

YORK UNIVERSITY  
Faculty of Liberal Arts and Professional Studies  
School of Administrative Studies

AP/ADMS 2511 - Management Information Systems  
COURSE OUTLINE, Section M, Winter 2025

### COURSE INFORMATION:

Course Instructor: Shadi Ebrahimi Mehrabani

E-mail: [shadie@yorku.ca](mailto:shadie@yorku.ca)

Office hours and location: By appointment (prior to class or via Zoom)

Course time and days: Tuesday 11:30 am to 2:30 pm.

Class location: TBD

eClass status site: <https://yorku.ca/eClass>

(eClass websites will be available the first week of class)

Send emails from inside the YorkU.ca domain only. Email from outside the YorkU.ca domain may be blocked. Always close your email correspondence with your name, student number, and class section.

### LAND ACKNOWLEDGEMENT:

York University recognizes that many Indigenous Nations have longstanding relationships with the territories upon which York University campuses are located that precede the establishment of York University. York University acknowledges its presence on the traditional territory of many Indigenous Nations. The area known as Tkaronto has been care taken by the Anishinabek Nation, the Haudenosaunee Confederacy, and the Huron-Wendat. It is now home to many First Nation, Inuit, and Métis communities. We acknowledge the current treaty holders, the Mississaugas of the Credit First Nation. This territory is subject of the Dish with One Spoon Wampum Belt Covenant, an agreement to peaceably share and care for the Great Lakes region (LA&PS Land Acknowledgement).

## **COURSE OVERVIEW:**

### **Course description and prerequisites:**

Overview of information systems and technology: how information systems are selected, designed, and managed to provide information needed to run organizations successfully. Topics include the strategic role of information systems; ethical considerations; technology; information systems risks; and security control considerations. Prerequisite: AP/ADMS 1000 3.00. Course credit exclusion: AP/ADMB 2511 3.00.

Students are personally responsible for ensuring that they have the required prerequisites as stated in the course outline or in the course calendar. Students who do not have the prerequisites are at risk of being dropped from the course at any time during the course. The department will not be responsible for refunds resulting from students being dropped from a course due to a lack of the appropriate prerequisites.

### **EXPANDED COURSE DESCRIPTION:**

This course provides an overview of information systems and how such systems are selected, designed, and managed to provide information needed to run organizations successfully. Students will consider the strategic role of information technology and systems within organizations and in a competitive business environment, as well as the ethical implications of information systems. This course will examine the technical foundations of information systems, their impact on organizational design, management, and their impact on knowledge accumulation and decision-making. Information systems risks, security and control issues are also covered.

### **Course learning objectives:**

This course provides an overview of the role of information systems in today's organizations and business environment. This enables discussion of their impact on organizational decision-making. Specifically, upon completing this course you should be able to:

1. Effectively use IS (information systems) terminology in oral and written communication.
2. Explain the strategic role of IS by using Porter's competitive forces and value chain models. Consider how IS are used to respond to competitive forces.
3. Relate the components of business processes to the importance of IS for effective and efficient business process management.

4. Be aware of the main ethical and privacy issues related to IS. Identify basic IS security risks and evaluate different types of IS security controls that could mitigate them.
5. Describe the main technical elements of a company's IT (information technology) infrastructure. Relate recent developments in hardware, software, networks, and databases to the IT governance process.
6. Explain the differences between data, information, and knowledge with examples. Discuss the role of data governance in managing information assets.
7. Describe the main characteristics of the different types of eCommerce, social computing, functional area information systems and inter-organizational systems.
8. Provide applied examples of how the use of IT systems facilitate achieving organizational goals.
9. Explain the role of big data and AI (artificial intelligence) for organizations. Discuss how types of business analytics and AI are used by functional areas, considering potential ethical issues of their use.
10. Describe different IS acquisition strategies and explain the roles that a user can play in each stage of the systems acquisition or development process.
11. Develop and implement applications using Salesforce to apply the terms and techniques discussed in the course.

