UNIVERSITY OF SOUTH FLORIDA
A PREEMINENT RESEARCH UNIVERSITY

ISM 4212
Database Administration & Design
School of Information Systems and Management
Information Assurance and Cybersecurity
Management Program

Instructor: Giti Javidi
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Semester: Summer 2023
Class Meeting Days: Asynchronous
Class Meeting Time: Asynchronous
Class Meeting Location: Canvas

COURSE DECRIPTION:
From Course Catalog: "This course is an introduction to the concepts and principles of database management. It is intended to provide potential designers, users, and managers of data-base systems with an understanding of physical vs. logical representations, data modeling, implementation, and data management. Database skills are developed through both individual and team projects."

"In this course, students will be introduced to the design, construction, and use of relational databases. The content of the course has been selected to provide students with the knowledge and analytical skills in this subject that are needed to successfully enter professional management information systems careers."

PREREQUISITE: ISM 3113 Systems Analysis and Design (with a grade of "C" or better)

REQUIRED TEXTBOOK
- MindTap for Shellman/Afyouni/Pratt/Last's, A Guide to SQL, 1 term Printed, 10th Edition, Cengage, ISBN: 9780357419748 (you will be provided an online access code to the e-book and the lab exrecises)

OPTIONAL READING
- Fundamentals of Database Management Systems, 2nd ed., by Mark L. Gillenson. Wiley (2012).
- T-SQL, 3ed., Itzik Ben-Gan, Microsoft Press (2016). Beginning Microsoft SQL Server 2012 Programming, by Paul Atkinson and Robert Vieira. Wiley (2012).
- Database Systems Design, Implementation, and Management, 13th ed., by Coronel, Morris, Rob. Cengage (2019). Database Concepts, 7th ed., Kroenke, Auer. Pearson (2015).

STUDENT LEARNING OUTCOMES
Upon completion of this course, students should be able to:
- recognize the role of data management in the modern business organization
- demonstrate modeling skills used to identify organizational data structures
- describe the fundamental principles of relational database technology
- employ Structured Query Language to manipulate data in relational databases
- apply database technology to typical Business Analytics needs of organizations
- identify the primary organizational responsibilities of database professionals
- summarize the major issues affecting database design and use in environments involving client/server databases, distributed databases, and data warehouses

MINDTAP: Assignments, Quizzes, and Exercises
Our primary source in this course is MindTap (for the database design practice, quizzes, and assignments). MindTap comes with a full access to the interactive ebook (readable online or off), study tools, and plenty of opportunities to practice developing databases. Student assignments in MindTap will be graded manually by the instructor and grades will be automatically recorded on Canvas.

- You must complete the reading assignments, quizzes, and assignments in MindTap.
- You must complete practice exercises (not graded) and assignments (graded).
- You are also required to watch the "Visualize Videos" which are woven into the course to help understand core concepts with detailed animations and narrated audio.
- Each week, you must review key concepts with interactive flashcards.
- There are ample opportunities for you to practice designing databases and apply what you have learned each week with various quizzes and coding activities.

COURSE POLICIES: Technology and Media
- **Canvas:** This course will be offered via USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses being offered in Canvas, please view the following videos or consult the Canvas help guides. You may also contact USF's IT department at (813) 974-1222 or help@usf.edu. The course will include recorded lectures, reading assignments, tests (midterm and Final), quizzes, discussions and homework (posted on CANVAS).
- **Recorded videos and instructor notes**: Course participants are not are not permitted to sell notes or video recording of class lectures.
- **Honorlock:** Online exams and quizzes within this course will require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz.
- **Windows Based Laptop:** You must have a Windows based laptop, otherwise, you will not be able to complete all the required assignments for this course.

GRADING POLICY

WARNING: There is NO extra credit. There is NO rounding. What you get is what you get. You have all the assignments before you. There is no additional work available to you if you fail to complete the actual assignments.

The instructor will accommodate students who have to miss quizzes, assignments or tests due to medical emergencies in the immediate family or job-related situations. These are the only conditions under which accommodation will be considered in real-time during the semester. Should such situations arise, the student must provide necessary documentation before the missed deliverable can be rescheduled. Specifically, Bulls games are no grounds for make-ups.

Academic accommodations for disabilities in consultation with the Office of Students with Disabilities Services will be provided following university procedures.

Late work receives a zero grade until submitted. For each day an assignment is late, 1% will be deducted from the assignment grade. This, however, does not apply in the case of the final project, which will be due right before the final grades are due, so there's not much I can do for you there.

