Welcome to GEB 5870 – a 100% online course. GEB 5870 is designed to prepare the MBA student for taking the required MBA course ISM 6026 – Management of IS/IT. GEB 5870 is also used as a foundation prerequisite course for the UWF MSA program and for other innovative curricula. GEB 5870 does not replace a complete undergraduate course in information systems, but it does provide the necessary background in the fundamental definitions and concepts of the use of information systems and technology in organizations (private sector or public sector; profit or non-profit; governmental or educational) to prepare the graduate student for success in ISM 6026, or other similar courses. As a foundation course, GEB 5870 assumes no prior information systems course work or experience. The first module of the course starts with an introductory video describing the use of information systems at Lands End, a company that may be familiar to many students, another video on Zappos.com, and a third video on Kiva robots. The course then proceeds to develop the basic terms, definitions, concepts, and usages of information systems in the modern, networked organization through the use of PowerPoint presentations, videos, and class assignments. While the course focuses on applications of information systems and technology in business, the same concepts and principles apply to any technology-enabled organization. For example, there is a whole new vocabulary added since the introduction of the World Wide Web (WWW) in 1991. Twelve years ago, google was an arcane mathematical term. Today, most everyone knows the definition of the verb “to google,” not to mention the stock price of Google, and finding information on the WWW has never been the same, and just think what the price of the stock has done. Seven years ago, cloud meant those pretty (usually) white shapes floating in the sky. Today, “in the cloud” has a whole different meaning. Email in most cases has replaced FAXes and intranets have replaced the duplicating machine for intra-organizational communications whether in a private corporation, a public school, government or military organization, or a non-profit organization (just to name a few). Social media (e.g. Facebook, Twitter, LinkedIn) and text messages are changing the way we communicate and collaborate and may soon replace email. And this is changing and evolving at a tremendous pace: still use that MySpace page that was the hot social networking site only five or six years ago? Everyone is a videographer with smart phone cameras recording, and then posting online, virtually every current event no matter how small. The very first video for the class (before the start of module I), a presentation made by Thomas Friedman author of The World Is Flat 3.0, demonstrates the significance of the convergence of voice, data, and video technologies to challenge and reshape the way organizations, even nations, function.
There are five modules in the course.

Module I – Intro to e-Business Systems
Module II – Cross Functional Systems
Module III – Data Resource Management
Module IV – Telecomm and e-Bus. Applications
Module V – Developing & Implementing e-Business Solutions

Final Examination – April 25 - this is a proctored exam

We have a very tight schedule. I have set dates for each module to encourage everyone to stay on schedule with the course content and learning objectives (Please see Schedule). Please note that some of these dates are on the weekends (i.e. Saturdays/Sundays). GEB 5870 is not the kind of course where you can cram for the final the day before. We will finish module V on April 23 with all deliverables due no later than April 24. The final exam is scheduled for the following day, Thursday, April 25. All final exams must be taken in a proctored testing session: no exceptions. While GEB 5870 has been offered online for the last eight years, students often choose to take the final exam at one of the UWF campuses for convenience. Therefore, I will arrange for proctored exam sessions scheduled for your convenience on Thursday, April 25, at both the UWF main campus in Pensacola and at the UWF Emerald Coast Campus Center in Fort Walton Beach. The building and room of the testing locations will be announced in the eLearning course News the week before the exam. All testing sessions are 100% online (e.g. everyone uses the computer to take their exam). The testing sessions on the UWF campuses are offered purely for the convenience of the student. Students at the prearranged testing sessions take the same final exam online as everyone else regardless of the testing location. Otherwise, if you cannot make it to one of the prearranged testing sessions, it is the student’s responsibility to make arrangement for the examination site and the proctor for taking the online exam. You have three choices: arrange for your own testing site and proctor, use the UWF testing center, or use the ProctorU service. If you have any questions about this process, please see the UWF instructions for taking proctored exams. Please email me if you have any questions. For your convenience and since the exam is 100% online, final exams taken off campus may be taken any time from April 24 at 7:00 AM through April 27 at 5:00 PM. All forms for individual proctors (not ProctorU) must be in my hands by noon on April 8 so I can make the coordinating arrangements with the proctors. There can be no exceptions to this requirement.

For each of the five modules of the course, there are four work items for the student; two of these are designed to increase engagement for the student. The first work item is a practice quiz for each module. The practice quiz is voluntary, non-graded, and may be repeated as many times as you wish. Every time you take a practice quiz you will see which questions you missed. It is highly recommended that you use these practice quizzes many times to help you learn. For each module, there are between 80 and 120 questions in the question bank for the quiz. Repeating the practice quiz generates a random selection of questions each time. Second, there is a timed, graded quiz for each module. Each of these timed, graded quizzes will have ten objective questions and you
will have only 10 minutes to complete the quiz. When you think you are ready, take the
timed, graded quiz. **You only get one chance on the timed, graded quizzes.** If you fail
to submit your quiz within the allotted 10 minutes, **you will receive a grade of zero on
that quiz.** Please read the document “Taking the Timed Graded Quizzes” for more
information and for some advice on quiz taking strategy, including getting your computer
ready for taking the quiz.

There will also be homework and “class discussion” requirements for each module.
Homework assignments for a module will be use the eBiz-Wiki.com web site where the
members of the class will author and post content for the entire class to review and use,
especially in preparation for the final exam. Please see the document *Homework Using
the eBiz-Wiki* for further instructions. The homework wiki article assignments are
designed to get you involved with the course material and to start you thinking about the
material.

For more information how to determine your grade, please see *Calculating Your Grade.*

This semester we will use the Elluminate audio conferencing tool to hold interactive,
class discussions. I will post dates and times in the eLearning course area for the
Elluminate sessions. In these audio conferences, I will address any questions you might
have about the course content. However, I will not come to the conference to “lecture,”
so bring your questions. I will record each of the Elluminate conference sessions. Once
the conference session is over, I will then replace the conference link with a link to the
conference recording. Anyone may then listen to the conference recording just as if you
were there, including all text messages and white board notations. It is just like being
present during the conference except that you cannot add to the discussion. A first
introduction Q&A session will be held using Elluminate on Thursday, March 7, at 9:00
PM (central time). Times for other Elluminate sessions will be posted on the course web
page in eLearning.

I get email all day, every day, even if I am out of town or away from my office. Please
contact me via email if you have any questions, concerns, or suggestions that must be
handled personally. [Just remember to put GEB 58760 somewhere in the subject line.]
General course questions should be entered into the appropriate threaded discussion area
(See *Class Questions* for a more complete explanation) My goal would be for everyone
to master the course material and make an “A” in the course. If there is anything I may
do to help you to achieve that goal, please do not hesitate to contact me: rplatt@uwf.edu.

If you are not planning on taking the exam at one of the prescheduled, proctored exam
sessions, please get started on arranging your proctored site. If you still have questions
after reading the *UWF Online Campus Instructions for a proctored exam*, please contact
me.