### **Course format and organization:**

ADMS 2511 Section M is an in-person course. The midterm and final examinations are also conducted in person. Weekly materials are posted as Sessions in eClass, stating work to be completed that week either in person or online on an asynchronous basis, with links for submissions of assignments and completion of quizzes. This outline describes each of the submission requirements briefly. For more detail go to the eClass website.

Weekly announcements will be used to remind you of due dates and guide you through steps for work completion. Quizzes, Max Labs assignments and examinations are individual work. Practice questions need to be completed in class during each session through randomly formed group discussions.

### **Technical requirements:**

Several platforms or software will be used in this course (e.g., eClass (previously known as Moodle), Salesforce, PowerPoint, Adobe Acrobat, Word, Zoom) through which students will interact with the course materials and the course director/TA, as well as with one another.

Students will need a stable, higher-speed Internet connection to work with the class website and online quizzes.

Here are some useful links for student computing information, resources, and help:

Student guide to eClass and Moodle: <https://lthelp.yorku.ca/accessing-eclass/accessing-your-courses>

University Information Technology (UIT), Student Services:  
<https://uit.yorku.ca/student-services/>

Faculty of Liberal Arts and Professional Studies (LA&PS) Welcome to eLearning page has helpful information and quick links to email services, computing, counselling & disability services and other useful resources:  
<https://www.yorku.ca/laps/eso/student-elearning/>

### Using Zoom

Students shall note the following:

- Zoom is hosted on servers in the United States and Canada. Recordings done since May 4, 2022 are stored in Canada. For more information, please refer to the notes on [Zoom Privacy and Security](#) provided by Information Security at York.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

To determine Internet connection and speed, there are online tests, such as Speedtest (<https://www.speedtest.net/>) that can be run.

### Required Course Text and materials:

#### Course text:

Rainer, Prince, Sánchez-Rodríguez, Splettstoesser and Ebrahimi. 2024.  
**Introduction to Information Systems: Supporting and Transforming Business, Sixth Canadian Edition**, John Wiley & Sons, Canada, Ltd.

This course is participating in York University's E-Book Program. The E-Book will be available on an opt-in basis and prices will be posted when available.

Any additional required reading materials will be posted on the course web site.

Warning:

(1) Photocopying more than 10% of a textbook is illegal and may involve penalties. Do not duplicate textbooks or obtain these photocopies.

(2) Students are reminded of York University's policy regarding academic dishonesty as outlined in the York student calendars and are expected to comply with those policies in the completion of their work.

### TEXTBOOK PURCHASE OPTIONS

You can purchase your textbooks from York University's bookstore in one of the following ways:

150-day eBook access only \$64.41 including HST

OR eBook (for 150 days) with Wiley Plus \$111.82 including HST

OR printed book with Wiley Plus \$172.15 including HST

OR additional purchase options available from the publisher

### **Software requirements:**

The free developer edition of Salesforce is required. Instructions for downloading this software are included in the 1a Max Labs assignment.

**Access to The Max Labs Project data files**, automated grading tool, learning resources and support system (see <https://www.themaxlabsproject.com/> for further information), cost U.S. \$19.99. For further information see the assignments section of this course outline. Note that assignment 1a does not require purchase of the software. Further instructions are available on our eClass/Moodle web site. If you are experiencing financial hardship, please let the instructor know as we can receive support for this fee from Max Labs.

### **Winter 2025 Drop dates:**

- Last date to add a course without permission of instructor: January 20, 2025
- Last date to add a course with permission of instructor: January 31, 2025
- Last date to drop a course without receiving a grade: March 14, 2025
- If you withdraw between March 15 and the end of classes (April 4), the course remains on your transcript without a grade and is notated as "W".

