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 unit 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. 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. Ten 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, not to mention what the price of the stock has done. Five 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 may soon replace email. The first video for the class, 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 e-Business Solutions

Examination – April 26th – *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). GEB 5870 is not the kind of course where you can cram for the final the day before. We will finish module 5 on April 25th. The final exam is scheduled for the following day, Thursday, April 26th. **All final exams must be taken in a proctored testing session: no exceptions.** While GEB 5870 has been offered online for the last seven years, students often choose to take the final exam at one of the UWF campuses for convenience. There will be proctored exam sessions scheduled for your convenience on Thursday, April 26th, at both the UWF main campus in Pensacola and at the UWF Emerald Coast Campus Center in Fort Walton. The building and room of the testing locations will be announced in the eLearning course News the week before the exam. These testing sessions are 100% online (e.g. everyone uses the computer to take their exam) and 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 26th at 7:00 AM through April 28th at 5:00 PM. All forms for individual proctors (not ProctorU) must be in my hands by noon on April 10th 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.

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 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 Sunday, March 4th at 8:00 PM (central time). A repeat second introduction session will be held on Tuesday, March 6th at 7:00 PM (central time).

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.
GEB 5870
Class Questions

Usually, in any course, students have two types of questions. There are those types of questions where, if you were in a classroom, you would raise your hand and ask the question. Everyone in the class would hear the question and benefit from the response. Asking this type of question in a classroom environment aids in spreading the answer to the question to everyone in the class. It also helps when everyone gets the same response, an equality of opportunity.

The second type of question is the one where you would talk to the professor privately after class, or you make an appointment with the professor and go see the professor in the professor’s office. These types of questions are usually more individually oriented and personal in nature and often deal with advising the student about academic or career issues and objectives. These questions often have unique answers depending on the student asking the question.

In GEB 5870 we will handle the questions of the first type using the discussion thread labeled “Questions for the Class.” Please post your question in the discussion thread. If you wish to get my attention, you should send me an email indicating that you have posted a question in the discussion area. We can also handle this type of question during the Elluminate online audio sessions. I do not answer these types of questions via email since that would give the recipient information not available to the rest of the class. You should read all questions posted and you are responsible for any instructions provided in my responses to the questions, including the Elluminate sessions, just as if I had answered a question in a face to face classroom.

For questions of the second type, please send me an email containing the question. Please make sure to put GEB 5870 in the subject line of the email and sign all your emails. However, if you send me questions where I feel all the student should have the answer, I reserve the right to post both your question (usually without identifying you as the author) and my answer in the “Questions for the Class” discussion area.
# GEB 5870 - Spring, 2012

## Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Starting date</th>
<th>Ending date</th>
<th>Deadline for completing wiki H/W and quiz</th>
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<tbody>
<tr>
<td>I</td>
<td>3/1</td>
<td>3/10</td>
<td>3/12 (Monday)</td>
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<tr>
<td>II</td>
<td>3/11</td>
<td>3/17</td>
<td>3/27</td>
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<tr>
<td>III</td>
<td>3/26</td>
<td>4/6</td>
<td>4/8 (Sunday)</td>
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<tr>
<td>IV</td>
<td>4/7</td>
<td>4/18</td>
<td>4/20 (Friday)</td>
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<tr>
<td>V</td>
<td>4/16</td>
<td>4/25</td>
<td>(before you can take the exam)</td>
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<tbody>
<tr>
<td></td>
<td>Proctored Final Exam Session (on campus)</td>
<td>April 26</td>
<td>2 ½ hours</td>
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<tr>
<td></td>
<td>Other proctored exams incl. ProctorU</td>
<td>4/26 - 4/28</td>
<td>2 ½ hours</td>
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GEB 5870
Taking the Timed, Graded Quizzes

A precautionary word about taking the quizzes is in order here. There have been some complications in the past when students went to take the timed, graded quizzes. Let me offer the following advice:

1) Do not wait until the very last minute to take your quiz. If you wait until the last minute and anything goes wrong, you have no time for correction.

2) It is a good idea to re-boot your computer before your start any timed exercise. You should not be running any other software at the same time as you are completing the timed, graded quiz. Other software might interfere with your web browser and cause some kind of error.

3) Close all other open windows and software applications other than the eLearning window (see note 2 above) before you start the timed, graded quiz.

4) The timed, graded quizzes are intended to be taken without your book or notes. However, without a proctor to monitor compliance, I realize that we cannot enforce that requirement. However, please be advised that the 10 minute time limit does not give you time to look up answers if you still want to get done on time. You must save your quiz before the time limit expires. That is your responsibility. Quizzes saved after time expires will not be counted. It is your responsibility to monitor your time. There is no grace period. You only have ten minutes. The timer in eLearning is not a real time clock. It only updates when you press the Enter key.