GRADING SCALE
USF policy requires that all students receive a graded assignment or examination prior to the semester's drop/withdraw date (please refer to important dates on page 1 of this syllabus). Student performance for this course will be evaluated based on quizzes, exams, assignments, quizzes, lab exercises, and discussion participation, as detailed below. Below is a summary for the determination of the final grade and an explanation for each component:

Item	Weight
MindTap Database Assignments/quizzes	20
Tableau Assignments	5
Canvas Database Assignments	35
Canvas Quizzes	10
Exams	30

A+ = 98-100; A = 92-97; A- = 90-91; B+ = 88-89; B = 82-87; B- = 80-81;
C+ = 78-79; C = 72-77; C- = 70-71; D+ = 68-69; D = 62- 67; D- = 60-61; F = 59 or below

STUDENT EXPECTATIONS
- **Attendance Policy**: There is no live lecture attendance requirement. Everything will be placed on Canvas.
- **Course Hero/Chegg Policy:** The USF Policy on Academic Integrity specifies that students may not use websites that enable cheating, such as by uploading or downloading material for this purpose. This does apply specifically to Chegg.com and CourseHero.com – any use of these websites (including uploading proprietary materials) constitutes a violation of the academic integrity policy.
- **End of Semester Student Evaluations:** All classes at USF make use of an online system for students to provide feedback to the University regarding the course. These surveys will be made available at the end of the semester, and the University will notify you by email when the response window opens. Your participation is expected and valued.
- **Turnitin.com:** In this course, turnitin.com will be utilized. Turnitin is an automated system which instructors may use to quickly and easily compare each student's assignment with billions of web sites, as well as an enormous database of student papers that grows with each submission. Accordingly, you will be expected to submit all assignments in both hard copy and electronic format. After the assignment is processed, as instructor I receive a report from turnitin.com that states if and how another author's work was used in the assignment. For a more detailed look at this process visit http://www.turnitin.com. Essays are due at turnitin.com the same day as in class.
- **Syllabus Terms:** All students must review the syllabus and the requirements, including the online terms and video testing requirements, to determine if they wish to remain in the course. Enrollment in the course is an agreement to abide by and accept all terms. Any student may elect to drop or withdraw from this course before the end of the drop/add period.
- **Honorlock:** Online exams and quizzes within this course will require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence. To avoid any concerns in this regard, students should select private spaces for the testing. Students with concerns may discuss location of an appropriate space for the recordings with their instructor or advisor. Students must ensure that any recordings do not invade any third-party privacy rights and accept all responsibility and liability for violations of any third-party privacy concerns. Students are strictly responsible for ensuring that they take all exams using a reliable computer and high-speed internet connection. Setup information will be provided prior to taking the proctored exam. To use Honorlock, students are required to download and install the *Honorlock Google Chrome extension*. For additional information please visit the *USF online proctoring student FAQ* and *Honorlock student resources*.

TABLEAU REQUIREMENT
One of the strategic priorities at the Muma College of Business is "Distinctive Analytics and Creativity". The Citizen Data Science (CDS) Certificate program was implemented based on the strategic priorities to provide opportunities to Muma graduates to be data scientists. The Tableau projects that you will do throughout your time at the Muma College of Business will provide the opportunities to learn five of the top ten skills:
- Analytical and critical thinking

- Problem-solving using data
- Critical Analysis
- Creativity
- Reasoning

In this course, students are required to complete a Tableau project. After the completion of the projects, students will be able to:
- get business insights from the data analysis that you can visualize and explain to others who are not data-savvy
- increase acumen in complex problem-solving
- improve creativity and critical business decision making ability
- develop logical reasoning

STANDARD UNIVERSITY POLICIES

Policies about disability access, religious observances, academic grievances, academic integrity and misconduct, academic continuity, food insecurity, and sexual harassment are governed by a central set of policies that apply to all classes at USF. These may be accessed at: https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx

WEB PORTAL INFORMATION

Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Canvas course information via that address. The web portal is accessed at http://my.usf.edu.

GENERAL INSTRUCTION FOR STUDENTS

- **Academic Support Services:**
  The Information Commons provides students with individual and group study spaces, computers, printers, and various media equipment for temporary use. The Information Commons is staffed by librarians, learning support faculty, tutors, and technology and e-learning specialists. Students challenged by the rigors of academic writing, mathematics, or other course content are urged to contact their professors early in the semester to chart out a plan for academic success, and/or regularly use the tutoring services provided by Learning Support Services (http://www.usfsm.edu/academics/academic-resources/information-commons/tutoring.aspx) which are provided at no cost to students.
- **Career Success Center:**
  Students can explore careers through activities such as job shadowing, mentoring, and internships. Whether students will be pursuing graduate school or seeking employment, Career Services can help develop a plan to reach their next destination. Students can prepare professional documents, practice for the interview and attend employer or graduate school information sessions.   Access these resources or schedule an appointment with career advisors at www.usfsm.edu/career-services.