**EVALUATION:**

Assessment	Description and Due Dates (See also class website)	Weight %
Group Discussion Assignment	To be completed during class. One half mark will be awarded for each class where you are present and participate in the group discussion to a maximum of five marks.	5%
Weekly quizzes	Individual multiple-choice quizzes to be completed online, submitted before 11:00 AM Monday of each week. Refer to individual sessions for due dates. Best 10 of 11 will be counted.	10%
Max Lab Assignments	Wednesday at 11:00 am, see details below by session weeks. Max Labs Assignment Lab 1a, due Session 4 Max Labs Assignment Lab 1b, due Session 5 Max Labs Assignment Lab 2a, due Session 8 Max Labs Assignment Lab 2b, due Session 9 Max Labs Assignment Lab 3a, due Session 10 Max Labs Assignment Lab 3b, due Session 11	18% (3% each)
Midterm Examination	Session 6, Common Midterm Examination Covers Sessions 1 through 5. <b>Saturday, February 22 at 9:30 AM (Time and location subject to room availability, to be confirmed.)</b> Students who miss the midterm examination may write the alternative examination on Thursday, February 27 at 7 PM with appropriate documentation. (Time and location subject to room availability, to be confirmed).	27%
Final Examination	Cumulative, covering the entire course. <b>During regular examination schedule, April 8-25 DATE AND TIMES TBA</b>	40%
Total		100%

**Assessment components:**

## Group Discussion Assignments

Random groups of up to five (5) students will be formed each week in class to discuss and answer the practice questions during each session. Practice questions will be briefly explained to reinforce key concepts from the lectures and readings.

Groups will then discuss and answer these questions using textbooks and lecture slides, recording their answers on provided sheets. Selected groups will be randomly chosen to present their answers to the class, explaining their thought process and justifying their responses. Half a mark will be awarded for each class attended with active participation in the group discussion. Answers to one or two practice question sheets selected by the instructor are to be handed in during class.

### Online weekly quizzes

Weekly quizzes are available on our eClass course website. There will be no make up for missed quizzes. Students registered with Counselling and Disability Services are entitled to additional time for these quizzes and should contact the instructor at the beginning of the course.

### Max Labs Project Assignments

To complete the six Max Labs Project assignments the developer edition of Salesforce.com will be used (available from the Salesforce website free). Access to data files, auto grading and support materials for the Max Labs Project are available from the Max Labs website (cost US \$19.99), and details on how to obtain these resources are part of Lab 1 b.

The process for signing up for Salesforce.com as well as how to complete the lab assignments will be posted on eClass. There is a penalty of 20% for each day late.

### Midterm exam (in person)

If the midterm examination is missed due to an illness or other extenuating circumstance, the student should supply appropriate supporting documentation to the instructor no later than the next business day after the missed midterm to obtain permission to write the midterm at the alternative date. **IMPORTANT:** students who miss both the originally scheduled examination date and the accommodated date will receive a grade of zero for the midterm. Students who require accommodated time for examinations contact Counselling and Disability Services for a booking at least one month prior to the date of the examination.

### RELIGIOUS OR OTHER ACCOMMODATION FOR MIDTERM EXAMS

Should there be a religious accommodation needed for the midterm examination please provide four weeks' notice so that arrangements can be made with the alternative testing centre for an alternative date.

Accommodated students: you will need to book your midterm examination with the alternative testing centre at least three weeks ahead of time to reserve a spot, as this is how far in advance they book their examination sittings.

### Missing coursework

If a student misses coursework, they will receive a grade of “0” for that piece of course work unless discussed and approved with the course director with appropriate documentation prior to the due date.

### Academic honesty and integrity

Here at York University, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing York University’s SPARK Academic Integrity module before completing your first quiz, assignment or examination. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another’s work or the representation of another’s ideas as your own, for example). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the Senate Policy on Academic Honesty.

### Course Policy on Student Use of Generative Artificial Intelligence (AI)

Students may only use generative artificial intelligence (AI) tools in this course so long as the following two conditions are met:

- Specific generative AI tools are used in accordance with the written guidelines provided for each assessment (assignment) or activity, and
- The use of generative AI is documented and cited following citation instructions given in the APA.

Use of generative AI outside these two conditions will constitute academic dishonesty under York University’s Senate Policy on Academic Honesty. As a student in this course, it is your responsibility to understand when and how generative AI tools can be used to complete your assessments and activities. If you do not know whether an online resource or tool can be used in this course, please contact your instructor for guidance.

### About the Grading Scheme

Refer to the course website and details of assignments posted on the course eClass web site.

