



# MCS\*2020 Information Management

Fall 2024

Section: DE01

Department of Marketing and Consumer Studie

Gordon S. Lang School of Business and Economics

Credit Weight: 0.50

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## Course Details

### Calendar Description

In this course students are introduced to principles of information acquisition, manipulation, and management as relevant to organizational decision making. Students learn about various types of management information systems, data, and how it may be used to support competitive advantage. Topics include the information economy, information systems and strategy, information ethics, fundamentals of digital marketing, data management, and introductory data analysis. Students will gain proficiency in basic methods and tools commonly used in business, such as Excel, and leverage existing business knowledge to solve problems using real-world data sets. Relevant insights on technological trends are provided throughout the course, including Generative Artificial Intelligence (GenAI). This course is intended to provide learners with a foundational toolkit for managing information and exploring the use of analytics for effective decision making.

**Pre-Requisite(s):** MGMT\*1000, 4.00 credits

**Co-Requisite(s):** None

**Restriction(s):** Check with your advisor.

**Method of Delivery:** Distance Education (asynchronous online)

### Final Exam

**Date:** Thursday, December 5<sup>th</sup>, 2024 -11:30am-2:00pm

Note: Please read the important information about exam timing in the **Assessment Description** section under **Final Exam** in this Outline.

**Location:** Online via **Quizzes** tool in CourseLink using Respondus LockDown Browser

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# Instructional Support

## Instructor

**Nicole McCallum**

**Email:** [mccallun@uoguelph.ca](mailto:mccallun@uoguelph.ca)

**Office:** MINS 257

Nicole McCallum is a scholar and entrepreneur with a passion for understanding the accumulation of knowledge. She is an assistant professor in the Department of Marketing and Consumer Studies at Lang. Coming from the private sector (commercialization and economic development), Nicole blends industry and academic knowledge into teaching. Her research works to model processes of knowledge accumulation, and the impact of this on economic value creation. Currently she is applying this lens to work in GenAI and higher education, entrepreneurial networks, and preventative defense. She loves learning with students, and is looking forward to hearing from this MCS2020 cohort about how they think artificial intelligence systems may disrupt business. Her tips for success: read the weekly newsfeed post for hints, reminders, class meet-ups (virtual + in-person) and other experiential learning!

### Office Hours:

**Drop-in - Monday – 3:00-3:40pm** on Microsoft Teams ([Need help?](#))

- [Join the meeting now](#) Meeting ID: 216 755 944 258 Passcode: jPdipR

**By appointment via Microsoft Teams** – please use my booking link:

<https://calendly.com/profnicole/student>; for in person, email me.

Please note that the fastest way to find answers in the course are 1) weekly newsfeed, 2) discussion boards (monitored daily M-F), 3) further details will be posted in the **Announcements**. See also **Communicating with Your Instructor**.

## Teaching Assistant(s)

**Name:** Faiz Mustansar

Carter Nicholas

**Email:** [fmustans@uoguelph.ca](mailto:fmustans@uoguelph.ca)

[nicholac@uoguelph.ca](mailto:nicholac@uoguelph.ca)

**Contact for** – Administrative questions, Questions about Excel or MCS2020 chatbot.

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## Learning Resources

### Required Textbook

**Title:** Management Information Systems: Managing the Digital Firm, 17<sup>th</sup> edition (2021)

**Author(s):** Laudon, K. C., Laudon, J. P.

**Publisher:** Pearson

**ISBN:** 9780136971665

**FREQUENTLY ASKED QUESTION (FAQ):** May I use an older copy of the textbook?

**Answer:** *No, as you need access to MyLab for the assignments.*

You may purchase the textbook at the [Guelph Campus Co-op Bookstore](#) or the [University of Guelph Bookstore](#). Please note that DE textbooks are located in the Distance Education section of the University of Guelph Bookstore.

## Course Materials

This course requires the use or purchase of **MyLab MIS** (<https://mlm.pearson.com/northamerica/>) to complete the course activities and/or assessments. It is your responsibility to ensure that you have access to all of the required materials for the course. Please reach out to the instructor by Week 4 if you require assistance accessing the textbook.

