Texas A & M University - Commerce
College of Business
Department of Marketing and Business Analytics
BUSA 415 – *Business Process, Analysis and Design*
Fall 2015

Instructor: Marcus Burke, MS
Office: This is an online course so there are no set office hours and no set class times. Email is the most direct way to reach me.
Email: Marcus.Burke@tamuc.edu
Office Hours: Since this is an online class, primary hours for communication are during business hours, Monday through Friday. Email is the best method for direct communication, although alternative arrangements can be made if required. I generally respond to emails within 24 hours during the week. I do not generally check school email over the weekend, so do not expect an immediate response if you email me on Saturday or Sunday. I also check the "Virtual Office" in eCollege throughout the week, so if there is a general question that applies to the class, you may ask it there.

Course Description

This course provides a methodical approach to developing computer systems including systems planning, analysis, design, testing, implementation and software maintenance. Emphasis is on the strategies and techniques of systems analysis and design for producing logical methodologies for dealing with complexity in the development of information systems. The course approaches the development of information systems from a problem-solving perspective. This course builds upon concepts to which the student has been exposed in previous classes.

Course Embedded Assessment Objectives

1. Understand the types of business needs that can be addressed using information technology-based solutions.
2. Use at least one specific methodology for analyzing a business situation (a problem or opportunity), modeling it using a formal technique, and specifying requirements for a system that enables a productive change in a way the business is conducted.
3. Within the context of the methodologies they learn, write clear and concise business requirements
1. documents and convert them into technical specifications.
4. Incorporate principles leading to high levels of security and user experience from the beginning of the systems development process.
5. Design high-level logical system characteristics (user interface design, design of data and information requirements).
6. Analyze and articulate ethical, cultural, and legal issues and their feasibilities among alternative solutions.
7.

Textbooks and Materials

Required Textbook: SYSTEMS ANALYSIS+DESIGN-W/ACCESS, 10th Edition, 2014. Rosenblatt. ISBN: 9781285171340

Access to Internet, eCollege and the TAMUC Library's database: Connectivity, hardware and software are your responsibility. Completing the Student Tutorial in eCollege is highly recommended.

Student Responsibilities

Learning is every student's responsibility. My role as your professor is to facilitate your learning process. Each student is required to:
- Read assigned material on schedule.
- Listen to published lectures, attend or listen to any archived ClassLive sessions, and review other published material each week.
- Complete assignments within the posted time frames.
- Participate in the class online forum (Virtual Office) by posting questions and answering questions posted by classmates and/or myself.
- Prepare diligently for weekly assignments.
- Respect the e-learning environment by being prepared and observing net-etiquette.

Course expectations

Writing – Students should be able to demonstrate critical thinking skills. Writing must demonstrate an ability to evaluate arguments from various perspectives, be able to formulate well-articulated conclusions based on facts and deductive reasoning, and be able to provide a well-reasoned discussion.

Responsibility – Students should demonstrate self-motivation, organization, time management skills, and discipline. This is critical for success in online-based classes, where weekly class meetings are not an integral part of the learning process. It is your responsibility to know when assignments, exams, quizzes, etc. are due. Due dates are communicated through eCollege in multiple locations, including on the assignment itself. If changes are made, the changes are provided via email. You are responsible for submitting the appropriate files on time and in the required format.

Late work – Due dates are posted on our syllabus and in our eCollege course. Assignments, exams, quizzes, etc. must be submitted no later than the date outlined in our course. Absent extenuating circumstances, late work is not accepted. Extenuating circumstances do NOT include forgetting, technical difficulties or running out of time. The evaluation of an extenuating circumstance is judged on a case-by-case basis. Documentation MUST be provided in a timely manner. A 30% late penalty may apply even if an extenuating circumstance exists.

Exams/ quizzes – The content and format of the exam/quiz will vary, but may include any of the following: multiple choice questions, problems, matching, or essays. The exam/quiz will be administered on the date outlined in our course. You must plan to take the exam/quiz on or before its due date. Make-up exams/quizzes are given ONLY under extenuating conditions. The following are considered extenuating conditions: hospitalization, medical emergency, physical injury, or death of an immediate family member. You MUST bring proof of the extenuating circumstance in order to facilitate an exam/quiz make-up. Proof of the extenuating circumstance must be received in a timely manner. For extenuating conditions make-up exams/quizzes must be taken within three days of release or recovery. A 30% late penalty may apply even if an extenuating circumstance exists. Students attending university sponsored events must provide necessary documentation in order to accommodate any make-up exam/quiz.