Grades submitted by an instructor are subject to review by the teaching unit in which the course is offered and by the Faculty Council or Faculty Committee on Academic Policy and Planning. Final course grades may be adjusted to conform to program or Faculty grades distribution profiles. Normally, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar's Office. The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University academic calendar at:

<https://calendars.students.yorku.ca/2024-2025/grades-and-grading-schemes>



Grade	Grade Point	Percent Range	Description
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

### ORGANIZATION OF THE COURSE:

Session Duration and Learning Objectives	Readings, Practice Questions and Due Dates
<p><b>Session 1 - Tuesday, January 7</b>  <b>Information Systems and the Modern Organization</b>  <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Review course evaluation methods, assignment structure, Max Labs role and the nature of plagiarism</li> <li>• Identify the reasons you need to be an informed user</li> <li>• Relate the difficulty of managing information resources to the process of interacting with the information systems department</li> <li>• Describe modern information technology jobs</li> <li>• Explain the nature and purpose of data items, information, and knowledge and how they are used</li> </ul>	<p><b>READ Chapter 1</b></p> <p><b>DO</b> sign up for your group work in eClass</p> <p><b>DO</b> Practice Questions:  Opening Case: Plus-Size Clothing Ads on Social Media</p> <p>IT's About Business 1.1:  Informed Users Are an Important Part of Security</p> <p><b>DUE DATES</b></p>

<ul style="list-style-type: none"> <li>• Examine the basic components of an information system and interrelationships among components <ul style="list-style-type: none"> <li>• Explain how IT affects organizations, managers, employees, and society</li> </ul> </li> </ul>	<p>Quiz 1, Due Before Monday, January 20 at 11 AM (same due date for first three quizzes)</p>
<p><b>Session 2 - Tuesday, January 14</b> Global Information Systems: Concepts, Management and Strategy <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Discuss the importance of planning for information technology, and the link between IT planning, business planning and strategy</li> <li>• Explain business process management and the role IT plays as an enabler</li> <li>• Examine business pressures and how organizations respond to them with the use of IT</li> <li>• Explain the role of IT in building competitive advantage using Porter's five forces model and value chain model</li> <li>• Assess which strategies for competitive advantage could match selected organizations</li> <li>• Discuss the alignment between business strategy and IT and the role of information technology governance</li> </ul>	<p><b>READ Chapter 2</b></p> <p><b>DO</b> sign up for your group work in eClass</p> <p><b>DO Practice Questions:</b> IT's About Business 2.2 Renting Electric Vehicles for Competitive Advantage</p> <p>IT's About Business 2.3, MLSE Deploys Technology to Win Championships and Attract and Connect Fans</p> <p><b>DUE DATES</b> Quiz 2, Due Before Monday, January 20 at 11 AM (same due date for first three quizzes)</p>
<p><b>Session 3 - Tuesday, January 21</b> Ethics, Privacy, Information Security and Controls <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Discuss the role of ethics in the corporate environment and the major ethical issues raised by using information systems</li> <li>• Describe privacy and explain how IT affects privacy</li> <li>• Discuss privacy of information and anti-spam legislation in Canada and the implications for IT</li> <li>• Explain the main threats and risks to information security and information systems</li> <li>• Describe the purpose and nature of enterprise risk management and how it is used to develop the different types of IS security controls, providing examples of each <ul style="list-style-type: none"> <li>• Link controls to the threats they could mitigate or prevent</li> </ul> </li> <li>• Explain the roles of business continuity planning and of information systems auditing</li> </ul>	<p><b>READ Chapters 3 and 4</b></p> <p><b>DO Practice Questions:</b> Chapter 3 Opening Case Facial Recognition in India Raises Concerns</p> <p>IT's About Business 4.1, Hospital for Sick Children (SickKids) Goes Code Grey</p> <p><b>DUE DATES</b> Do Quiz 3, Due Before Monday, January 20 at 11 AM (same due date for first three quizzes)</p>

