

Western Kentucky University
Gordon Ford College of Business

Syllabus: CIS141 Analytics and Technology

Contact Information

Instructor: Brent Haselhoff

Office: Zoom

Email: brent.haselhoff@wku.edu or message through Blackboard this is the best way to get in touch with me

Phone: (270) 681-2943

Course Objectives

To be successful in both school and the workplace, it is important to have a broad understanding of how technology functions, how to effectively use technology, and the social and personal implications of technology. It is also important to know about data analytics and how it is used today.

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
7. Explain how data analytics is used today and demonstrate how data is used in data analytics.

Course Materials

1. TEXTBOOK: *Understanding Computers: Today and Tomorrow, Comprehensive, 16th Edition* by Deborah Morley and Charles Parker (978-1-305-65631-4).
2. COMPUTER: Students will need access to a Windows or Mac computer with reliable Internet access and Microsoft Office 365 software installed (see "Computer Requirements" below)
3. SAM Access Codes, which previously cost up to \$99, are now being provided to all students through their CIS course fee.
4. OTHER: Students will need access to a smartphone on which you can install an app or a camera and microphone attached to a computer.

Computer Requirements

You will need access to a Windows or Mac computer with reliable Internet access and Microsoft Office 365 software installed. This does not mean you must own or purchase a computer, but you must have ACCESS to a computer with Microsoft Office 365. If you are using your own computer, it must have Microsoft Office 365 installed. This software is available at no cost to WKU students; instructions for installing it can be found at https://www.wku.edu/its/sms/microsoft_sa.php If you do not have a computer, you can use a computer on the WKU campus. These computers already have Microsoft Office 365 installed. A listing of the labs and times can be found at <https://www.wku.edu/its/labs/locations-hours/>

Assurance of Learning

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
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

Western Kentucky University
Gordon Ford College of Business

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

Activities

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

1. *Read Textbook Chapters* - Students will read one textbook chapter each week. For each chapter there are video presentations, PowerPoints, podcasts, summaries, and study guides available to you. **Deliverable:** None.
2. *Complete Textbook Assignments in the Discussion* – Each textbook chapter will have assignments to complete. These are found at the end of the chapter under “Projects.” **Deliverable:** Students will complete and submit a Chapter Project of their choice. The deadline for submitting the assignments is Sunday midnight of the week they are due; the exact dates are in the “Course Activities” document.
3. *Take Chapter Exam* – A chapter test for each chapter will be given; this test has a time limit and can only be taken once. **Deliverable:** Students will complete the exam online. The deadline for submitting the assignments is Sunday midnight of the week they are due; the exact dates are in the “Course Activities” document.
4. *Complete SAM Projects* - SAM projects offer a real-world approach to applying Microsoft Office skills using Word, Excel and PowerPoint. There are a total of 12 SAM projects. **Deliverable:** The deadline for submitting the SAM projects is Sunday midnight of the week they are due; the exact dates are in the “Course Activities” document.
5. *Complete Midterm Project* – There will be a Midterm Project to complete. **Deliverable:** The project will be assigned the week of midterms and must be submitted by the due date.

6. *Complete Final Project* – There will be a Final Project to complete. **Deliverable:** The project will be assigned and must be submitted by the due date.

Deadlines: Textbook Activities and Exams

Assignments must be completed and turned in by the deadline of each Sunday at midnight. Students will be provided a grace period until Monday at 8:00 AM 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 or Blackboard issues. **No assignments are accepted after Monday at 8:00 AM.**

