

MIS304 Exam 2 Review

PREPARED BY
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Agenda

- Announcements / Suggestions
- Proctoring and Checkout
- General Exam Rules
- What's on the exam

Announcements

- Exam 2: Thursday
 - In-class using Respondus lockdown browser
 - **Thursday ONLY** during your **registered class time** (UAccess) unless you have prior permission from Dr. C
 - Results: ~ next Tuesday, God willing
- Assignment 6 released
- ICKR-11 (exam review & practice) due today
 - Note: question distribution in ICKR is not representative of the exam
I put in more “assignment” questions to help students get more examples of such questions for practice

Pre-Test Reminders

- Berger Pre-assigned seating
 - See D2L gradebook night before: **ExamSeat**
 - Column currently hidden
- Bring Laptop
- Bring CatCard
- Pre-test (closed book): close books, close all applications + all browser tabs other than D2L/test

DRC Accommodations

- You'll need to register in advance with DRC for accommodations
- Please inform me if you registered on/after Mar 19 (since that's when I setup the accommodations on D2L)

Suggestion: Sleep, Relax

- Research shows getting a good night's sleep improves test performance

- <http://time.com/3663796/for-better-grades-let-your-kids-sleep-more/>
- <https://aasm.org/college-students-getting-enough-sleep-is-vital-to-academic-success/>
- <https://www.health.harvard.edu/blog/sleep-helps-learning-memory-201202154265>
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Proctoring

- Proctors will not be able to answer any content related questions
 - Ask Dr. C if you have such questions
 - You may also write your (reasonable) assumptions on the Digital Scratch Paper Question (last question)
- Please respect proctor requests
 - If you have concerns, refer them to Dr. C

Test protocol: Checkout (1/2)

- Submission

- Once you submit, test is over (cannot restart / change answers)

- Checkout in front

- Keep CatCard ready
- Keep laptop open showing test completion message: includes your name, netID + Wilbur logo



Quiz Submissions - Exam 2 (Module 2) (In-class)

Faiz Currim (username: currim)

Attempt 1

Written: Fel

Submission View

Your attempt has been submitted successfully.

Do NOT click "Done" / do NOT close this screen.

Bring your CatCard + laptop (showing this screen including your name at the top) to the instructor area / check-out station. Turn-in scratch paper (if you used it).

Please maintain the test integrity by not discussing the test with others.

Bear Down and Go Cats!

A large, stylized black and white logo of a cat's head, likely the Wilbur logo mentioned in the text.

Done

Test protocol: Checkout (2/2)

- Checkout / Exiting protocol

- Grab your things and bring them to the front of the room
- Scan your Cat Card
- DO NOT EXIT AT THE BACK OF THE ROOM! (we won't have your attendance and it will appear like you took the exam without being in class; "Administrative 0")

Reminder: Administrative 0 ☹ No make-up exam possible; treated as an academic integrity violation

Completion Reminders

- Submission

Submit Quiz

- Once you submit, test is over (cannot restart / change answers)
- Please Submit Quiz / Exam prior to checkout
You should see a successful completion message along with a Wilbur logo. **Stop** at that screen.
- Test must be continuously proctored by us in-class
 - Leaving the class without Dr. C's permission (before the check-out is complete) leads to a 0 score on the test and a grade of incomplete on the course pending a review
 - Depending on the review results and at the discretion of the instructor: you may be permitted to retake the test or do the make-up test (Exam 4)



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Test Protocol: Closed book

- Exam is Closed Book

- Take your test on your laptop

- Only keep D2L open to access test (close all other browser windows / programs)
- Do not access anything else (even on D2L) during the test

- Use of any other electronic devices, notes, etc. will result in an “Administrative 0” [no make-up exam possible; treated as an academic integrity violation]

- All other items MUST be put away, and out of sight

Test Protocol: No Cell Phones / Devices

- Please put **AWAY** all devices
 - Nothing should be in your testing area
- Devices should be in silent / airplane mode
 - Purpose: avoid calls or other disturbances during the test
 - Please ensure no alarms are set during the test

Test protocol: integrity

- No cheating!

