Unlimited access can be purchased as either a 1-term (semester) or 1-year (2 semester) access. You may purchase Cengage Unlimited either through the WKU Store or online from Cengage (<https://www.cengage.com/unlimited/>).

Computer and Software

Students must use a Desktop or Laptop with Microsoft Office 365/2019 software and headphones or speakers for this course along with Internet connection. All of the WKU computers in all labs are properly equipped with the necessary hardware, software, and configurations for activities relating to this course; however, it is strongly recommended for students to have their own desktop or laptop with Internet access. If you choose to use your own computer, it is your sole responsibility to ensure that your computer's hardware and software meets all requirements and is functioning properly. Mac computers will work with all assignments; however, instructor is unable to provide technical support. Google Chromebooks, Tablets, or SmartPhones are unacceptable because they do not work with all the required course assignments.

Learning Outcomes

Upon successful completion of this course students should have demonstrated the ability to:

1. Discuss the use of technology in today's environment
2. Explain the functions of computer hardware, software, networks and the Internet, online business, and systems
3. Discuss the social and personal implications of the impact of technology
4. Demonstrate how to use basic features of productivity software tools
5. Discuss the necessary steps to secure a computer from attacks
6. Use productivity software tools to enhance written and oral communications

Course Objectives

In support of the Gordon Ford College of Business' assurance of learning (AOL) initiative, this class includes the following course objectives, activities that support the objectives, and the assessment of the objectives.

Upon successful completion of the course students should be able to achieve the course objectives.

Category	Course Objectives	Activity to Support Course Objective	Assessment of Course Objective
Technical Competency	Describe why computers are essential components in business and society	Textbook Readings Assignments Tests & Exams	Assignments Assessments
Technical Competency	Explain computer nomenclature, particularly with respect to personal computer hardware and software, and the World Wide Web	Textbook Readings Assignments Tests & Exams	Assignments Assessments
Technical Competency	Discuss strategies for purchasing a desktop computer, a notebook computer, a tablet, and a personal mobile device	Textbook Readings Assignments	Assignments

Category	Course Objectives	Activity to Support Course Objective	Assessment of Course Objective
Technical Competency	Demonstrate how to use computers to conduct research	Assignments	Assignments
Critical Thinking	Identify various approaches to defining business problems	Textbook Readings Assignments	Assignments
Critical Thinking	Describe the impact of various influences (cultural, social, economic, etc.) on potential solutions to business problems	Textbook Readings Assignments Tests & Exams	Assignments Assessments
Critical Thinking	Identify alternative solutions to business problems, recognizing the impact on a variety of stakeholders	Textbook Readings Assignments	Assignments
Critical Thinking	Demonstrate the ability to make sound decisions based on evaluating the pros and cons and then selecting an alternative and documenting the rationale for selection	Textbook Readings Assignments Tests & Exams	Assignments Assessments

Instructor Policies

Your grade will be calculated using the following scale:

90-100% - A
80-89% - B
70-79% - C
60-69% - D
0-59% - F

Grading

Below is a summary list of the course activities that you will perform. The detailed list of specific activities and due dates are contained in Blackboard. A brief explanation of the activity and any deliverable associated with it are as follows:

1. *Read Textbook Chapters* - You will read a total of 13 chapters from the textbook throughout the course. For each chapter there are PowerPoints, podcasts, summaries, study guides, and videos available to you. **Deliverable:** None.
2. *Complete Weekly Assignments*– Each textbook chapter will have assignments to complete. These are identified in Blackboard. Students must use the textbook and/or Internet to complete these assignments. These weekly assignments must demonstrate college level work. These assignments have unlimited attempts by the due date with the highest grade kept in the gradebook. **Deliverable:** You will complete and submit the required assignments online. The deadline for submitting the assignments is Saturday midnight of the week they are due; the exact dates are in the “Course Schedule” document.
3. *Take Gateway Test* – There will be a short cumulative test of material from the previous chapters that you must pass before being given access to the current week’s activities. This is to support the “spaced

repetition” concept of learning. **Deliverable:** You will complete the test online. The deadline for submitting the assignments is Saturday midnight of the week they are due; the exact dates are in the “Course Schedule” document. Gateway Tests are not available after the Saturday deadline.