Cheating, plagiarism, academic dishonesty – Academic integrity is a serious issue. If any portion of your work (exam, quiz, research assignment, homework, etc.) is copied, plagiarized, purchased, stolen or lacks authenticity, the ENTIRE body of work will receive a zero. The Dean will be notified of any breach in academic integrity. Additional academic sanctions may include failure of the course, dismissal from the program and/or dismissal from the university.

Graded work – There are several issues regarding grading/scoring: 1) I do not re-grade work. Once an assignment is returned with a grade/score it cannot be resubmitted. 2) If you disagree with the posted grade/score on an assignment, you must email me with the specific discrepancy no more than three (3) days after the grade/score is posted. 3) You are NOT permitted to submit an assignment used in a previous course.

Course Organization

Material for this class is organized by week in weekly sections on the course website (eCollege). There is a section for each week of the semester. Discussion material will not be available until the beginning of the week (Monday) in which the discussion takes place. Graded material, such as discussion assignments, assigned cases, exercises, and quizzes will be located under each week's section if they are assigned for that week. See the end of this syllabus for specific dates.

Since this is an online course, it makes sense to leverage the "work at your own pace" style that is not available in a traditional classroom. As such, assignments, project materials, quizzes, and exams are available to you at the start of the course. Assignments will include specific directions on how to turn them in. Most assignments are turned in via the Dropbox in eCollege.

Course Assignments

Projects:

Projects are individual assignments and are to be the result of your own work. Project assignments, instructions, and any supporting material will be made available in the weekly sections of the course website (eCollege). Due dates may vary depending on the length of the project and holidays. Completed projects need to be uploaded to the appropriate drop box on eCollege.

Exams:

There are two exams that must be completed during the semester. Each exam consists of several questions and you will have a limited amount of time to complete each exam. **Exams must be completed by the assigned due date**.

Quizzes:

There will be online quizzes covering the chapter reading assignments. They will be randomly assigned true/false, multiple choice and available on the course website (eCollege). These may be taken open book and with open notes. You may use any appropriate source except other students for your answers. You will receive a grade as soon as you complete each quiz. **Each quiz must be completed by the assigned due date.** You will not have access to any of the submission mechanisms after that date.

Discussions:

In this course, you will be expected to participate in weekly discussions. Professional communication is always expected. In order for you to achieve the maximum number of points for your Discussion grade, please answer each thread on three separate levels:

1. Answer the posted question
2. Respond to other's posted questions
3. Reply to any persons who have responded to you

Discussion questions and due dates will be posted under each week in eCollege. You will need to visit the section for the current week in eCollege for directions and due dates. Also check announcements regularly. You are to consider the question or topic and post an appropriate response. You should always support your response. Support can take the form of personal experience, examples or external sources (not textbooks) whenever appropriate. I will grade your responses based upon the quality of the response.

Evaluation

Grading Percentages:	Point Allocation:	
A = >90 percent of total points	Discussions (x8)	200
B = 80 – 89 percent of total points	Projects (x6)	300
C = 70 – 79 percent of total points	Exams (x2)	300
D = 60 – 69 percent of total points	Quizzes (x4)	200
F = 59 or less percent of the total points	Total Points Possible:	1,000

Using someone else's words or ideas as if they were your own is plagiarism. The way to avoid this is to give credit to the author. Use citations to give credit to the author; you will gain the respect of other professionals, and you will also avoid an automatic F on the paper and most likely for the course.

"All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See the Student's Guide Book)

Email

Emails are typically the best way to contact me. I will try to respond to all emails within 24 hours during the week. Emails received Friday evening or during the weekend may not receive a response until Monday. If you do not receive a response in that timeframe, please re-send the email.

Attendance/Participation

One advantage of an online course is that you do not have to be in a certain place at a certain time. You can study when convenient and log into the course and review course content when convenient. If an online session is scheduled, you are not required to attend, but you should listen to the archived copy. These sessions will be recorded and you can log on anytime to review the chat session.

In order to help provide a vehicle for student engagement, weekly discussions will be held where we examine various topics related to the class. Be sure to post your answers to questions posed by me or your peers. Also, use of the forum to ask questions will benefit all of the class. We have a lot of smart students who can often answer questions quicker than I may be able to. I will review discussions on the forum and offer corrections and additional explanations when needed.