Week	Material	Assignment Deadline
1	Chapter 1 & Orientation	Sunday, Aug 29 @ 11:59 PM
2	Chapter 2 & SAM PP 1	Sunday, Sep 5 @ 11:59 PM
3	Chapter 3 & SAM PP 2	Sunday, Sep 12 @ 11:59 PM
4	Chapter 4 & SAM PP 3	Sunday, Sep 19 @ 11:59 PM
5	Chapter 5 & SAM Word 1	Sunday, Sep 26 @ 11:59 PM
6	Chapter 6 & SAM Word 2	Sunday, Oct 3 @ 11:59 PM
7	Chapter 7 & SAM Word 3	Sunday, Oct 10 @ 11:59 PM
8	Midterm Project & SAM Word 4	Sunday, Oct 17 @ 11:59 PM
9	Chapter 8 & SAM Excel 1	Sunday, Oct 24 @ 11:59 PM
10	Chapter 9 & SAM Excel 2	Sunday, Oct 31 @ 11:59 PM
11	Chapter 10 & SAM Excel 3	Sunday, Nov 7 @ 11:59 PM
12	Chapter 11 & SAM Excel 4	Sunday, Nov 14 @ 11:59 PM
13	Chapter 12 & SAM Excel 5	Sunday, Nov 21 @ 11:59 PM
14	Chapter 13	Sunday, Nov 28 @ 11:59 PM
Final Exams	Final Project	Tuesday, Dec 7 @ 11:59 PM

Points

Event	Points
Assignments (13 activities @ 20 points) (discussion)	260
Weekly Tests (13 chapters @ 20 points)	260
SAM Projects (12 projects @ 20 points)	240
Midterm Project	120
Final Project	120

Grading Scale

Total Points	Letter Grade
1,000-900	A
899-800	B
799-700	C
699-600	D
599-0	F
Other	I (Incompletes are handled on a case-by case basis)

Exam

There will be a final exam for this class, and it must be taken during our scheduled final time at the end of the semester.

Course Policies

- The course schedule and due dates will be provided in a spreadsheet. If you know you're going to be out, please plan ahead and get your work in ahead of time.
- Honesty in all you do for this course is assumed and expected. No form of academic dishonesty (cheating, copying assignments, plagiarism, forgery, etc.) will be tolerated. The SimNet software is designed to detect cheating, and flags any suspicious submissions for review. The first offense, regardless of whether you provide your work to another student, or you copy the work from another student is an automatic F.

ADA Accommodations

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, Room 1074. The 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.

Title IX/ Discrimination & Harassment

Western Kentucky University
Gordon Ford College of Business

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) 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, Deborah Wilkins, 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.

Healthy on the Hill

All students are strongly encouraged to [get the COVID-19 vaccine](#). Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in [Kentucky](#), the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](#)): [270-745-5004](#) (voice), [270-745-3030](#) (TTY), or [270-288-0597](#) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

We know that students are often overwhelmed and/or dealing with situations and stresses that may inhibit their ability to be successful in the classroom. With that in mind, our GFCB Leadership Team asks that you also add the following to your course syllabi.

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](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need

Western Kentucky University
Gordon Ford College of Business

immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

Email and Blackboard as Official Means of Communication

Each student must have a WKU email address and Blackboard account for class participation. Email and Blackboard are considered official communication tools of this class. Thus, announcements and reminders are posted/sent frequently and will be sent only to official WKU email addresses. It is your responsibility to check WKU email and Blackboard regularly and to be aware of all class reminders and announcements. Also, when you contact me via e-mail, make sure that you include CIS141 in the subject line of the e-mail.

Additional Course Policies

1. The professor reserves the right to make ANNOUNCED changes to the syllabus or schedule as necessary; it is your responsibility to be aware of these changes. Last minute and retroactive changes that negatively impact students will never be made!
2. Grades will be posted promptly on Blackboard after each assignment or assessment has been completed. Any grade may be contested for only 3 business days after it is posted.
3. It is your responsibility to be familiar with the academic calendar as posted on the WKU website http://www.wku.edu/Dept/Support/AcadAffairs/Registrar/acad_calendar.htm
4. Exceptions will not be made regarding late adds, drops, or final exam conflicts.
5. Incompletes and deadline extensions will not be allowed in this course except in rare medical emergencies.
6. Schedule exceptions are not allowed under any circumstances.
7. Problems with Blackboard should immediately be reported to Information Technology Services at (270)745-7000.
8. Please see other University policies here: <https://www.wku.edu/syllabusinfo/>