<ul style="list-style-type: none"> <li>• Identify behavioural and computer-based actions you could take to protect your information assets using a risk-based approach</li> </ul>	
<p>Session 4 - Tuesday, January 28 Data, Information and Knowledge Management <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Describe the difficulties of managing data and how they can be mitigated by data governance</li> <li>• Explain the characteristics of relational database management systems and their role in information reporting</li> <li>• Use the data hierarchy and build E-R (entity relationship) diagrams</li> <li>• Provide an example of an SQL query; use E-R diagrams and explain how normalization is accomplished using database joins</li> <li>• Discuss methods and strategies for effectively managing big data</li> <li>• Explain the nature of big data, data warehouses and data marts, their advantages, disadvantages, and how they facilitate business analytics</li> <li>• Explain the knowledge management system cycle and describe the role of knowledge management systems in managing explicit and tacit knowledge</li> </ul>	<p><b>READ</b> Chapter 5, including the Appendix.</p> <p><b>DO</b> Practice Questions: Chapter 5 Opening Case: Elementary, Watson, Not Quite So Fast, IBM.</p> <p>IT's About Business 5.2 Data Lakes and Lakehouses</p> <p><b>DUE DATES</b> Quiz 4, Due Before Monday, January 27 at 11 AM</p> <p>Max Labs Assignment Lab 1a due Wednesday, January 29 at 11 AM</p>
<p>Session 5 - Tuesday, February 4 Managing Computer Hardware and Software <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Discuss the computer hierarchy and explain its impact on IT usage</li> <li>• Define the main hardware and software components of an information system and consider how they are used for business applications</li> <li>• Explain the characteristics and uses of different types of information systems storage</li> <li>• Discuss the differences between system software and application software with examples</li> <li>• Discuss the advantages and disadvantages of open-source software</li> <li>• Describe the types of cloud computing, providing examples of how they are used for differing enterprise computing goals</li> <li>• Discuss the benefits of and concerns with cloud computing.</li> <li>• Examine strategic issues related to hardware, software and cloud computing</li> </ul>	<p><b>READ</b> Technology Guides 1, 2 and 3</p> <p><b>DO</b> Practice Questions: IT's About Business 1.2 Lululemon's Success During and Despite the COVID-19 Pandemic Chapter 1 Closing Case Hybrid Work Means Hybrid Meetings</p> <p><b>DUE DATES</b> Quiz 5, Due Before Monday, February 3 at 11 AM</p> <p>Max Labs Assignment Lab 1b due Wednesday, February 5 at 11 AM</p>
<p>Reading week, no classes</p>	<p>February 15 to February 21</p>

<p>Session 6 - Midterm (Covering Sessions 1 to 5 inclusive), on Saturday, February 22 at 9:30 am (duration 2 hours and 15 minutes) (<b>Time and location subject to room availability, to be confirmed.</b>)</p> <p>Students who miss the midterm examination may write the alternative examination on <b>Thursday, February 27 at 7 PM with appropriate documentation.</b> (Time and location subject to room availability, to be confirmed.)</p> <p>See “About the grading scheme” section of this course outline for more details</p>	<p><b>DO Practice</b> midterm exam and read the study tips</p>
<p>Session 7 - Tuesday, February 25          Harnessing Telecommunications Networks, Web 2.0 and Social Computing  <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Describe the hardware, software and standards that comprise modern networks</li> <li>• Discuss how the telecommunications and network technologies that comprise a telecommunications system and that enable the Internet, intranets and extranets support individuals and organizations</li> <li>• Discuss the origins and potential future of the Internet</li> <li>• Discuss the main applications of network technologies in businesses for the purposes of discovery, communication, collaboration and education</li> <li>• Describe Web 2.0 tools and types of sites</li> <li>• Discuss the benefits, risks, and risk mitigation strategies of social commerce for individuals and organizations</li> <li>• Explain the impact of social networking on organizations, including innovative uses for marketing, customer service and human resources</li> </ul>	<p><b>READ</b> Chapters 6 and 9</p> <p><b>DO Practice Questions:</b>          IT's About Business 6.3 The Takla Lake Nation Partners with Technology to Onboard New Talent</p> <p>IT's About Business 9.3 Marketing through Social Networks in Canadian Businesses</p> <p><b>DUE DATES</b>          Session 7 Quiz, Due Before Monday, February 24 at 11 AM</p>
<p>Session 8 - Tuesday, March 4          Utilizing E-business and E-Commerce; Wireless Technologies  <u>Learning Objectives:</u> <i>E-business and E-Commerce</i></p> <ul style="list-style-type: none"> <li>• Describe and provide examples of the different types of e-commerce, their mechanisms and e-</li> </ul>	<p><b>READ</b> Chapters 7 and 8</p> <p><b>DO Practice Questions</b>          Chapter 7 Opening Case TEMU Arrives in Canada</p>

