Instructor: Dr. Sharon W Tabor, PhD (stabor@boisestate.edu)

Phone: 208-426-4344  
Office Hours: MEBB 3104, office hours: Tues 2:30 - 5:30 pm, or email for appt.

COURSE CATALOG DESCRIPTION - ITM 310 BUSINESS INTELLIGENCE - Study of Information Technology resources such as database systems, enterprise systems, and networks explained in their role of supporting decision makers. Special attention given to hands-on-experience for developing and using Business Intelligence. Ethic, legal, and behavioral issues of conducting Business Intelligence. PREREQUISITES: BUSCOM 201 or ENGL 202

Course Technologies:

1. Blackboard via myBoiseState login
2. Internet: reliable, high-speed connection for completing Blackboard activities, viewing videos, and completing learning modules; for best results use current version of either IE or Firefox for learning modules.
3. Software: Adobe Flash, Java Client, PDF reader, iTunes & QuickTime or other video player. (Note: most learning modules require Flash and will not run on a iPad). Microsoft Office (2013 Or 2016 preferred) - BSU students may receive a free copy of Office365 (Word, Excel, Access) to use while you are a student. See OIT website. Alternatively, class members will receive an email to download a free copy of Access from the Microsoft DreamSpark website. Note: Excel PowerPivot activities will not work in Student or Mac editions of Office, or the $99 Office365 software. Please take advantage of available software programs, or plan on using a campus lab or other full Windows version of Microsoft Excel 2013 or 2010 for the two BI Project activities. Office 2016 will also work, altho menus may be different than shown in demos.
4. Experience Level: Students are expected to have a working knowledge of Word & Excel & should have successfully completed ITM104 (Word) & 105 (Excel) or equivalent computer competency course. Online courses require students have excellent time management skills; additionally, the ability to seek help from various available sources, and trouble-shoot their own technical issues is necessary for success.
5. For tech support on Blackboard, please contact the BSU Help Desk linked from the BB home page, or call: 208-426-help.

COURSE FORMAT - This section is online only, which means all materials are available &/or completed online via Blackboard & other online tools. Course materials include topic podcast summaries, small group discussions, learning modules, quizzes, and problem solving activities. Course study tools include a variety of materials including topic notes, podcasts, external video, and software simulations, and chapter topic flash cards. ITM310 is a College of Business CORE required course with the major objectives of learning how technology helps us gather and analyze data for making better business decisions, and to help you build problem solving skills. You can expect the equivalent level of homework and time commitment as for any COBE class. If you have never taken an online class before, this may not be the best one to start with! You must be able to work with your technology and seek solutions to software problems on your own.

Note about Course Materials: If you have a basic level of computer skills, ample materials are provided in this course to help you accomplish the course activities. About 90% of students taking this course find standard course materials are adequate to learning & using technical tools. Depending upon your background, however, this may not be enough, and other outside materials are also
listed for supplemental support & examples. If you are not "getting" it after reviewing course materials and using practice data provided, please see the supplemental outside materials linked to the schedule, and/or attend tutoring sessions on the BSU if possible. If you are a student who often needs extra help, an online course is probably not for you. Also, an online class does not mean that everything is in Blackboard - it is our launch point and home to many materials, as well as the location for uploading homework and activities where you will earn your grades. Blackboard was not intended for high bandwidth items like videos and podcasts, so these are located on the BSU streaming server. Testing is completed in the BSU or CSI Testing Centers, or other approved testing sites, to insure you have mastered the materials through your own efforts.

Success in this Course: The most important things you can do to do well in this course are: a. read the syllabus, b. follow the schedule, and c. follow activity instructions. Time management is critical for successful completion of any course, but more so for online coursework. Schedule your online work time to be the same time during the week to build good study habits. Note that if we were meeting for a regular class, our class meeting time would be 3 hours/week plus homework and course readings. All online activities have points associated with them & penalties are incurred if you skip too many of them. See grading section below. For purposes of this course, we will use a Monday through Saturday calendar, with all activities due Saturday night at 11:59 pm. This does not mean you can’t work on Sunday – just work ahead & submit before Saturday night.

Important Note: This course includes a threshold level of activities that must be completed to receive a passing grade for the course. See details under the grading section and notes on late assignments.

