UF UNIVERSITY of FLORIDA

ISM 6216: BUS DATABASE SYST 2
Fall 2017 – Module 2

Instructor	Liangfei Qiu–liangfei.qiu@warrington.ufl.edu
	Department of ISOM, Warrington College of Business Administration
Class Time	TR: period 3-4 (14FA); 5-6 (2226)
Class Location	STZ 102
Office	STZ 331
Office Hours	Tuesday 3:00 – 4:30 pm or by appointment (email 2-3 days ahead to make an appointment if you have class during office hours)
TA	
TA Office Hours	

COURSE DESCRIPTION

The availability of vast amounts of searchable data is changing the nature of the learning required to succeed in traditional business disciplines such as finance, accounting, and marketing. It is vital that future managers – from all majors – have a working knowledge of database, practical experience in its use, and management perspectives on how database is used to reshape products, services, and organizations.

ISM 6216 will focus on three broad issues: (1) relational algebra, the foundation of SQL, (2) Advanced database implementation, such as indexes, views, and triggers and (3) data mining (introductory level). While students are introduced to the practical business uses of some technology tools (SQL in particular), the real value that students gain from ISM 6216 comes from understanding the strategic possibilities inherent at the intersection of business and technology.

TEXTBOOK AND READINGS

Required Textbook   Jeffrey A. Hoffer, Ramesh Venkataraman, and Heikki Topi, *Modern Database Management*/11E, Prentice-Hall (ISBN: 978-0132662253)

Prerequisite: ISM 6215

Class Website   Announcements, assignments, course schedule, additional readings, and other information are available on Canvas at https://ufl.instructure.com/.
You will also need the most recent version of Access (2010 for PC/2011 for Mac).

WORKLOAD

Welcome to the Warrington College of Business Administration, where everyone admitted – including you – is a top student. In order to challenge you and truly add to your education, the Warrington College of Business Administration is committed to rigorous, cutting-edge classes. This means that you can expect a substantial workload.

Our goal is to help you go beyond being a top student. Our vision is that you will become a productive employee, an effective project leader, a future division leader, perhaps a future CEO. Some of you will

work in traditional companies; some will work for nonprofits; some will become professional business consultants; some will grow a family business or start your own successful business. All these career paths have something in common: to succeed in a constantly changing business world, you must constantly seek new information from the environment, make sense of it with your colleagues and business partners, and act on it to develop and implement your business strategy. You must be able to think critically.

In order to think critically, you need a knowledge base. A significant part of ISM6216 involves reading, learning, and practicing. Learning these base concepts will give you a foundation for thinking critically and solving real business problems. The goal of ISM6216 is to deliver learning that will serve you in the future, both at UF and in your career.

EVALUATION OF YOUR PERFORMANCE

The final letter grade in the class will be based on a curve. You may expect the following grade distribution: approximately 40-45% will receive an A- or above, about 5% will receive a C+ or below, and 45-60% will receive a B+, B, or B-. However, the grade distribution and the average could change if the overall class performance exceeds the instructor's expectations.
The breakdown of your final grade is as follows:

Deliverable Detail	Points
Class Participation and In-class Quizzes	**40**
Assignments (2 assignments, 25 points each)	**50**
Exams (2 exams, 150 points each)	**300**
Group Project and Presentation	**110**
Total Points	**500**

1. Class Participation

To get the most from this class, it is important that you come to class ready to join the discussion on the day's topic. You are expected to read all the assigned reading materials before class, behave properly in the class room, and contribute actively to the class discussion. Please use a name card to help the instructor and your peers remember your name. Sitting roughly at the same spot in each class could help speed up this process. When evaluating class participation, I keep the criteria as follows:
- Attending class regularly
- Displaying positive behaviors such as active listening to the instructor and peers, asking insightful questions, responding to questions, synthesizing others' ideas, bringing appropriate real-life experiences, and disagreeing constructively

2. Short Quizzes

Occasionally, there will be short quizzes given on class content.

3. Assignments

IT skills for individual productivity will be a necessity for any business professionals in their careers. To help students master basic SQL skills, there are TWO homework assignments. Those assignments will simulate real-life tasks and ask students to solve them by using the designated tools. Specific details for these assignments will be posted on Canvas.