## Supplementary Materials

Companion website for Laudon & Laudon book (with practice questions, summary slides, flash cards, etc.) This is from an older edition of the textbook and is not 100% aligned with our textbook, but has some good practice questions for free.  
[http://media.pearsoncmg.com/intl/pec/mylab/2015c/laudon\\_7ce/companion\\_website/index.html](http://media.pearsoncmg.com/intl/pec/mylab/2015c/laudon_7ce/companion_website/index.html)

## Course Website

[CourseLink](#) (powered by D2L's Brightspace) is the course website and will act as your classroom. It is recommended that you log in to your course website every day to check for announcements, access course materials, and review the weekly schedule and assignment requirements. <https://CourseLink.uoguelph.ca>

## Ares

For this course, you may be required to access course reserve materials through the University of Guelph McLaughlin Library. To access these items, select **Ares** on the navbar in CourseLink. Note that you will need your Central Login ID and password in order to access items on reserve. <https://www.lib.uoguelph.ca/find/course-reserves-ares>

For further instructions on accessing reserve resources, visit [How to Get Course Reserve Materials](#). If at any point during the course you have difficulty accessing reserve materials, please contact the Course Material and Reserve Services staff at: Tel: 519-824-4120 ext. 53621 or Email: [libres2@uoguelph.ca](mailto:libres2@uoguelph.ca)  
Location: McLaughlin Library, First Floor, University of Guelph

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## Learning Outcomes

### Course Learning Outcomes

By the end of this course, you should be able to:

### **[Knowledge and Understanding]**

1. Discuss trends + critical factors impacting firms in a digital business environment;
2. Explain how effective information management drives competitive advantage;
3. Understand business applications of different technological advancements;
4. Differentiate between various systems used to manage information in business;
5. Identify and critically evaluate information sources required for various organizational decision-making contexts;

### **[Discipline/Professional and Transferable Skills]**

6. Develop proficiency in data extraction, preparation, transformation, and reporting (and associated software) to resolve real-world business problems;
7. Apply strategic thinking and collaborative problem-solving skills within exploratory data analysis to align technical decisions with business objectives;

### **[Attitudes and Values]**

8. Understand and discuss broad ethical and regulatory issues around information, technology, and the diverse users it impacts; and
9. Describe diverse user attitudes towards and capacities with technology.

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## **Teaching and Learning Activities**

### **Method of Learning**

This course adopts a distance education approach, but leverages Experiential Learning Theory and Active Learning tools, such as the simulations, discussions, and excel assignments. You are expected to read the content available in CourseLink for each unit and then strengthen your learning by completing the readings from the textbook. CourseLink unit content mainly introduces topics that are then analyzed in the textbook more in depth, so for a successful completion of quizzes, simulations, and other course assessments, ensure that you complete all required readings in a timeline manner.

This goal of this course is not to tell you everything about Information Systems, but to help you understand how important this field is and will continue to be in the future. Aligned with a teaching philosophy around building a community of inquiry, learning and retention are most effective when you are given an opportunity to put your knowledge into practice. All students are reminded of core values—active engagement, integrity, ethical conduct, collective learning, and mutual respect—that are the foundations of a positive learning environment. In addition to aiming for high-quality discussion, respect and good manners also apply. Be respectful in your interactions with your peers and instructor(s).

### **Course Structure**

The course is organized into 12 units as follows:

1. Information Systems in Global Business
2. eBusiness and Collaboration; Social networks
3. Information Systems, Organization, and Strategy
4. Marketing Analytics
5. Ethical and Social Issues in IS
6. IT Infrastructure Emerging technologies (AI!)
7. Databases and Introduction to Data Management
8. Data Management and Analysis
9. Managing IS and Knowledge, Information Security
10. E-commerce
11. Enterprise Applications
12. Enhancing Decision Making

## What to Expect for Each Unit

Expect to dedicate 6-8 hours each week on this course, reviewing lesson and readings, studying for a quiz, completing a small assignment (excel, simulation, discussion). It is *\*critical\** that you keep up weekly, and the many 'small' assignments are structured to help you do so intuitively. You're literally learning to manage information.

## Schedule

The schedule below outlines what you should be working on each week of the course and lists the important due dates for the assessments. It will help prepare you for success. \*Note that in most units you do not need to read the entire chapter – ensure that you check the weekly newsfeed post / lesson notes for details of which exact sections of the chapter to focus on. Similarly, not all discussions are for grades.

### Unit 01: Information Systems in Global Business

#### Week 1 – Thursday, Sept 5 to Sunday, Sept 15

##### Readings

- CourseLink: Unit 1
- Textbook: Chapter 1

##### Activities

- Familiarize yourself with the course website by selecting **Start Here** on the navbar. Watch the introductory video.
- Review **Outline** and **Assessments** on the course website to learn about course expectations, assessments, and due dates.

- Review the Announcements post **How to access the digital materials for this course**. Confirm your access to **My Lab\* (required)** and **MyITLab** (\*optional) via the Pearson My Lab and Mastering widget on the Course Home page.