- If you need to pause to think, look at the screen / straight up.
 - Avoid suspicious movements (e.g., looking off screen, reaching for things, etc.)
 - Note: even though your test scores may be conditionally released after the test (to give you a sense of how you did), they are NOT considered final if there are any academic integrity issues.
- (In-class) If you need to look around to think, look at me, or look up. DO NOT let your eyes wander.
 - We will end your exam, and you will receive an “Administrative 0”
- An academic integrity violation means you will receive an “Administrative 0”
- No make-up exam possible; treated as an academic integrity violation

- Exam is an INDIVIDUAL Assessment

- Do not share the test information with other students (helping others is also an integrity violation)
- OWN WHAT YOU KNOW!

Test Protocol: Length

- Length

- 35 content questions (T/F, Multiple choice)
- Last question: “digital scratch paper”

- Test time

- Up to 75 minutes (standard time; DRC accommodations allow for extra time)
- Historically, most prepared students have completed an equivalent test in 30 mins (some take longer)

Digital Scratch paper Question template (last question)

Digital Scratch Paper

Question 38 (0.001 points)

Use this question as your "digital scratch paper".

If you make assumptions that you want us to know about -- write down the question number and the corresponding assumption.

You can safely submit the test with this question empty (there are no points associated with this question).

	A✓
	A✓
	A✓
	A✓
	A✓
	A✓

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Coverage

- Module 2

- Material covered in:

- Online (pre-class, recorded) lecture
- In-class discussion (e.g., chapter content, tech talk video takeaways, excel, access, database concepts, etc.)
- Class activities and assignments (A3 - A5)
- Text-book



How should I study?



- Start your review with material from online lectures
- Next, review text-book and in-class discussions
- Assignments / activities:
 - Be comfortable with material (please re-solve, don't just scan/skim)
- Review / re-practice quizzes (esp. pre-class KC: Module review)
- Review Student extra-credit questions (see D2L announcement for link)
 - Bugs fixed
 - Modified questions for: originality, clarity, context, readability, simplification

Chapter 4 concepts

- What is e-commerce
 - Types (B2C, B2B, C2C, C2B, G2C, etc.)
 - E-finance
- Brick & Mortar vs. Click & Mortar vs. Click
 - Back to the long tail
- Capabilities and benefits of e-commerce
 - Disintermediation
 - Long-Tail
 - Mass customization
 - Group buying, New revenue models, Social commerce
- E-commerce revenue models
 - Traditional sales, Subscription, Licensing, Transaction fees, advertising, affiliate marketing
- Benefits & Drawbacks of E-tailing

Chapter 4 concepts

- Attracting and retaining customers online
 - Unique, visit-stay-return, advertise, learn from data
- Online Consumer's Hierarchy of Needs
 - Representational delight
 - Functional convenience
 - Structural firmness
- Internet Marketing
 - Search, display ads, email, social media, mobile marketing
 - How to measure ad performance
 - SEO
- Mobile E-Commerce
- Financial and Legal issues
 - Securing payments, fraud (& protecting yourself), Cryptocurrencies
 - Taxation, DRM, etc.

Chapter 4 in-class videos

- Online Security

- Social engineering, Sammi at the fair <https://vimeo.com/132377755>
- Jimmy Kimmel & passwords <https://youtu.be/opRMrEfAlil?t=19>

Chapter 5 concepts

- Need for communication & collaboration and supporting tools
 - Synchronous / asynchronous communication
 - Virtual teams & Supporting Technology (Groupware, e-Meeting, video conferencing)
 - Intranets and portals
- The evolving web
 - Web 1.0 vs. Web 2.0 (and future web capabilities)
 - Impact on the workplace
 - Social media
 - Evolving workspace, value of technology knowledge & use

Chapter 5 concepts

- Communication

- Blogs (including for journalism)
- Social presence (Twitter / Facebook / LinkedIn)
- Instant messaging
- Virtual worlds

- Cooperation

- Share: media, bookmarks, metadata, etc.