4. *Take Chapter Exam* – A chapter test for each chapter will be given; each test has a time limit and can be taken twice with highest grade kept in the gradebook. **Deliverable:** You will complete the exam online. The deadline for submitting the assignments is Saturday midnight of the week they are due; the exact dates are in the “Course Schedule” document.
5. *Complete SAM Projects* - SAM projects offer a real-world approach to applying Microsoft Office skills using Word (4 projects), Excel (5 projects) and PowerPoint (3 projects). There a total of 12 SAM projects. Access to the Cengage SAM product is included in our Blackboard course shell. Students do not need an Access or Institutional Code to complete the projects. Projects are not available until after the official drop/add period. **Deliverable:** You will submit your project files through the Blackboard SAM link. The deadline for submitting the SAM projects is Saturday midnight of the week they are due; the exact dates are in the “Course Schedule” document.
6. *Take Midterm and Final Exams* – There will be a Midterm and Final exam. The midterm exam covers all material up to the point at which it is given (chapters 1-6); the final exam covers the remainder of material for the course (chapters 7-13). Each exam has a time limit and can be taken twice with the highest grade kept in the gradebook. **Deliverable:** The MidTerm and Final Exams are submitted through Blackboard by the deadline. The deadline for submitting the exams is Saturday midnight of the week they are due; the exact dates are in the “Course Schedule” document.
7. *Other Assignment:* Students register and participate in the [ACM-W KYCC Women in Computing Celebrations Conference](#). This conference is virtual, free, for everyone and focuses on areas within computer security, computer programming, data analytics, and employment trends. Students will choose their own breakout sessions and discuss their experiences through a discussion assignment. Specific assignment instructions along with grading criteria are provided within Blackboard Course Shell.

You may discuss any aspect of a grade received for up to seven (7) calendar days after the grade is posted. After this deadline the grade can no longer be reviewed.

Assignments must be completed and turned in by the deadline of each Saturday at midnight. Students will be provided a grace period until Monday at 8:00 a.m. when assignments may be submitted without penalty. However, during the grace period the instructor will not answer any questions regarding assignments or assist students with any technology problems including Blackboard issues. No assignments are accepted after Monday at 8:00 a.m.

Event

Weekly Assignments and Tests	300 points
SAM Projects (12 projects @ 25 points each)	300 points
Midterm Exam	200 points
Final Exam	200 points

Late Work

Late work is not acceptable past the 8:00 a.m., Monday close out dates.

Extra Credit

Extra credit may be available in CIS 141. Extra credit items are available to all students and not on an individual basis. Extra credit items are provided in our Blackboard course shell throughout the semester and related to the course learning outcomes.

Make-up Work

Make-up work is not provided.

Withdrawal Policy

Through the midterm of the session, a student may officially withdraw from a course and receive a "W." After this period, a student may officially request to withdraw from a course and receive a W, which may be given at the discretion of the instructor. Each instructor shall state on the first or second class meeting the factors to be used in determining if a student will be allowed to withdraw during the discretionary period. The student must initiate the official withdrawal. Withdrawal from a course or courses is a serious decision and, in many cases, affects financial assistance and academic progress. In addition, withdrawal does not relieve students from their financial obligation. The last day to withdrawal is listed on the [academic calendar](#). [Click here for instructions on how to withdraw from a course](#).

Financial Aid Statement

PELL, SEOG, and Student Loan recipients (Title IV) who stop attending or withdraw prior to the 60% point in the semester may be obligated to repay a portion of their financial aid.

Grievance Procedures

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

Students with Disabilities (ADA)

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Plagiarism or Cheating

"[Academic dishonesty] is a very serious academic offense. In a way, the very foundation of the American educational system rests on the issue of trust, and this trust depends on an honest exchange between students and their teachers. Just as students need to trust that teachers are honest about grading, teaching, and advising, teachers need to trust that students will be honest when taking tests and writing papers. Plagiarism, or any type of cheating, seriously undermines this foundation. This sort of dishonesty indicates that there may be serious questions about the offending student's ethics, and the stigma of this unethical behavior may follow the student for years—decreasing the student's chances of success in academic and professional work (adopted from Department of English Policy and Frequently Asked Questions on Plagiarism).