Technology Requirements

The following information has been provided to assist you in preparing to use technology successfully in this course.

- Internet access/connection – high speed recommended (not dial-up)
- Headset/microphone
- Computer Camera
- Word Processor (e.g. MS Word or Word Perfect)

Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (8.0 or higher).

Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to eCollege, click on the "myCourses" tab and then select the "Browser Test" link under Support Services.

Communication and Support

Texas A&M University – Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.
- Chat Support: Click on "Live Support" on the tool bar within your course to chat with an eCollege Representative.
- Phone: 1-866-656-5511 to speak with an eCollege Technical Support Representative
- Help: Click on the "Help" button on the toolbar for information regarding working with eCollege.

Ethics

Integrity is the hallmark of the accounting profession and will be stressed throughout the course. Any type of student breach of ethics, including, but not limited to: illegal activity, dishonest conduct, cheating, plagiarism, or collusion will result in failure on the assignment and/or further academic sanctions (i.e. failure of the course, dismissal from class and/or referral to the Dean of the College of Business). You will be required to sign the Academic Honesty Policy and submit it within the first week of class. **Failure to submit a signed Academic Honesty Policy will cause a 50 point deduction from your overall score for the class.**

Academic Honesty Policy

The College of Business at Texas A & M University-Commerce will strive to be recognized as a community with legal, ethical, and moral principles and to practice professionalism in all that we do. Failure to abide by these principles will result in sanctions up to and including dismissal. Five different types of activities that will bring sanctions are as follows:

- **Illegal activity** – Violation of any local, state, or federal laws that prohibit the offender from performance of his or her duty.
- **Dishonest Conduct**: Seeking or obtaining unfair advantage by stealing or receiving copies of tests or intentionally preventing others from completing their work. In addition, falsifying of records to enter or complete a program will also be considered dishonest conduct.
- **Cheating**: The unauthorized use of another's work and reporting it as your own.
- **Plagiarism**: Using someone else's ideas and not giving proper credit.
- **Collusion**: Acting with others to perpetrate any of the above actions regardless of personal gain.

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook).*

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University – Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

Other

University policy will be followed in regards to withdrawals during the semester. *It is the student's responsibility to conform with the university rules relating to dropping or withdrawing from the course.*

NOTE: This syllabus is subject to change as needed to meet the objectives or administration of the course at the discretion of the professor. It is not anticipated that there will be any substantive changes.

Class Schedule & Assignments:

Schedule	Topic	Tasks
Week 1	Chapter 1: Intro to Systems Analysis	Discussion: Introductions
Week 2	Chapter 2: Analyzing the Business Case	Discussion 1: Feasibility
Week 3	Chapter 3: Managing Systems Projects	Project 1: Hudson Kayak Adventures **Due by Midnight, September 20**
Week 4	Chapter 4: Requirements Modeling	Discussion 2: Miscommunication Quiz 1 **- Due by Midnight, September 27**
Week 5	Chapter 5: Data and Process Modeling	Discussion 3: Data modeling
Week 6	Chapter 6: Object Modeling	Project 2: Town of Eden Bay (Pt 2) **Due by Midnight, October 11**
Week 7	Chapter 7: Development Strategies	Discussion 4: Corporate IT & Anonymity **Quiz 2 - Due by Midnight, October 18**
Week 8	*Mid-Term*	Mid-Term Exam (Chapters 1-6) **Due by Midnight, October 25** Project 3: College Driver Insurance **Due by Midnight, October 25**
Week 9	Chapter 8: User Interface Design	Discussion 5: User Interface Design
Week 10	Chapter 9: Data Design	Project 4: Campus Bikes (Pt 2) **Due by Midnight, November 8**
Week 11	Chapter 10: System Architecture	Discussion 6: Software Development Models Quiz 3 **- Due by Midnight, November 15**
Week 12	Chapter 11: Managing Systems Implementation	Discussion 7: Convenience vs Privacy Project 5: Scenic Routes **Due by Midnight, November 22**
Week 13	*Thanksgiving Break*	
Week 14	Chapter 12: Managing Systems Support and Security	Discussion 8: Batch vs Online processing Quiz 4 **- Due by Midnight, November 6**
Week 15	Study/Work on Project	Project 6: White Diamond Glass **Due by Midnight, December 13**
Week 16	*Final*	Final Exam (Chapters 7-12) **Due by Midnight, December 17**