The course syllabus and schedule on Blackboard are your guides to meetings, readings, posted notes, exam times, and activities. These two tools, along with schedule sections and directions in each weekly folder, give you everything you need to know to complete the course. Please be certain to check the schedule regularly, and ask questions in the class discussion area about anything that is confusing to you before it is due. While assignments are due on Saturday evenings, do not expect an immediate response to your question if you're asking it at 10pm Saturday night! The class Discussion Forum is an important and useful tool to view and ask course questions of the instructor and your classmates and should be used for questions other than individual grading or personal issues. I was also asked last fall, if I could meet with a student near her home after she finished work – no, I can’t do that!

Special Technology Notes:

- This course includes some materials designed for mobile learning, including content viewable via a smart-phone web browser, and Quizlet flashcards (clients available for numerous mobile platforms) for study. Participation with the mobile tools is optional, but may enhance your ability to learn materials & prepare for exams.
- **Podcasts** covering weekly topics are either viewable within Blackboard or downloadable to various players or computers, with notes pages linked to the weekly schedules. Related notes are found in each weekly folder and are excellent study tools for exams.
- Course learning modules require Flash to run, which is not included on Macs after OSX10, so plan to download and install Flash on your Mac; iPads do not currently support Flash output.
BSU Statement of Shared Values

Boise State University upholds the following values as the foundation for a civil and nurturing environment. Campus community members and all who are part of COBE are expected to adhere to the following values.

- **Academic Excellence** – engage in our own learning and participate fully in the academic community’s pursuit of knowledge.
- **Caring** – show concern for the welfare of others.
- **Citizenship** – uphold civic virtues and duties that prescribe how we ought to behave in a self-governing community by obeying laws and policies, volunteering in the community, and staying informed on issues.
- **Fairness** – expect equality, impartiality, openness and due process by demonstrating a balanced standard of justice without reference to individual bias.
- **Respect** – treat people with dignity regardless of who they are and what they believe. A respectful person is attentive, listens well, treats others with consideration and doesn’t resort to intimidation, coercion or violence to persuade.
- **Responsibility** – take charge of our choices and actions by showing accountability and not shifting blame or taking improper credit. We will pursue excellence with diligence, perseverance, and continued improvement.
- **Trustworthiness** – demonstrate honesty in our communication and conduct while managing ourselves with integrity and reliability.

In addition to the BSU values listed above, course discussion will be run under the **Rules of Civility**, a seemingly lost art in our fast-paced, high tech/low touch world. This means we will all be polite to one another, respect each others' opinions, learn to accept and give praise, and practice elements of civilized behavior in your online postings and discussions. For further information on this important aspect of your future career success, please see the website of Dr. P.M. Forni, Johns Hopkins University: [http://jhu.edu/civility](http://jhu.edu/civility)

COURSE INFORMATION

**ITM310** is about how organizations can use technology to successfully "collect, evaluate, and apply information to become better decision makers". We start with basic concepts regarding data we need to set appropriate business strategy, and build hands-on experience with technology to develop data into useful business intelligence. Business is all about information; business success is all about using information more effectively than your competitor ([Data Management Review, 2008](http://datamanagementreview.com)). It takes a variety of experts to start and run a business—financial, operational, marketing, accounting, human relations, managerial, etc. Likewise, each functional area requires up-to-date information to plot strategy, set goals, or keep the business on track. Our ability to capture large volumes of data often outstrips our ability to evaluate and apply the data as management information. We address these information challenges in this course so you can become an intelligent gatherer and user of data and technology in your chosen field.
Specific learning objectives for this course:

1. Define business intelligence, describe BI’s relationship to business strategy, & explore BI’s benefits to the organization.
2. Explain the relationship between data & information & how they are managed in organizations with data warehousing & data mining processes.
3. Differentiate sources & types of data within organizations & their uses within functional areas in systems & processes.
4. Describe methods to gather & summarize data, & use tools to analyze data & solve basic business problems.
5. Evaluate ethical uses of data, understand the potential impact upon privacy, & review the importance of information security in organizations.