LEARNING SUPPORT and CAMPUS OFFICES

Tampa Campus	**Tutoring Hub:** The Tutoring Hub offers free tutoring in several subjects to USF undergraduates. Appointments are recommended, but not required. For more information, email asctampa@usf.edu
	Writing Studio: The Writing Studio is a free resource for USF undergraduate and graduate students. At the Writing Studio, a trained writing consultant will work individually with you, at any point in the writing process from brainstorming to editing. Appointments are recommended, but not required. For more information or to make an appointment, email writingstudio@usf.edu
	Counseling Center: The Counseling Center promotes the wellbeing of the campus community by providing culturally sensitive counseling, consultation, prevention, and training that enhances student academic and personal success. Contact information is available online.
	Center for Victim Advocacy: The Center for Victim Advocacy empowers survivors of

	crime, violence, or abuse by promoting the restoration of decision making, by advocating for their rights, and by offering support and resources. Contact information is available [online](#).
St. Petersburg Campus	**Student Success Center:** The Student Success Center provides free tutoring and writing consultations. Contact information is available [online](#). **Wellness Center:** The Wellness Center provides counseling and medical services, as well as prevention programs and victim advocacy. Contact information is available [online](#).
Sarasota-Manatee Campus	Tutoring and Writing Support: Learning Support Services provides free tutoring and writing consultations for a variety of courses and subjects such as, Accounting, Biology, Chemistry, Finance, Math & Statistics, Physics, and Spanish. Make an appointment [online](#). Counseling and Wellness Center: The Counseling and Wellness Center is a confidential resource where you can talk about incidents of discrimination and harassment, including sexual harassment, gender-based crimes, sexual assault, stalking, and domestic/relationship violence. Call 941-487-4254 Victim Advocate: A Victim Advocate is available 24/7 by calling (941) 504-8599. For assistance leave a message with your phone number and your call will be returned as soon as possible. The Victim Advocate is available to assist victims of crime, sexual assault, and partner violence.

COURSE FAQ

How to communicate with me? You can either (i) send me an email directly or through Canvas, or (ii) call/text me or (iii) set up an appointment to see me in my office. When emailing directly or through Canvas, please write the appropriate subject and include your name at the bottom of the email. The emails should be composed professionally and the language should be courteous and respectful.

How NOT to communicate with me?
1. Please do not email me from a non-USF email account.
2. Please do not submit deliverables to me through email. All deliverables must be submitted through Canvas.
3. Please do not reply to an email that I send to the entire class without changing the subject line, unless your question is about that subject. If you are using the "Reply" button as a means to get my email address in the "To" line, please change the subject line and also delete all previous text from that email, if your email pertains to something else.

How will I communicate with you? I will send announcements through Canvas. The announcements should arrive in your inbox. If you send me an email through Canvas, I will respond back through Canvas. If you send me an email directly, I will respond back to your email address. I will make every attempt to reply to your emails within 24 hours during weekdays. I cannot guarantee a response within 24 hours on weekends. Occasionally emails do tend to go to my Spam Mail folder so if you have not received my response within 24 hours, please either resend your email or call my office phone number and leave a message in case I am not in my office. I will provide feedback on your assignments through Canvas.

How to Succeed in this Class?
- **Check Canvas and emails daily for announcements:** I will periodically send emails and announcements. I encourage you check them daily.
- **Read the syllabus:** It is *a lot of trouble* to prepare so detailed a syllabus. You should assume I had a reason for it. I want to make sure that you understand the course structure and expectations and have your questions answered on the first week. This will help us all have a more productive semester. Please read *every word* in this syllabus by end of the first week and ask me any questions.
- **Complete the reading assignments:** You will get a lot more out of this class if you complete the assigned readings. In my experience, students who don't complete the reading either never complete it or try to cram it all in just before the exams. That doesn't work. Most of the time, unsatisfactory grades are due to procrastination than any other cause. Please give yourself ample time each week to complete the assigned readings for this class.

- **Watch the recorded lectures/external videos:** Some modules will include recorded lectures and LinkedIn Learn videos. The lectures that are prepared by me contain topics that I think are the most important in the course. Please watch them.
- **Do not procrastinate on completing assignments/labs:** You cannot pass the course without doing at least most of the assignments. The homework assignments build upon one another. If you get behind, you will find it very difficult to catch up.
- **Complete the quizzes:** Completing the quizzes will prepare you for the exams. So, I encourage you to complete them by the due dates.
- **The bottom line "Do not procrastinate."**