5) Before you start the quiz, make sure your internet connection is working properly. For example, during a thunder storm when there is lightning present is not a good time to be taking your quizzes!! (See note 1 about not waiting till the last minute)

6) There is an Introduction quiz that you must take and pass before you will see the timed graded quiz for module I. The Introduction quiz has questions about the course that are covered in the basis class materials (syllabus, schedule, etc.). You may take this as many times as necessary, but the timed, graded quiz for module I will not appear until you score 100% on the Introduction quiz.
Homework for GEB 5870 will consist of working in two person teams and creating pages (called articles) on the class wiki: eBiz-Wiki. The eBiz-Wiki uses the same software that runs the Wikipedia. Most of you do not know how to create wiki articles, so we have created a set of videos that explain how to create and edit pages in the eBiz-Wiki. You can find the help pages here. The first video starts out by explaining what a wiki site is and then there are other videos that explain how to do the various editing functions for your wiki articles.

Each person in the class has a partner. The list of partners and the topics for each partner pair for the five modules is found in the spreadsheet file eBiz-Wiki Partners and Assignments. Partners are expected to work cooperatively and collegially together on each module homework assignment wiki page.

The topics for the wiki articles were taken from the exam hints provided for the final exam. So, as you create your wiki articles, you are studying for your final exam. And so are your classmates. What makes a wiki really well suited for this kind of activity, is there is a place on each wiki article for discussion. Once you log on to the eBiz-Wiki site, you can edit pages including the Discussion page for each article. On the Discussion page, you should provide feedback to you classmates on the page they created. Wiki pages should be factual and not reflect personal points of view. Wiki pages should provide references so the readers (including your professor) may see the sources you used to build your article. You should have at least three quality sources for your wiki articles. There are several sample pages already created for you including Information Technology (sometimes just referred to as IT), Enterprise Resource Planning, and Data Warehouse vs. Operational Database. The article page on Functional Business Systems was done by students in the Summer, 2011 section of this course and represents a very well done page. Needless to say, they got an “A.”

Authors are expected to read and respond to the comments on the Discussion page. That will be a part of your grade. Also, members of the class are expected to read and respond (again on the discussion pages) to the articles created by your classmates. Your comments on the Discussion pages will also factor in your homework grade.

Some guidelines:

• As soon as possible, log on to your account on the eBiz-wiki site and change your password. You may also give yourself a “handle” if you choose, but I would prefer if you just stick with you Argus userid.

• Do not post anything that is personally identifiable. The eBiz-Wiki is on the internet for anyone to see, so be professional and be discrete.

• Plagiarism is forbidden. Your first instance of any form of plagiarism will result in a zero for that homework assignment. The second will result in a referral for violation of the UWF policy on academic dishonesty. So, write your pages, don’t copy them and include proper attribution.

• One of the advantages of a wiki is the ability to link terms on one page to another page.
which provides a definition and discussion of that term. When writing your page, make sure to **always link to previous pages that contain definitions of terms you are using.** For example, any use of the term Information Technology or its acronym, IT, should link to the page defining and explaining Information Technology. If you look at the page Data Warehouse and the page Data Warehouse vs. Operational Database you can see an example of how **not** to do linking. Notice that the Data Warehouse vs. Operational Database page redefines the term data warehouse, even though there is already a working definition established on the Data Warehouse page. That is duplicative and can often lead to confusions. DO NOT DO THIS!

- When you create a page, you can correct anything except a mistake (typo or otherwise) in the page heading/title. Once you create the page, that page and title is permanent. Should you make a mistake in a page title, please notify the professor as soon as possible.
- Every change that is made to any page is permanently logged in the page history. So be professional. I can see whatever you do. There is no way for you to delete any history data.
- Every page should have three or more quality references. The Wikipedia is not a quality reference. However, the pages in the Wikipedia may provide you with some excellent references. Beware company marketing information when searching for quality sources.
- Your page should contain a thoughtful definition and explanation of your term. It is possible to upload images (preferably from a source other than your textbook and the course powerpoint slides) you find to support your article. Just remember to provide proper attribution. Additionally, one or more examples of applications of the term would be useful to provide some contextual reference for your classmates.
- Please make sure to add the module (Module I, Module II, etc.) as a Category on each wiki article page. E.g. [[Category: Module I]]

The list of terms used in the wiki home work assignments comes from the Keywords and Topics document that I will post to assist you in studying for your final exam. The objective of the wiki homework assignments is to jointly develop a study guide to assist everyone in preparing for the final exam. The quality of your final exam review materials in the eBiz-Wiki will be a function of the quality of the effort and work each of you contributes. At the end of the term, the class should have wiki pages for many of the terms posted in the final exam review document. The better work you and your classmates do with the terms, the better the study document you will have prepared for you.
The final exam in this course is a proctored exam. That means that, while the exam is given online in eLearning, you must take the exam in the presence of a proctor. All final exams must be taken in a proctored testing session: no exceptions. While GEB 5870 has been offered online for the last six years, students often choose to take the final exam at one of the UWF campuses for convenience. There will be proctored exam sessions scheduled for your convenience on Thursday, April 26th, at both the UWF main campus in Pensacola and at the UWF Emerald Coast Campus Center in Fort Walton. 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) and the prearranged testing sessions on April 26th 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. If you have any questions about this process, please see the UWF instructions for taking proctored exams. After reading those instructions, if you still have questions, please email me your questions or we can discuss the question in one of the Elluminate introduction sessions. For your convenience and since the exam is 100% online, final exams taken off campus may be taken any time from April 26th at 7:00 AM through April 28th at 5:00 PM. All forms for individual proctors (not ProctorU) must be in my hands by noon on April 10th so I can make the coordinating arrangements with the proctors. There can be no exceptions to this requirement.