### **Assessments**

- Chapter Simulation 1, due by Friday, Sept 13<sup>th</sup> in MyLab
- Quiz 1, available from 12:01 AM ET on Thursday, Sep 12 to 11:30 PM ET on Friday, Sept 13 in the **Quizzes** tool in CourseLink
- Discussion contributions for Week 1 due by 11:30PM ET on Friday, Sept 13, in the **Discussion** tool in CourseLink

## **Unit 02: eBusiness and Collaboration**

### **Week 2 – Monday, Sept 16 to Sunday, Sept 22**

#### **Readings**

- CourseLink: Unit 2
- Textbook: Chapter 2

#### **Assessments**

- Excel Assignment 1, due by Friday Sept 20 in MyLab by 11:30pm
- Discussion contributions for Week 2 due by 11:30PM ET on Friday, Sept 20, in the **Discussion** tool in CourseLink

## **Unit 03: Information Systems, Organization, and Strategy**

### **Week 3 – Monday, Sept 23 to Sunday, Sept 29**

#### **Readings** *(see weekly post/lesson notes for extra guidance)*

- CourseLink: Unit 3
- Textbook: Chapter 3

#### **Assessments**

- Chapter Simulation 2, due by Friday Sept 27<sup>th</sup>, 11:30pm in MyLab
- Quiz 2, available from 12:01 AM ET on Thursday, Sep 26 to 11:30 PM ET on Friday, Sept 27 in the **Quizzes** tool in CourseLink
- Discussion contributions for Week 3 due by 11:30PM ET on Friday, Sep 27, in the **Discussion** tool in CourseLink

## **Unit 04: Intro to Marketing Analytics + Information Privacy**

### **Week 4 – Monday, Sept 30 to Sunday, Oct 6**

#### **Readings** *(see weekly post/lesson notes for extra guidance)*

- CourseLink: Unit 4 (includes additional readings / videos in-lesson)
- Textbook: parts of Ch 8.2, 8.3, 8.4

### **Assessments**

- Excel Assignment 2, due by Friday Oct 4<sup>th</sup>, 11:30pm in MyLab
- Discussion contributions for Week 4 due by 11:30PM ET on Friday, Oct 4<sup>th</sup>, in the **Discussion** tool in CourseLink

## **Unit 05: Ethical and Social Issues in Information Systems**

### **Week 5 – Monday, Oct 7 to Sunday, Oct 13**

#### **Readings**

- CourseLink: Unit 5
- Textbook: Chapter 4, parts of Ch 8.1

#### **Assessments**

- Quiz 3, available from 12:01 AM ET on Thursday, Oct 10<sup>th</sup> to 11:30 PM ET on Friday, Oct 11<sup>th</sup> in the **Quizzes** tool in CourseLink
- Discussion contributions for Week 5 due by 11:30PM ET on Friday, Oct 11, in the **Discussion** tool in CourseLink

## **Unit 06: IT Infrastructure and Emerging Technologies, Networking**

### **Week 6 – Monday, Oct 14 to Sunday, Oct 20\* (\*fall reading week: Oct 14 15 16 off)**

#### **Readings**

- CourseLink: Unit 6
- Textbook: specific parts of Chapter 5.1, 5.5; 5.2-5.4; Ch 7.1, 7.2., 7.3

#### **Assessments**

- Chapter Simulation 3, due by 11:30PM on Friday, Oct 18 in MyLab
- Discussion contributions for Week 6 due by 11:30PM ET on Friday, Oct 18, in the **Discussion** tool in CourseLink

## **Unit 07: Intro to Databases and Knowledge management**

### **Week 7 – Monday, Oct 21 to Sunday, Oct 27**

#### **Readings**

- CourseLink: Unit 7
- Textbook: parts of Chapter 6.1, 6.2; 11.1, some of 11.4

#### **Assessments**

- Excel Assignment 3, due by June 30<sup>th</sup> in MyLab
- Discussion contributions for Week 7 due by 11:30PM ET on Friday, Oct 25, in the **Discussion** tool in CourseLink

## **Unit 08: Data analysis**

### **Week 8 – Monday, Oct 28 to Sunday, Nov 3**

#### **Readings**

- CourseLink: Unit 8
- Textbook: Chapter 6.3, 6.4, parts Ch 12.3, Ch 12.4

#### **Assessments**

- Chapter Simulation 4, due by Friday Nov 1, 11:30PM ET in MyLab
- Quiz 4, available from 12:01 AM ET on Thursday, Oct 31 to 11:30 PM ET on Friday, Nov 1 in the **Quizzes** tool in CourseLink
- Discussion contributions for Week 8 due by 11:30PM ET on Friday, Nov 1, in the **Discussion** tool in CourseLink

## **Unit 09: Managing Value Information Systems and Knowledge, AI**

### **Week 9 – Monday, Nov 4 to Sunday, Nov 10**

#### **Readings**

- CourseLink: Unit 9
- Textbook: Parts of Ch 14, 11.2, 11.3 (see notes)