Additionally, ITM310 touches on each of the following items from the College of Business core objectives:

<table>
<thead>
<tr>
<th>Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:</td>
</tr>
<tr>
<td>1.2. Business Policy and Strategy</td>
</tr>
<tr>
<td>1.5. Information Technology Management</td>
</tr>
<tr>
<td>2. Communicate effectively: Write messages and documents that are clear, concise, and compelling</td>
</tr>
<tr>
<td>2.1. Communicate effectively: Give oral presentations that use effective content, organization, and delivery</td>
</tr>
<tr>
<td>3. Solve problems, including unstructured problems, related to business and economics using the COBE Problem Solving Model</td>
</tr>
<tr>
<td>4. Use effective teamwork and collaboration skills</td>
</tr>
<tr>
<td>5. Resolve ethical issues related to business and economics</td>
</tr>
</tbody>
</table>

REQUIRED COURSE MATERIALS

*Introduction to Information Systems, 5e*, Rainer/Prince/Cegielski, Wiley & Sons, 2014. Be sure to get the correct edition (5th) of the text; there are several options to choose from to best fit your learning style and budget.

a. Buy the **bound book, new or used** at the bookstore - ISBN: 978 1-118-67436-9

b. Buy the **ebook PDF** from Wiley. ISBN: 978-1-118-80213-7 (least expensive).

**Note**: if you try to purchase your book online from a 3rd party reseller, be sure you are getting the 5th edition & that it will arrive on time. Some students have waited a full month for a text only to find it was an internationally bootlegged older version.
COBE Writing Style Guide. Please download your own copy of the current COBE Writing Guide & review. It can be found in the Course Resources folder. All written work for this course should comply with Style guidelines, particularly with regard to citations for your written work. All papers for this course should include references.

Blackboard site: The full course schedule is in the Course Documents/Getting Started folder on Blackboard. Weekly folders include each week's portion of the schedule and all activities due that week, along with any resources required to complete those activities. Please check the full schedule, view weekly folders, and read instructions to plan your time and complete assignments. Chapter podcasts and software tutorials are available from within Blackboard with direct links to the BSU Streaming Server. Each podcast covers key concepts in the chapters or readings that are used as the basis for exams. This method narrows down the material you need to study and replaces a traditional lecture format with examples and short videos.

PARTICIPATING IN THE COURSE

Active Learning - An advantage of the online format is that various learning styles are addressed, including visual, audio and tactile. This course is comprised of materials we hope you find relevant and interesting. In return, active learning requires that you read the assigned chapters, complete the activities, and are prepared to apply or discuss concepts in your small group.

Using IT to Learn About IT - Between your online activities and other assigned homework you will be using several common business tools for data analysis. Gaining experience with these types of software and understanding IT capabilities, builds marketable skills and increases your comfort level with trying and using new technologies. By the way, there's nothing wrong with using the software "help" system!

Standards for All Written Deliverables - As in the real world, your written submissions should be professionally presented, using Word or saved in .doc/.docs format. See the assignment specifications for details about section headings and bullets for clarity, and paragraphs that make sense as a whole unit. The COBE Writing Styles Guide is used as the writing standard for this class, as it serves as a basic standards for business writing, applied across courses in the College. These standards emphasize professional workplace business communications & use of citations for referenced materials.

Communicating with the Instructor - The class discussion board is great for general course questions that others may also have, and is the first place you should go to see what others are asking, or to post your question. Email should be reserved to contact your instructor for personal issues, grade questions, or to request an appointment. If emailing, please pay attention to a few basics of effective emailing:

1. Include an informative SUBJECT LINE (ITM310-section#), then clearly state the nature of the message.
2. In the MESSAGE always include your name, as we often can’t tell from the email address.
3. When replying to an email, ALWAYS include the past trail of messages so we know the context of your reply.
4. Take time to write professionally, as email is not like a text message.

Note: the discussion board will be monitored daily, and emails will typically be handled within 48 hours. If you email a question that is of general interest & should be in the discussion board, your instructor will reply & post your question in the forum the first time. After that, you will be directed to the discussion board to post your question.
Assignment Submissions & File Naming Conventions - All homework activities will be graded from Blackboard. Before uploading to Blackboard, keep in mind the following conventions. Please name all files with the assignment name/number & your last name; ex. CasePaper1_Jackson.doc, or ProbSlvg3_Jones.xls. Mac users, please be sure to save your work in MS Office format (.docx or .xlsx) so they can be opened on a PC for grading. Please do not paste your homework into the Blackboard assignment space, but upload the document as specified in the activity without entering any text in the submission box; do not email your homework to the instructor unless previously discussed. All grading is done through Blackboard.