A proctored exam means that everyone must take the exam in the presence of an exam proctor. There are four alternatives for taking a proctored exam:

1) There will be an on-campus proctored testing session at both the UWF Pensacola campus and the UWF Emerald Coast campus in Fort Walton Beach. These testing sessions will be on April 26th and they start promptly at 5:30 PM. These sessions are for the convenience of the student and there is no charge.

For options 2 - 4, you may take the exam any time from April 26th at 7:00 AM through April 28th at 5:00 PM, but you must use an exam proctor.

2) You may take the exam at the UWF testing center.
3) You may use the ProctorU testing service, but the student has to pay for the service.
4) You may arrange your own testing site and proctor. However, you must submit a proctor form to me by April 10th and I must approve the proctor. You should start working on those arrangements now. April 10th will be here before we know it. Remember, if you are arranging for your own proctor, finding (and paying if necessary) for an approved (by Dr. Platt) proctor is your responsibility. Make sure you complete both the top and bottom sections of the proctor form, especially the name and contact information for the proctor (phone and email).

If you are taking the exam in one of the prearranged testing sessions, the only preparations you have to make is to tell me later in the term which testing session you will attend.
The final exam is very detailed and thorough. It is taken in a proctored environment by everyone and it is closed book, closed notes. You will have 2 ½ hours (150 minutes) to complete the exam. Exam prep materials will be posted in D2L including key words/topics to study, sample questions (from an old exam which was based on an old version of the textbook) representative of the types and complexity of exam questions, and a list of potential discussion question topics. The short answer questions on the exam will be taken from the topics in the list provided. Please do not postpone studying for this exam until April 25th. The final exam consists of 80 objective questions (80 points) and 9 discussion questions (70 points). Here is a good way to prepare for the exam: learn the definitions of the words given in the matching questions at the end of each chapter; know the purpose for the term; and know how the term is applied (e.g. advantages, disadvantages, or possibly capabilities and limitations). For example, take the topic of intranets: know the definition of an intranet, including its components; know what the purpose is for using intranets; and know the advantages and disadvantages of how intranets are used in organizations. Make sure you have watched all the videos as several of the discussion questions on the exam will cover an application of course content to the topics/situations covered in the videos. For example, one question I have used in the past went something like this: “Discuss how Subaru/Isuzu used tried and true systems development processes for their SAP ERP systems project.” Additionally, I have provided a sample of Part I from an old version of the final exam; that is, the part with the objective questions. Use this sample exam as a study tool. It is based upon the 12th edition of the textbook so the material is a little different (e.g. the content on project management was all new in the 14th edition), but much is very similar, plus you get to see the types and level of difficulty of the questions. You may also take the sample, practice exam as often as you wish. I suggest making use of the practice quizzes as a study refreshment tool. There are over 1000 questions in the question bank for each of the practice quizzes and they cover the content of the course from soup to nuts.

The content of the course videos is included on the final exam. If you have problems downloading any of the videos (they are quite large files – some are 100MB or more), please contact the UWF ITS HelpDesk. Their contact information is located on the main screen when you enter the eLearning system.

For certain key concepts (e.g. system implementation strategies) you will need to know a list of issues/options. (e.g. phased implementation, pilot implementation, parallel implementation, and plunge implementation).

Keep this in mind on the final exam: if you leave any question blank, there is no way to give any partial credit. If you give a really great answer, I have been known to give bonus points. Notice I did not say a really long answer, but a really great answer. Long is not synonymous with great.

The final exam is a proctored exam. A proctored exam means that everyone must take the exam in the presence of an exam proctor. There are four alternatives for taking a proctored exam:

1) There will be an on campus proctored testing session at both the UWF Pensacola
campus and the UWF Emerald Coast campus in Fort Walton Beach. These testing sessions will be on April 26th and they start at 5:30 PM. These sessions are for the convenience of the student and there is no charge.

For options 2 - 4, you may take the exam any time from 7:00 AM on April 26th through 5:00 PM on April 28th, but you must use an exam proctor and you must have completed your timed, graded quiz for Module V before the final exam will show in your eLearning course.

2) You may take the exam at the UWF testing center.
3) You may use the ProctorU testing service, but the student has to pay for the service.
4) You may arrange your own testing site and proctor. However, you must submit a proctor form to me by April 10th and I must approve the proctor.