4. Exams

There are **two** in-class exams (see Course Schedule for details). An exam review session will be provided before each exam. Exams will combine multiple-choice and essay format questions. Unless under significantly extreme circumstances, make-up exams will NOT be arranged. ***The extreme emergency must be approved by the instructor BEFORE the exam date.***

5. Group Project

The class will have a group project on SQL (Access). A group of up to <u>**Six**</u> students can work together on the project. The detailed description for this project will be given later in the module.

6. Changes

This course will be very dynamic, so EXPECT changes. Changes in schedules will be posted on course website. It is the student's responsibility to keep up with the changes that are posted on course website.

7. Extra Credit

Additional extra credit assignments may be offered to the entire class at the discretion of the instructor. There will be no opportunity to raise your course grade by doing individual extra credit work at any point during or after the semester, as this would violate University policy.

POLICIES

Fairness, Deliverable Deadlines, and Time Management

Deliverables are assigned because work outside of class supplements and reinforces learning. Deliverables are also due at designated times and in specific formats, all of which will be described in assignment criteria. To be fair to everyone in class and to get assignments graded and returned in a timely fashion, we have to have deadlines. Please turn things in on time.

- Deliverables handed in *after* but *within 24 hours* of the due date/time will receive half credit.
- Deliverables will not be accepted more than 24 hours after the due date.

Re-Learning on Assignments and Exams

Asking questions after your exams and assignments have been graded reinforces learning and helps you understand your strengths and weaknesses with course material. Therefore, I encourage you to meet with me to discuss assignments. However, you must do so within ONE WEEK of the day the homework is returned or grades are posted. After *the one-week window, your grade for an assignment cannot be changed.*

Classroom policy

Please also **turn off** your mobile phones and other electronic devices to avoid disturbing. Please arrive on time and leave after class ends. Remember that your classroom citizenship will be considered in your in-class participation grades.

Using Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, <u>you are responsible for reading your email for university and course-related information and announcements</u>. You are responsible for keeping the university informed about changes to your email address. You should check your email regularly and frequently – I recommend daily– to stay current with university-related communications, some of which may be time-critical.

Documented Disability Statement

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

ISOM Department Policy on Honor Code Violations

For any academic class activity, students must follow the University of Florida Student Honor Code (http://www.dso.ufl.edu/students.php). Any violation of the code will automatically results in a failing grade (E) for this course and you will be reported to the Office of the Dean of Students. The Dean of Students might impose further sanctions, such as suspension or expulsion.

ISM 6216 Class Schedule – Liangfei Qiu
Where to find the readings: Ch.#: Textbook chapters
This schedule is subject to change.

Wk	Cl	Date	Class	Readings	Deliverables
1	1	T Oct 24	Course Introduction	Ch. 1 – "The Database Environment" Article "What's (technically) in your tweets ?"	Course Survey
	2	Th Oct 26	Relational Algebra I	Slides	
2	3	T Nov 31	Relational Algebra II (Assignment 1)	Slides	
	4	Th Nov 2	SQL I	Ch. 6 – "Introduction to SQL"	Group formation due in hard copy at the beginning of class
3	5	T Nov 7	SQL II and Exam #1 review	Slides	Assignment 1 due in hard copy at the beginning of class
	6	Th Nov 9	**Exam #1**		
4	7	T Nov 14	Advanced Database Implementation and Design I	Ch. 7 – "Advanced SQL"	
	8	Th Nov 16	Advanced Database Implementation and Design II (Assignment 2)	Ch. 9 – "Data Warehousing"	
5	9	T Nov 21	Data Mining	Slides	
	10	Th Nov 23	**No Class – Thanksgiving Holiday**		
6	11	T Nov 28	Exam #2 Review and project presentation	Slides	Assignment 2 due in hard copy at the beginning of class
	12	Th Nov 30	Project Presentation		Project due in hard copy at the beginning of class
7	13	T Dec 5	**Exam #2**		
	14	Th Dec 8	Guest Speaker		