Learning Accommodations: Students with disabilities needing accommodations to fully participate in this class should contact the Disability Resource Center (DRC). All accommodations MUST be approved through the DRC. Please stop by Administration 114, call 208-426-1583, or email DRCinfo@boisestate.edu to make an appointment with a disability specialist. To learn more about the accommodation process, visit the DRC website: http://drc.boisestate.edu.

GRADING, EVALUATION CRITERIA & MINIMUM THRESHOLD REQUIREMENTS

The following table includes the approximate point breakdown for this course, although changes in total points may occur if we add activities or experience technical issues. Please note the minimum threshold requirements listed below for passing this course. There is no provision for end of course make-up or extra credit in this course. For illness or other personal issues please contact your instructor. Assignments will not be accepted late without a valid reason (illness, death in the family, new baby, etc.). Makeup exams are at the discretion of the instructor. Please notify the professor of a problem before the assignment due date when possible

<table>
<thead>
<tr>
<th>Assessment Activities</th>
<th>Points</th>
<th>%</th>
<th>Minimum Threshold Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>300</td>
<td>34.2%</td>
<td>All exams must be taken</td>
</tr>
<tr>
<td>Case Paper</td>
<td>50</td>
<td>5.7%</td>
<td></td>
</tr>
<tr>
<td>Online quizzes, activities &amp; homework</td>
<td>385</td>
<td>42.8%</td>
<td>At least 80% of quizzes &amp; learning modules must be completed, and 80% of problem solving activities must be attempted.</td>
</tr>
<tr>
<td>Small group discussion (2@25)</td>
<td>50</td>
<td>5.8%</td>
<td></td>
</tr>
<tr>
<td>BI Project - Part I &amp; II</td>
<td>100</td>
<td>11.5%</td>
<td>You do not earn points for items not completed &amp; they are not skipped for point calculation!</td>
</tr>
<tr>
<td>TOTAL</td>
<td>885</td>
<td>100.0%</td>
<td></td>
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Threshold Activities: This course has a threshold level of activities that you are expected to complete to pass the course. These activities help you build skill-sets that are important for success in other business courses and your career. Students who choose not to complete the minimum level of activities will have their course grade reduced by either one grade level (C to C-) or full letter (C to D) depending upon the number of activities omitted. You do not receive points for any skipped assignments, so you are penalizing yourself twice for skipping these activities.

To learn the most from this course (and get the full benefit of your tuition fees), read the instructions, complete all activities, do your best, and get help where needed. You will carry away valid business skills that will help you in college and your future careers.
Assessment Descriptions:

Exams - Each exam addresses a segment of the course and focuses on your understanding of the key concepts, techniques, and tools covered in that segment. All exams will be Blackboard tests taken at the BSU testing center, & covering conceptual & applied learning. Questions will include multiple choice, completion, ordering, & short answer.

Note: If you end up missing an exam date due to illness or other major issue, please contact the instructor & we will attempt to reach an agreeable makeup time. If you are outside the Boise area, you must take your test at an approved testing center. Please contact the professor to set this up.

Business Case - A realistic business case has been developed for this course, to give you practice in applying course concepts by analyzing issues and offering recommendations; we will use the COBE Problem Solving Model to identify root problems, consider stakeholders and offer alternative solutions, and/or use technology to analyze business intelligence data. Output will be in the form of individual 3 page (single spaced) papers for each case assignment, including appropriate research, citations, and proper business writing per the COBE Writing Guide.

Online Activities & Problem Solving Homework - quizzes, learning modules, and hands-on homework activities demonstrate your learning through practice. They are opportunities to apply skills, think through concepts, and reflect upon your reading. Tutoring hours will be available for the Excel and Access homework, but please view the course prep materials and demos before attending tutor sessions. If you show up and can't even open the application, the tutor will not spend time with you. See times announced in BB.

Small Group Discussion - several topics will be scheduled to be discussed in assigned small groups. This format makes for a more interactive activity, and helps you get to know a few classmates who may also become study partners and friends. Be considerate of others' time, and see the Online Discussion Guidelines under Course Docs/Course Resources for how discussion points are earned.

GRADING POLICIES & THRESHOLD SCALE
Grading scale - The following plus/minus grading scale will be used for this course. If you fail to successfully complete the threshold level of activities for the course, your grade will be down-graded accordingly. See above.