<p>commerce business models for organizations, consumers, and employees</p> <ul style="list-style-type: none"> <li>• Explain the different types of electronic payment methods and discuss their risks and benefits</li> <li>• Describe ethical and legal issues associated with e-business</li> </ul> <p><i>Wireless Technologies</i></p> <ul style="list-style-type: none"> <li>• Describe and evaluate the main types of wireless transmission media and networks</li> <li>• Describe the major threats to wireless networks and how they could be mitigated</li> <li>• Examine the Internet of Things and assess which sensors could be used</li> <li>• Consider the effects of global positioning systems on the application of mobile computing and mobile commerce</li> </ul>	<p>IT's About Business 7.1 Omnichannel Target(ing)</p> <p><b>DUE DATES</b> Session 8 Quiz, Due Before Monday, March 3 at 11 AM</p> <p>Max Labs Assignment Lab 2a due Wednesday, March 5 at 11 AM</p>
<p><b>Session 9 - Tuesday, March 11</b> Using Information Systems within the Organization <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Review the different types of information systems and their users</li> <li>• Examine the benefits and limitations of transaction processing systems, functional area information systems, and ERP (enterprise resource planning) and ERP II systems</li> <li>• Provide examples of these systems for typical organizations, stating how they would be used</li> <li>• Discuss functional area information systems' reports and their uses</li> <li>• Explain how ERP supports cross-functional business processes</li> </ul>	<p><b>READ Chapter 10</b></p> <p><b>DO Practice Questions</b> Opening Case Composable Business</p> <p>Closing Case When Gummy Bears are Late due to an ERP Project Failure</p> <p><b>DUE DATES</b> Session 9 Quiz, Due Before Monday, March 10 at 11 AM</p> <p>Max Labs Assignment Lab 2b due Wednesday, March 12 at 11 AM</p>
<p><b>Session 10 - Tuesday, March 18</b> Customer relationship management, supply chain management and information technology <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Explain the basic concepts of CRM (customer relationship management) and SCM (supply chain management)</li> <li>• Describe the functions and business applications of multiple types of CRM</li> </ul>	<p><b>READ Chapter 11</b></p> <p><b>DO Practice Questions</b> Closing Case, IT Helps Laura Canada to Come Back</p> <p>Opening Case, Robots to the Rescue</p> <p><b>DUE DATES</b></p>

<ul style="list-style-type: none"> <li>• Describe problems along the supply chain and how IT can be used to solve them</li> <li>• Describe EDI (electronic data interchange) and discuss its advantages and disadvantages</li> <li>• Explain how EDI, extranets and portals support SCM</li> </ul>	<p>Session 10 Quiz, Due Before Monday, March 17 at 11 AM</p> <p>Max Labs Assignment Lab 3a due Wednesday, March 19 at 11 AM</p>
<p><b>Session 11 - Tuesday, March 25</b> The Power of Business Analytics and Artificial Intelligence <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Describe roles performed by managers and explain the functions that IT plays in supporting decision making</li> <li>• Describe the business analytics process and its supporting pillars</li> <li>• Provide the statistical procedures used to facilitate descriptive, predictive, and prescriptive analytics and relate these to effective use of business intelligence</li> <li>• Describe tools used for data presentation that support business analytics and business intelligence (dashboards and data visualization technologies)</li> <li>• Contrast the capabilities of natural and artificial intelligence (AI) systems and the impact on organizations</li> <li>• Discuss the advantages, disadvantages and provide examples of machine learning, deep learning, neural networks, and other types of artificial intelligence</li> </ul>	<p><b>READ Chapters 12 and 14</b></p> <p><b>DO Practice Questions</b> Chapter 14 Closing Case AI in the Car Repair Industry</p> <p>IT's About Business 12.1 United Parcel Service Uses Three Types of Analytics</p> <p><b>DUE DATES</b> Max Labs Assignment Lab 3b due Wednesday, March 26 at 11 AM</p> <p>Session 11 Quiz, Due Before Monday, March 24 at 11 AM</p>
<p><b>Session 12 - Tuesday, April 1 (last day of classes: April 4 is final due date for course work)</b> Acquiring Information Systems and Applications <u>Learning Objectives:</u></p> <ul style="list-style-type: none"> <li>• Justify the importance of information technology planning</li> <li>• Describe the processes used to justify IT investments</li> <li>• Discuss the advantages and disadvantages of eight strategies for acquisition of IT applications</li> <li>• Describe the six processes in the traditional systems development process and discuss its advantages and disadvantages</li> </ul>	<p><b>READ Chapter 13</b></p> <p><b>DO Practice Questions</b> Chapter Opening Case, Southwest Airlines Meltdown Due to Technical Debt</p> <p>IT's About Business 13.1 Software Packages with Heart</p> <p><b>DUE DATES</b> Do Session 12 Quiz, Due Before Monday, March 31 at 11 AM</p>