#### **Assessments**

- Excel Assignment 4, due by 11:30PM ET on Friday Nov 8 in MyLab
- Discussion contributions for Week 9 due by 11:30PM ET on Friday, Nov 8, in the **Discussion** tool in CourseLink

## **Unit 10: E-Commerce**

### **Week 10 – Monday, Nov 11 to Sunday, Nov 17**

#### **Readings**

- CourseLink: Unit 10
- Textbook: Chapter 10.1-10.5

#### **Assessments**

- Chapter Simulation 5, due by July 21<sup>st</sup> in MyLab



- Quiz 5, available from 12:01 AM ET on Thursday, Nov 14 to 11:30 PM ET on Friday, Nov 15 in the **Quizzes** tool in CourseLink
- Discussion contributions for Week 10 due by 11:30PM ET on Friday, Nov 15, in the **Discussion** tool in CourseLink

## Unit 11: Enterprise Applications

### Week 11 – Monday, Nov 18 to Sunday, Nov 24

#### Readings

- CourseLink: Unit 11
- Textbook: Chapter 9

#### Assessments

- Excel Assignment 5, due by Friday, Nov 22, 11:30PM ET in MyLab
- Quiz 6, available from 12:01 AM ET on Thursday, Nov 21 to 11:30 PM ET on Friday, Nov 22 in the **Quizzes** tool in CourseLink
- Discussion contributions for Week 11 due by 11:30PM ET on Friday, Nov 22, in the **Discussion** tool in CourseLink

## Unit 12: Enhancing Decision Making

### Week 12 – Monday, Nov 25 to Friday, Nov 29\* \*Nov 29 – Last day of classes

#### Readings

- CourseLink: Unit 12
- Chapter 12 opening case, 12.1,12.2, 13.2

#### Assessments

- Discussion contributions for Week 12 due by 11:30PM ET on Friday, Oct 18, in the **Discussion** tool in CourseLink
- Last week to complete SONA or research journal alternative (Nov 29, 11:59pm)

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## Assessments

The grade determination for this course is indicated in the following table. A brief description of each assessment is provided below. Select **Content** on the navbar to locate **Assessments** in the table of contents panel to review further details of each assessment. Due dates can be found under the Schedule heading of this outline.

## Course Assessments

Assessment	Weight	Learning Outcomes
Chapter Simulations (best 4 of 5)	12% (3% each)	1, 2, 3, 4, 5, 7
Quizzes (best 5 of 6)	20% (4% each)	1, 2, 3, 4, 5, 8, 9
Excel Assignment (best 4 of 5)	28% (7% each)	6, 7
Discussion contributions (at least 6 posts/interactions)	3%	1, 2, 3, 4, 5, 8, 9
SONA Research Component	2%	
Final Exam	35%	1, 2, 3, 4, 5, 8, 9
<b>Total</b>	<b>100%</b>	

### **Assessment Descriptions – submissions are due by Friday 11:30pm\***

*\*No extensions are granted, given the amount of built-in flexibility .See policy below.*

#### **Chapter Simulations**

All chapter simulations are conducted online via **Pearson MyLab\*** **\*\*Not MyITLab – that is for excel practice.** Keep in mind that not all units require you to do chapter simulations. Make sure to check the “Assignments breakdown and deadlines” table from the course outline for more information. Your best 4/5 simulations count.

#### **Quizzes**

All quizzes are conducted online via the **Quizzes tool on CourseLink.** All consist of multiple-choice questions. Keep in mind that not all units require you to do quizzes. Make sure to check the “Assignments breakdown and deadlines” table from the course outline for more information. On weeks when quizzes are scheduled, the quiz will open on Thurs at 12:01 AM ET and close on Fri at 11:30 PM ET. Your best 5/6 quizzes count.

#### **Excel Assignments**

For your Excel assignments, you will be downloading assignment guidelines and starting files directly from **Pearson MyLab – \*\*Not MyITLab – that is for practice.** Then, you will be working on your assignment offline. Once you have completed your assignment, go back to MyLab and upload your assignment. Your work will be reviewed automatically by Pearson’s system, and you will be given a grade along with instant feedback. See Courselink for more instructions, and video tips, including how to review your feedback. (This is one of the main features of the textbook – while expensive –it is

worth your investment. The excel skills are amongst your most important takeaway from this course for your career). Best 4/5 excel assignments count.