<table>
<thead>
<tr>
<th>% of Total Points</th>
<th>Grade</th>
<th>% of Total Points</th>
<th>Grade</th>
<th>% of Total Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 or higher</td>
<td>A +</td>
<td>93 – 96.999</td>
<td>A</td>
<td>90 – 92.999</td>
<td>A -</td>
</tr>
<tr>
<td>87 - 89.999</td>
<td>B +</td>
<td>83 – 86.999</td>
<td>B</td>
<td>80 – 82.999</td>
<td>B -</td>
</tr>
<tr>
<td>77 – 79.999</td>
<td>C +</td>
<td>73 – 76.999</td>
<td>C</td>
<td>70 – 72.999</td>
<td>C -</td>
</tr>
<tr>
<td>67 – 69.999</td>
<td>D +</td>
<td>63 – 66.999</td>
<td>D</td>
<td>60 – 62.999</td>
<td>D -</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
<td></td>
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Academic Honesty - Each of you is expected to comply with the Boise State University standard of conduct for academic integrity, as outlined by the Student Conduct Office. You assume full responsibility for the content and integrity of the academic work you submit. Academic dishonesty is taken seriously; any student violating the BSU standard of conduct will be subject to disciplinary action, including receiving a failing grade (F) in the course. Individual homework is to be done individually. Multiple submissions of the same homework document will result in zeros for all parties for the first instance, and disciplinary action for further events.
The COBE Writing Style Guide includes examples of how to correctly cite ideas and quotations from a variety of sources, and you are expected to follow its standards. The guiding principle of academic integrity is that any work you submit with your name on it, must be “your own work.” That means you wrote it, they are your ideas, you solved the problems, you researched what other people said, etc. Failure to properly cite and reference your sources is considered plagiarism, and is a violation of the Digital Millennium Copyright Act, as well as of the BSU Student Conduct guidelines. On writing assignments, 15-20% of your grade will be based on your writing, including formatting, spelling and reference citation, in addition to content.

- **When you borrow ideas**—whether or not you use the exact words someone else used—you must clearly show that those ideas belong to someone else, and to whom they belong. This is called a “citation” in the text with those ideas, and a “reference” to the full source where the ideas were found.
- **When you borrow exact words, phrases or sentences**, you must also enclose the words in quotation marks (and include the citation and reference). The reader must be able to easily tell that something came from someone other than you.

**Individual assignments** - you are expected to do activities yourself. You may discuss homework with other students, but the specific ideas and their expression must be yours and yours alone. If the ideas expressed on your paper are too similar to another student’s—whose name is not on the paper--this is plagiarism. The first time you will receive a warning and half credit or no credit, depending on the circumstances. The second time will be an automatic F for the course.

**Due Dates** - All online assignments are due as posted in each weekly folder. Assignments will not be accepted late without a valid reason (illness, death in the family, new baby, etc.). Please notify the professor of a problem before the assignment due date when possible. Most online learning modules & activities are date specific and will not be available after the due date. Plan ahead, don't fall behind, and communicate when you have a valid issue!

**Grading Policy/Appeals** - Your points for each graded item will be posted to Blackboard as it is evaluated - instantly for some activities, within the following week for homework and written activities. Please review your posted grades & let me know if you believe there is an error.

**GENERAL EXPECTATIONS**

Because this is a business course, the expectations are the same as those for an employer. Your grade is the equivalent of a performance evaluation.

- **Plan and schedule ahead.** If you go to work unprepared, your boss and colleagues will question why they hired you.
- **Meet your due dates.** If you do not complete your work on time, you will be poorly evaluated, or fired. If you do not turn in your homework on time, your instructor will give you fewer points, or none at all.
- **Show up for work.** Participate online regularly/daily
- **Be there, completely.** Actively participate in team discussions, ask questions to the class discussion if something isn’t clear.
- **Take initiative.** Contact/visit the professor during office hours or by appointment to ask questions, discuss an idea from class, or just to get to know them.

**Expectations for the Instructor:** Students may expect the instructor to:
Communicate requirements clearly and clarify when necessary
Be available by email, text, or phone (usually 24 hour response) to help
Assign worthwhile activities that will increase or support your learning experience
Provide fair and prompt feedback on assignments - usually within a week
Drop in and out of online discussions while under progress
Assist you in achieving course goals.
Be knowledgeable and current about subject matter presented

Last updated: 12/09/2015