- Collaboration

- Cloud tools such as Google Docs
- Content management systems
 - Store and manage digital content
 - Website systems such as WordPress, Joomla, or Drupal
- Collective intelligence (e.g., open-source, wikis)

Chapter 5 concepts

- Crowdsourcing and crowd-funding
 - M-turk
 - Citizen Science, Design
 - Online detectives
- Connection with Social Networks & Social Media
 - Business and social uses
 - Viral marketing
- Managing enterprise 2.0 strategy
 - Organizational issues
 - Speed of information spread
 - Online reviews
 - Pitfalls (e.g., errors may become viral)
 - Lessons learned

Chapter 5 in-class videos

- Viral Marketing (Blender) <https://www.youtube.com/watch?v=lBUJcD6Ws6s>
- Crowd-sourcing Doritos “Crash the Super Bowl” ad:
<https://www.youtube.com/watch?v=MNRAdrB9TSs>
- Crowd-funding (Kickstarter / cooler):
<https://www.youtube.com/watch?v=IYTan7nD5bo>
- Managing social media (Nestle):
<https://arizona.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=08b65289-3766-41d8-b604-ab4500fedea0>

Chapter 6 concepts

- Business Intelligence (BI)

- What is BI / analytics (using information systems to gather and analyze information from internal and external sources in order to make **better business decisions**)
 - Transform Data -> Information and Knowledge
 - Business intelligence vs. Advanced Analytics
- Sources for BI
- Users of BI
- Big Data
- Continuous planning
 - Analyzing trends and finding new patterns in data (understand change as it occurs)

Chapter 6 concepts

- Databases

- What is a database (DB)
 - Entity, Collection of entities (class)
 - Table (relation), Row (tuple/record), Column (attribute/field), primary key, foreign key, normalization
- Advantages of Databases
- Effective management (data modeling, normalization, data types, data dictionary, business rules)
- How do we Query databases?
 - Related: Using queries in standardized reports (e.g., scheduled, exception, etc.) or for ad hoc queries
- Basis/foundation for other information systems / business intelligence
 - Including: OLTP systems, data warehouses / data marts / data lakes
- ETL process (DB -> data warehouse)

Chapter 6 concepts

- BI and related Technologies
 - DSS
 - OLAP
 - Complex multidimensional analyses
 - Cubes, drill-down, roll-up
 - Data visualization
- Advanced Analytics
 - Data mining and Machine learning
 - Text & web mining
 - Intelligent systems (including bots and personal assistants)
- Knowledge management systems, Geographic information systems, social network analysis

Chapter 6 in-class videos

- Big Data is Better Data

https://www.ted.com/talks/kenneth_cukier_big_data_is_better_data (first 11 and a half minutes at least)

- Basketball analytics

https://www.ted.com/talks/rajiv_maheswaran_the_math_behind_basketball_s_wildest_moves

Assignments

- WordPress and blogging

- Usefulness of a content management system
- Setting up a blog, customizing the menu, publishing & launching a site
- Content creation: text, images, videos, hyperlinks

- PowerBI

- Why cloud based BI analysis & visualization
- Importing Access data into Excel
- Excel Tables, functions: VLOOKUP()
- Q&A
- Visualizations
- Publishing on web

Assignments continued

- Databases & Access

- Inserting and updating data
- Querying and SQL basics
 - Specifying tables & columns to display (including expressions, e.g., multiplying two columns)
 - Sorting / ordering data (ascending, descending)
 - Filtering rows based on criteria (text / strings, numbers, dates)
 - Formatting output (e.g., changing column headings, currency format)
 - Joining multiple tables
 - Grouping and Aggregation functions: SUM(), COUNT(), AVG(), MIN(), MAX()

Questions?

- If you have any questions, please let us know ASAP!
 - mis304@email.arizona.edu
- Best wishes for the exam!