## Discussion Contributions

All discussions are facilitated via CourseLink. Keep in mind that you can choose when you'd like to contribute to discussions - not all units require you to do so. Some units offer discussion post ideas for within your groups, which you are welcome to use, or you can interact with students on the main discussion thread as well (see rules). These are marked for completion only, to ensure students actually gain something from reflection and interacting with other students as well as generating practice questions, applying material, etc. vs. worrying about it. Try to post before the last hour so you can interact with peers. You only need 6 interactions OR posts, however. (Though you are encouraged to post frequently). If you miss posting throughout, you may submit a 3-page reflection paper for 50% of the grade, due by the last day of classes.

## Online Final Exam with Respondus Lockdown Browser and Monitor

This course requires you to write an online final exam using the **Quizzes** tool in CourseLink. The exam is cumulative (i.e., covers the all content/topics within the outline). It will consist of 100 multiple choice questions, from all units, roughly equally distributed. The questions will be similar to those on your quizzes, meaning that your use of Pearson's Dynamic Study Module tool within your MyLab package is an excellent way to study and practice. Select **Content** on the navbar to locate **Assessments** in the table of contents panel to review further details of the final exam.

This course requires the use of Respondus LockDown Browser and Monitor (webcam) to proctor your online final exam within CourseLink. Use of Lockdown Browser with a webcam has been implemented to maintain the academic integrity of the final exam. You must [download and install LockDown Browser and Monitor](#) to complete the practice test and final exam. While writing the practice test and final exam, you must show your university issued identification card during the Respondus Startup Sequence.

The final exam will be delivered online via the **Quizzes** tool. The exam is 2 hours in length and students are asked to check WebAdvisor to confirm the time and date. will be held on **Thursday, December 5, 2024**.

To accommodate students who may be located in various time zones, the exam will be available beginning at **11:30 AM ET** until **2:00 PM** Eastern Time (ET). You can enter the exam at any point during this window of time but will only have 2 hours to complete it from when you start writing. For example, if you start writing the exam by **11:45 AM ET**., you will have until **1:45 AM ET** to complete it. After **12:30 PM ET** you will no longer be able to enter the exam environment.

Similar to a sit-down exam where you must arrive prior to the start of the exam, it is highly recommended that you enter the online exam environment in Respondus at least 20-30 minutes before the end of the available window to allow enough time for you to complete the Respondus Startup Sequence, ensuring that you have the full two hours.

Please be sure to review the Using Respondus Lockdown Browser and Monitor instructions by selecting **Content** on the navbar to locate **Assessments** in the table of contents panel. **Important Note:** There is a mandatory practice test that you are required to take before the online exam. The purpose of the practice test is to ensure that Respondus LockDown Browser and Monitor is set up properly and that you are able to use it. <http://www.respondus.com/lockdown/download.php?id=273932365>

If you have questions regarding the use of Respondus Lockdown Browser and Monitor or encounter any technical issues during quizzes or exams, please contact CourseLink Support at [CourseLink@uoguelph.ca](mailto:CourseLink@uoguelph.ca) or 519-824-4120 ext. 56939.

University of Guelph degree and associate diploma students as well as Open Learning program students must check [WebAdvisor](http://www.uoguelph.ca/webadvisor) for their examination schedule.  
<https://www.uoguelph.ca/webadvisor>

### **Requesting an Alternate Format without Respondus Monitor**

Alternative arrangements for students who object to the use of Respondus Monitor will continue to be made following current guidelines: Students may request an alternate assessment that does not use Respondus Monitor by contacting their instructor. Such requests must be made at least one week in advance of a scheduled assessment.

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## **Course Technology Requirements and Technical Support**

### **CourseLink System Requirements**

You are responsible for ensuring that your computer system meets the necessary [system requirements](#). Use the [browser check](#) tool to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

<https://opened.uoguelph.ca/student-resources/system-and-software-requirements>  
<https://CourseLink.uoguelph.ca/d2l/systemCheck>

### **Respondus LockDown Browser and Monitor Requirements**

Respondus LockDown Browser is a locked browser for taking quizzes in CourseLink. It prevents you from printing and copying; using other operating software; using search engines (e.g., going to another URL); communicating via instant messaging; and it blocks non-web-related software (e.g., Adobe PDF, Microsoft Word).

Respondus Monitor is a companion application for LockDown Browser that uses webcam and video technology to ensure academic integrity during online exams. The software captures video during the exam and allows the instructor to review the video once the exam is completed.