Students are expected to do work that is assigned to them and submit products that represent personal and individual effort **only**. This principle generally applies to all work done for a class, regardless of the nature of the assignment. When students breach this fundamental guideline, it can be safely assumed that academic dishonesty has occurred. Examples include:

1. In an exam setting
 - a. Presenting as your work test answers that are not your work, which includes i) Using resources other than those specifically allowed by the instructor (e.g., notes or another person); ii) Copying

- from another student's test; iii) Using notes from any source during a test when notes are not allowed; iv) Using materials that the instructor is not making available to the whole class; v) Recycling an assignment that has been used in another course
 - b. Acquiring a copy of the exam without permission
 - c. Providing answers for or soliciting answers from another student with or without permission of the other student
 - 2. On a written assignment
 - a. Presenting as your own work duplicated work that you did not create by i) Purchasing written work from an external source; ii) Copying work from a free external source (online or otherwise); iii) Presenting as your work something another person has created
 - b. Altering text from another source or altering select words of some original text in order to conceal plagiarism
 - 3. Other
 - a. Providing money or favors in order to gain academic advantage
 - b. Falsely stating that work was given to the instructor at a certain time when it was not
 - c. Correcting the responses of a graded assignment and presenting them to the instructor as incorrectly graded material
 - d. Pretending to be someone you are not; taking the place of another
 - e. Any other behavior that violates the basic principles of integrity and honesty
- (Adopted from College of Education and Behavioral Sciences Academic Integrity Statement)

The WKU policy permits a faculty member to fail the student on the item on which academic dishonesty occurred or for the entire course. Cases of academic dishonesty will be handled as followed:

1. The student will receive a zero (0) for the assignment or an F for the course.
2. The incident will be reported to the CIS department chairperson.
3. The incident will be reported to the Dean of the College of Business.
4. The incident will be reported to the Office of Student Conduct. The student will be notified of the violation and a disciplinary conference will be scheduled. At this meeting the Director will complete in the presence of the student the following forms: Judicial Process form, Disciplinary Outcome Conference form, and Parental Notifications and Creative Discipline Referral forms. Once the student accepts responsibility for violating university policies the sanction process begins to change the student's behavior and create a commitment to living within the standards of the Code of Conduct. In addition notifications will be sent to the appropriate stakeholders. A permanent reference to the incident may be placed on the student's permanent transcript.
5. Expulsion from the University may occur at the recommendation of the University Disciplinary Committee.

For this course academic dishonesty includes, but is not limited to, using any unapproved sources for completing an exam or sharing information or data files on a SAM Projects.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](https://www.wku.edu/heretohelp/heretohelpemail.php) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

CIS 141 Course Outline & Weekly Schedule

WEEK 1, Week of August 23 (DUE DATE: Tuesday, August 31 @ 10:00 AM)

1. Read, Watch videos, and complete all items within the Start Here link.
2. Submit Syllabus Quiz to verify attendance
3. Submit Week 1 Online Activity (Discussion Board): Who's in CIS 141? (5 points)
4. Read, Watch Videos, and Complete Website Evaluation Library Module
5. Submit Website Evaluation Quiz (5 points)
6. Register for the [ACM-W KYCC Women in Computing Conference](#) September 9-10, 2021

WEEK 2, Week of August 30 (DUE DATE: Saturday, September 4, 2021 @ 11:59 PM)

1. Read "What is Data Analytics" Article
2. Complete Data Analytics Project Exam (15 points)
3. Read "Everything There is to Know about Sentiment Analysis" Article
4. Watch "Why is Data Valuable?" video
5. Complete Data Analytics II Exam (15 points)
6. Make plans to attend [ACM-W KYCC Women in Computing Conference](#) September 9-10

WEEK 3, Week of September 6 (DUE DATE: Saturday, September 11, 2021 @ 11:59 PM)

1. Read textbook Chapter 1
2. Review Chapter 1 learning materials
3. Read textbook Chapter 2
4. Review Chapter 2 learning materials
5. Complete Chapters 1-2 test (15 points)
6. Participate in [ACM-W KYCC Women in Computing Conference](#) September 9-10, 2021
7. Complete Week 3 Online Activity: Women in Computing Discussion Board (15 points)

WEEK 4, Week of September 13 (DUE DATE: Saturday, September 18, 2021 @ 11:59 PM)

1. Take the Gateway Quiz
2. Read textbook Chapter 3
3. Review Chapter 3 Learning Materials
4. Submit Chapter 3 Activity (5 points)
5. Submit the Chapter Test (15 points)
6. Read textbook Chapter 4
7. Review Chapter 4 Learning Materials
8. Submit Chapter 4 Activity (5 points)
9. Submit the Chapter Test (15 points)

WEEK 5, Week of September 20 (DUE DATE: Saturday, September 25, 2021 @ 11:59 PM)