<ul style="list-style-type: none"> <li>• Evaluate the advantages and disadvantages of alternative systems development methods and tools</li> <li>• Decide which acquisition method is best for different requirements or businesses</li> </ul>	
<p><b>Session 13 -- Final Examination</b>  During regular examination schedule,  <b>April 8-25 DATE AND TIMES TBA, Cumulative:</b>  Covering Sessions 1 - 12 See “Relevant university regulations” section of this course outline for more details.</p>	<p><u>DO</u> Practice final exam and weekly practice questions</p>

### RELEVANT UNIVERSITY REGULATIONS:

Should there be any updates to these regulations, you can review the most recent Faculty of Liberal Arts and Professional Studies regulations, which are used by SAS (the School of Administrative Studies) at: <https://www.yorku.ca/laps/sas/academic-resources/common-course-policies/>

Deferred Exams: Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at

<http://myacademicrecord.students.yorku.ca/deferred-standing>

Any request for deferred standing on medical grounds must comply with University regulations. **As of the writing of this outline the requirement for APS forms had been suspended.** If it resumes, the University will inform you of such resumption, and you would include an Attending Physician's Statement form; a “Doctor’s Note” will not be accepted.

DSA Form: [http://www.registrar.yorku.ca/pdf/deferred\\_standing\\_agreement.pdf](http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf)

Attending Physician's Statement form: <http://registrar.yorku.ca/pdf/attending-physiciansstatement.pdf>

In order to apply for deferred standing (even without a DSA), students must register at <https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/>

followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) and add your ticket number to the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the abovementioned link. No individualized communication will be sent by the School to the students (no letter or e-mails).

Students who submit a request in compliance with University regulation or with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed-book, cumulative and comprehensive and may include all subjects/topics of the textbook

whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

School of Administrative Studies deferred exams for the Winter 2025 term will be scheduled for the second half of May 2025.

Academic Honesty: The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated, and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at: <https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/> Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at: <https://spark.library.yorku.ca/academic-integrity-what-isacademic-integrity/>

Grading Scheme and Feedback Policy: The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for 'full year' courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the

spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit:

<https://secretariat-policies.info.yorku.ca/policies/grading-scheme-and-feedback-policy/>

Tests and Exams - the 20% Rule: For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please visit: <http://secretariatpolicies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classesof-a-term-policy/>

Reappraisals: Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to



request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: <http://myacademicrecord.students.yorku.ca/gradereappraisal-policy>

Accommodation Procedures: LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: <http://ds.info.yorku.ca/academic-support-accommodations/>

Religious Accommodation: York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit:

<https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

Academic Accommodation for Students with Disabilities (Senate Policy)

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Counselling and Disability Services website at <https://secretariatpolicies.info.yorku.ca/policies/academic-accommodation-for-students-with-disabilitiesguidelines-procedures-and-definitions/>

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit <http://www.yorku.ca/altexams/>

Please alert the Course Director as soon as possible should you require special accommodations.

Effective date: November 29, 2024