In order to use Respondus LockDown Browser and Monitor, your computer system must meet the following [system and software requirements](#). For questions about the system or software requirements, contact [CourseLink Support](#).  
<https://support.opened.uoguelph.ca/contact>

## Microsoft Teams Requirements

This course uses **Microsoft Teams** as a video communication tool for office hours. A Webcam, a microphone, and headphones/speakers may be needed. Review [System requirements for Teams for personal use \(microsoft.com\)](https://support.microsoft.com/en-us/office/system-requirements-for-teams-for-personal-use-dae0234b-839c-4f85-ae75-d14ad2baa978) to ensure that your computer meets the technical requirements. <https://support.microsoft.com/en-us/office/system-requirements-for-teams-for-personal-use-dae0234b-839c-4f85-ae75-d14ad2baa978>

## MyLab

This course will use **MyLab**, a web-based tool by Pearson Education. Visit their website to ensure your computer meets the [MyLab system requirements](https://www.pearsonmylabandmastering.com/northamerica/students/support/select-your-product/index.html). <https://www.pearsonmylabandmastering.com/northamerica/students/support/select-your-product/index.html>

## Excel

You will be required to use the latest version of Microsoft Excel to complete your excel assignments. You can access and download Microsoft office as part of your Microsoft package as a University of Guelph student. If you have any issues with accessing the software, please contact CCS, and/or use the library computers.

## Technical Skills

As part of your online experience, you are expected to use a variety of technology as part of your learning:

- Manage files and folders on your computer (e.g., save, name, copy, backup, rename, delete, and check properties);
- Install software, security, and virus protection;
- Use office applications (e.g., Word, PowerPoint, Excel, etc) to create documents;
- Be comfortable uploading and downloading saved files;
- Communicate using email (e.g., create, receive, reply, print, send, download, and open attachments);
- Navigate the CourseLink learning environment and use the essential tools, such as **Dropbox**, **Quizzes**, **Discussions**, and **Grades** (the instructions for this are given in your course);
- Access, navigate, and search online using a web browser (e.g., Chrome); and
- Perform online research using search (e.g., Google) and library databases.

## Technical Support

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

**CourseLink Support** - Day Hall, Rm 211

Email: [CourseLink@uoguelph.ca](mailto:CourseLink@uoguelph.ca)

Tel: 519-824-4120 ext. 56939  
Toll-Free (CAN/USA): 1-866-275-1478

**Walk-In Hours (Eastern Time):**  
Monday thru Friday: 8:30 am–4:30 pm

**Phone/Email Hours (Eastern Time):**  
Monday thru Friday: 8:30 am–8:30 pm  
Saturday: 10:00 am–4:00 pm  
Sunday: 12:00 pm–6:00 pm

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## Course Specific Standard Statements

### Statement on use of Artificial Intelligence Systems (i.e., ChatGPT)

Generative AI (GenAI) tools to help you with your thinking. I am a firm believer that we should lean into new technologies, and that AI will have very disruptive impacts on business. You will still need knowledge of core strategy, theory, and practice to make management decisions, develop a strategy of inquiry (prompts), and critically reflect on output (is it good? Right for your audience? Based in evidence? How do you know?).

However, it is important to think about how new technologies and innovations may impact the practical applications of what you are learning. Ultimately, innovation should be disseminated with ethical care and integrity. *In line with this, it is important to note that for MCS2020, you are expected to complete your assignments yourself (discussions, simulations, excel, quizzes, etc.).* Submitting an assignment as if it is your own work that has been written/worded by an AI software will be treated as academic misconduct, as outlined by the [University of Guelph's statement on use of artificial intelligence systems and academic integrity](#). I will use AI detection software on assignments as needed. (And with care – I know they are not always accurate).

***This does not mean you cannot use AI in this course.*** In fact, I encourage you to use it for activities such as idea generation, asking for help coding in Excel, summarizing information, editing something you have written, or organizing initial drafts with your points. Similarly, if you find interesting articles or examples about how it the proliferation of artificial intelligence systems are currently disrupting business, please share this on the discussion board.

Overall, I think there are many, many ways to leverage its use – ethically, and with integrity – for communications. If you're interested in engaging with AI for any of your assignments, and unsure how to document/cite your use, please reach out to me. Here are some additional resources regarding the use of AI within the University:

- [University of Guelph Statement on Artificial Intelligence Systems, ChatGPT, Academic Integrity - U of G News \(uoguelph.ca\)](#)
- <https://news.uoguelph.ca/2023/03/university-of-guelph-statement-on-artificial-intelligence-systems-chatgpt-academic-integrity/>
- [Provisional Recommendations for the Use of Generative AI | Office of Teaching and Learning \(uoguelph.ca\)](#)

### Acceptable Use

The University of Guelph has an [Acceptable Use Policy](https://www.uoguelph.ca/ccs/infosec/aup), which you are expected to adhere to. <https://www.uoguelph.ca/ccs/infosec/aup>

## Communicating with Your Instructor

During the course, your instructor will interact with you on various course matters on the course website using the following ways of communication:

- **Announcements:** The instructor will use **Announcements** on the Course Home page to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.
- **Ask Your Instructor Discussion Board:** This is the best way to receive a timely response, as it is monitored daily (Mon-Fri) by the TA or Instructor. Use this discussion forum to ask questions of your instructor about content or course-related issues with which you are unfamiliar. Please post general course-related questions to this discussion forum so that all students have an opportunity to review the response. To access this discussion forum, select **Discussions** from the **Tools** dropdown menu.
- **Email:** If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructor a private message by email. The instructor will respond to your as soon as possible – up to 3 business days usually. Please plan accordingly and use office hours/booking as needed.
- **Online meeting:** If you have a complex or private question you would like to discuss with your instructor, you may book an online meeting. Online meetings depend on the availability of you and the instructor, and are booked on a first come first served basis. Book the instructor at [www.calendly.com/profnicole](http://www.calendly.com/profnicole)

## Netiquette Expectations

For distance education courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:

- Posting inflammatory messages about your instructor or fellow students;
- Using obscene or offensive language online;
- Copying or presenting someone else's work as your own;
- Adapting information from online without using proper citations or references;
- Buying or selling term papers or assignments;
- Posting or selling course materials to course notes websites;
- Having someone else complete your quiz, completing a quiz for/with someone;



- Stating false claims about lost quiz answers or other assignment submissions;
- Threatening or harassing a student or instructor online;
- Discriminating against fellow students, instructors, and/or TAs;
- Using the course website to promote profit-driven products or services;
- Attempting to compromise the security or functionality of the learning management system;
- Sharing your username and password; and
- Recording lectures without the permission of the instructor.

## Submission of Assignments to MyLab

All excel assignments for this course should be submitted electronically via MyLab. When submitting your assignments using MyLab, do not leave the page until your assignment has successfully uploaded. Once your Excel assignment is submitted, you will receive instant feedback that you can use to review your Excel document and re-submit it for grading. Remember: MyITLab is *\*not\** for grades – just for practice.

Be sure to keep a back-up copy of all of your assignments in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly recommend you save your assignments to a cloud-based file storage (e.g., Google Docs), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time**. Don't wait until the last minute, you may get behind in your work.

## Late Policy

Late assignments are not accepted in this course. However, there is flexibility embedded in the structure so that you can navigate if you miss something.

**Excel assignments, Discussions, Simulations, Quizzes:** Please try to make deadlines. However, if you miss one of your **excel assignments, discussions, simulations, and quizzes**, it will not count against you. You will not receive feedback on late assignments, but you still receive a grade. If you miss a MyLab assignment/quiz, you do not need to let us know – the grade will auto-drop your lowest at the end of the term. Anything beyond this requires documentation.

**SONA / Final Exam:** No extensions / deferrals are available without documentation of circumstances. You must go through formal processes (e.g., via your program advisor).

Extensions will be considered for medical reasons or other extenuating circumstances. If you require an extension, discuss this with the instructor as soon as possible and well before the due date. Barring exceptional circumstances, extensions will not be granted once the due date has passed.



These rules are not designed to be arbitrary, nor are they inflexible. They are designed to keep you organized, to ensure that all students have the same amount of time to work on assignments, and to help manage the scale of delivering impactful learning outcomes with large class sizes, where it is not feasible to do at a one-to-one basis.

## Obtaining Grades and Feedback

Unofficial assessment marks will be available in the **Grades** tool of the course website. Your instructor will have grades posted online within 2 weeks of the submission deadline, if the assignment was submitted on time. Once your assignments are marked you can view your grades on the course website by selecting **Grades** from the **Tools** dropdown menu on the navbar. Your course will remain open to you for seven days following the last day of the final exam period.

Final grades will be available at the end of the semester. Students can access their final grade by logging into [WebAdvisor](https://www.uoguelph.ca/webadvisor) (using your U of G central ID).  
<https://www.uoguelph.ca/webadvisor>

Open Learning program students should log in to the [OpenEd Student Portal](https://courses.opened.uoguelph.ca/portal/logon.do?method=load) to view their final grade (using the same username and password you have been using for your courses). <https://courses.opened.uoguelph.ca/portal/logon.do?method=load>

## Rights and Responsibilities When Learning Online

For distance education (DE) courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

For more information on your rights and responsibilities when learning in the online environment, visit [Rights and Responsibilities](http://opened.uoguelph.ca/student-resources/rights-and-responsibilities).  
<http://opened.uoguelph.ca/student-resources/rights-and-responsibilities>

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## University Standard Statements

### University of Guelph: Undergraduate Policies

As a student of the University of Guelph, it is important for you to understand your rights and responsibilities and the academic rules and regulations that you must abide by.