1. Take Gateway Quiz
2. Read textbook Chapter 5
3. Review Chapter 5 Learning Materials
4. Submit Chapter 5 Activity (5 points)
5. Take the Chapter Test (15 points)
6. Read textbook Chapter 6
7. Review Chapter 6 Learning Materials
8. Submit Chapter 6 Activity (5 points)
9. Take the Chapter Test (15 points)

WEEK 6, Week of September 27 (DUE DATE: Saturday, October 2, 2021 @ 11:59 PM)

1. Complete Mid-Term Exam (Chapters 1-6) (200 points)
2. Watch "How Data Analytics is Changing Corporate America" Video

3. Complete Data Analytics Questions (10 points)
4. Begin SAM Projects. Verify you can access all links provided in Week 7.

WEEK 7, Week of October 4 (DUE DATE: Saturday, October 9, 2021 @ 11:59 PM)

1. Complete SAM PowerPoint Project 1 along with watching Video (25 points)
2. Complete SAM PowerPoint Project 2 along with watching Video (25 points)
3. Complete SAM PowerPoint Project 3 along with watching Video (25 points)

WEEK 8, Week of October 11 (DUE DATE: Saturday, October 16, 2021 @ 11:59 PM)

1. Complete SAM Word Project 1 along with watching Video (25 points)
2. Complete SAM Word Project 2 along with watching Video (25 points)
3. Complete SAM Word Project 3 along with watching Video (25 points)
4. Complete SAM Word Project 4 along with watching Video (25 points)

WEEK 9, Week of October 18 (DUE DATE: Saturday, October 23, 2021 @ 11:59 PM)

1. Complete SAM Excel Project 1 along with watching Video (25 points)
2. Complete SAM Excel Project 2 along with watching Video (25 points)
3. Complete SAM Excel Project 3 along with watching Video (25 points)
4. Complete SAM Excel Project 4 along with watching Video (25 points)
5. Complete SAM Excel Project 5 along with watching Video (25 points)

WEEK 10, Week of October 25 (DUE DATE: Saturday, October 30, 2021 @ 11:59 PM)

1. Read textbook Chapter 7
2. Review Chapter 7 Learning Materials
3. Submit Chapter 7 Activity (5 points)
4. Read textbook Chapter 8
5. Review Chapter 8 Learning Materials
6. Submit Chapter 8 Activity (5 points)
7. Submit the Chapter 7-8 Test (15 points)

WEEK 11, Week of November 1 (DUE DATE: Saturday, November 6, 2021 @ 11:59 PM)

1. Take the Gateway Quiz
2. Read textbook Chapter 9
3. Review Chapter 9 Learning Materials
4. Submit Chapter 9 Activity (5 points)
5. Submit the Chapter Test (15 points)
6. Submit Week 11 Online Activity (Discussion Board) (5 points)

WEEK 12, Week of November 8 (DUE DATE: Saturday, November 13, 2021 @ 11:59 PM)

1. Take the Gateway Quiz
2. Read textbook Chapter 10
3. Review Chapter 10 Learning Materials
4. Submit the Chapter Test (15 points)
5. Read textbook Chapter 11
6. Review Chapter 11 Learning Materials
7. Submit Chapter 11 Activity (5 points)
8. Take the Chapter Test (15 points)

WEEK 13, Week of November 15 (DUE DATE: Saturday, November 20, 2021 @ 11:59 PM)

1. Take the Gateway Quiz
2. Read textbook Chapter 12
3. Review Chapter 12 Learning Materials
4. Submit Chapter 12 Activity (5 points)

5. Submit the Chapter Test (15 points)
6. Read textbook Chapter 13
7. Review Chapter 13 Learning Materials
8. Submit Chapter 13 Activity (5 points)
9. Submit the Chapter Test (15 points)

Week of November 22 is Thanksgiving Break Week. No Assignments.

WEEK 14. Week of November 29 (DUE DATE: Saturday, December 4, 2021 @ 11:59 PM)

1. Submit Week 15 Online Activity (Discussion Board) (5 points)
2. Submit Post-Course Journal Entry (5 points)

Week 15. Week of December 6 (DUE DATE: Saturday, December 11, 2021 @ 11:59 PM)

1. Submit Final Exam (CHAPTERS 7-13) (200 points)

THIS COURSE SYLLABUS and SCHEDULE IS SUBJECT TO CHANGE WITH NOTICE