If you are a registered **University of Guelph Degree Student**, consult the [Undergraduate Calendar](https://www.uoguelph.ca/registrar/calendars/undergraduate/current/) for the rules, regulations, curricula, programs and fees for current and previous academic years. If you are an **Open Learning Program Student**, consult the [Open Learning Program Calendar](http://opened.uoguelph.ca/student-resources/open-learning-program-calendar) for information about University of Guelph administrative policies, procedures and services.

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/>  
<http://opened.uoguelph.ca/student-resources/open-learning-program-calendar>

## Email Communication

As per university regulations, all students are required to check their uoguelph.ca e-mail account regularly: e-mail is the official route of communication between the University and its students.

## When You Cannot Meet Course Requirements

When you find yourself unable to meet an in-course requirement due to illness or compassionate reasons, please advise your course instructor **in writing**, with your name, ID number and email contact.

### University of Guelph Degree Students

Consult the [Undergraduate Calendar](#) for information on regulations and procedures for Academic Consideration. -

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### Open Learning Program Students

Please refer to the [Open Learning Program Calendar](#) for information on regulations and procedures for requesting Academic Consideration. -

<http://opened.uoguelph.ca/student-resources/open-learning-program-calendar>

## Drop Date

### University of Guelph Degree Students

Students will have until the last day of classes to drop courses without academic penalty. [Review the Undergraduate Calendar for regulations and procedures for Dropping Courses](#). -

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

### Open Learning Program Students

Please refer to the [Open Learning Program Calendar](#). -

<http://opened.uoguelph.ca/student-resources/open-learning-program-calendar>

## Copies of Assignments

Keep paper and/or other reliable back-up copies of all assignments: you may be asked to resubmit work at any time.

## Accessibility

### University of Guelph Degree Students

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway. Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to make a booking at least 14 days in advance, and no later than November 1 (fall), March 1 (winter) or July 1 (summer). Similarly, new or changed accommodations for online quizzes, tests and exams must be approved at least a week ahead of time.

For more information, contact Accessibility Services at 519-824-4120 ext. 56208, [email Accessibility Services](mailto:accessibility@uoquelfh.ca) or visit the [Accessibility Services website](https://wellness.uoquelfh.ca/accessibility/). - <https://wellness.uoquelfh.ca/accessibility/> or email [accessibility@uoquelfh.ca](mailto:accessibility@uoquelfh.ca)

## **Open Learning Program Students**

If you are an Open Learning program student who requires academic accommodation, please [contact the Open Learning program Counsellor](#). Please ensure that you contact us before the end of the first week of your course (every semester) in order to avoid any delays in support. Documentation from a health professional is required for all academic accommodations. Please note that all information provided will be held in confidence.

If you require textbooks produced in an alternate format (e.g., DAISY, Braille, large print or eText), please [contact the Open Learning program Counsellor](#) at least two months prior to the course start date. If contact is not made within the suggested time frame, support may be delayed. It is recommended that you refer to the course outline before beginning your course in order to determine the required readings.

The provision of academic accommodation is a shared responsibility between OpenEd and the student requesting accommodation. It is recognized that academic accommodations are intended to “level the playing field” for students with disabilities. [counsellor@OpenEd.uoquelfh.ca](mailto:counsellor@OpenEd.uoquelfh.ca)

## **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Submitting work that is not yours as if it is via GenAI also counts.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The [Academic Misconduct Policy](#) is detailed in the Undergraduate [Calendar](#).

## **Copyright Notice**

Content within this course is copyright protected. Third party copyrighted materials (such as book chapters and articles) have either been licensed for use in this course, or have been copied under an exception or limitation in Canadian Copyright law.

The fair dealing exemption in Canada's Copyright Act permits students to reproduce short excerpts from copyright-protected materials for purposes such as research, education, private study, criticism and review, with proper attribution. Any other copying, communicating, or distribution of any content provided in this course, except as permitted by law, may be an infringement of copyright if done without proper license or the consent of the copyright owner. Examples of infringing uses of copyrighted works would include uploading materials to a commercial third party web site, or making paper or electronic reproductions of all, or a substantial part, of works such as textbooks for commercial purposes.

Students who upload to CourseLink copyrighted materials such as book chapters, journal articles, or materials from Online must ensure that they comply with Canadian Copyright law or with the terms of the University's electronic resource licenses.

For more information about students' rights and obligations with respect to copyrighted works, review [Fair Dealing Guidance for Students](#).  
<https://www.lib.uoguelph.ca/about/policies/fair-dealing-policy>

## **Plagiarism Detection Software**

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed. We also scan for GenAI.

## **Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

## **Illness**

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment). See the Late Policy above for specific details.