Fall 2017
University of Cincinnati – Lindner College of Business
IS 7020: Systems Analysis and Design

Section 002: Mon/Wed 9:05-10:55am (LINDNER 220)

Professor: Dr. Jaime Windeler
Office: Lindner Hall 318
Office hours: by appointment is preferred, but will be available M/W 11-noon; 1-2:30pm
Email: Jaime.Windeler@uc.edu

Course Description
This course prepares students to analyze business problems and to design and manage the creation of technology-based solutions using agile, iterative approaches. Students are introduced to project management and system development methodologies, with a particular emphasis on managing agile development methodologies. Skills developed include process modeling using the Unified Modeling Language (UML). With UML, students learn an object-oriented approach to modeling functional, structural, and behavioral views of an information system.

Learning Outcomes
Upon successful completion of this course, students will be able to:
• Demonstrate understanding of an integrated set of business processes impacted by IT
• Explain the software development and implementation process
• Gather business requirements using multiple methods
• Perform functional, structural, and behavioral process modeling using UML

Required Textbook
ISBN: 9781119926450
by Alan Dennis, Barbara Haley Wixom, David Tegarden.

You must have the book to be successful in this course. We'll use it extensively and you are expected to read it. If you opt to get a used or rental book, the 4th edition is strongly preferred as I will use content and examples from this edition. Other editions may work, but have slightly different content. Use other editions at your own risk of different content.

There are several options to get the book:
• Own: Amazon
• Rent: Textbook Rentals
• Borrow: Safari Books *

*Borrowing through Safari books has two catches.
1. This service is limited to a certain number of users at one time. Once that number is reached, you will see a message that says "Session Unavailable". Your option, at this point, is to keep refreshing until there is a session available. I recommend trying off-peak times like early in the morning. If you do manage to get in and can download or print the chapters you need, great. Don't rely on having access through this service when you need it, like before an exam. Use at your own peril...

2. If you are off campus, you will need to use VPN before accessing the book. Instructions are here: [http://www.libraries.uc.edu/off-campus-access.html](http://www.libraries.uc.edu/off-campus-access.html)

<table>
<thead>
<tr>
<th>Communication Policies and Procedures</th>
<th>EMAIL IS THE BEST WAY TO REACH ME –Don’t leave messages on my office phone.</th>
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<tr>
<td></td>
<td>Email response time:</td>
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<td>Please do keep in mind that I often manage many TAs and hundreds of students. Do not expect an email response within hours or over the weekend, although you may get one. In most cases you will receive a response within 24 hours.</td>
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| Recommended Course software/systems | • Drawing tool: Microsoft Visio, Edraw Max  
• Resource management tool: Microsoft Project  
• Project management tool: Basecamp |
|-------------------------------------|--------------------------------------------------------------------------------|
|                                      | Microsoft software can be downloaded for free from:  
|                                      | 1. Before you begin, determine whether your OS is setup for 32-bit or 64-bit (right-click on “Computer” and choose “Properties.”)  
2. In the top right corner of the url linked above, click the Sign In link.  
3. When prompted, login with your UC 6+2 username and password.  
4. You are now authenticated with the College of Business Microsoft Imagine account and can now download any of the available software in the webstore. |
|                                      | **Mac users:** Get Bootcamp & a copy of Windows. Windows will be available via the campus bookstore for a reduced price (recommended). The software can also be accessed remotely on the lab computers, using any internet browser. This method allows those with Macs or Windows computers to access the software. To set up your computer for this method, you need to see the lab technicians in LINDNER 211A, or email cobhelpdesk@uc.edu or call 513-556-7159. |
|                                      | Blackboard ([https://canopy.uc.edu/](https://canopy.uc.edu/)) will be used to submit assignments, post course documents and check grades. It is each student’s responsibility to check the class page for news and/or announcements, as well as any changes and/or additions to the schedule. |
You will need to bring a laptop or tablet to each class. A phone will not suffice.

<table>
<thead>
<tr>
<th>Grading Policies</th>
<th>All assignments/projects, quizzes, and exams are to be done independently, except where given explicit direction otherwise. I cannot emphasize this enough, even with <strong>bold</strong>, italics, and <strong>underline</strong>.</th>
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<tr>
<td><strong>Grading:</strong></td>
<td>Grades are based on the following components and point distribution:</td>
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<tr>
<td></td>
<td>• Team project (40%)</td>
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<td>• Assignments &amp; quizzes (20%)</td>
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<td></td>
<td>• Exams (40%)</td>
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<td>The following grading guidelines will be followed in this class.</td>
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<td><img src="" alt="Grading Table" /></td>
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<td>A grade of zero (0) will be assigned if any documents are removed or non-approved information consulted (e.g., websites, notes, messages, etc.), even briefly, while exams are being taken. Talking during an exam will also result in a zero.</td>
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<td>No make-up exams will be given for those students who do not notify me in advance or have official documentation as to the nature of their absence (i.e., doctor’s note, police accident report, etc.). This documentation must be dated (with the date of absence) and list the student’s name and a contact number for the source of the document. These documents will be verified. Any uncoordinated or undocumented excuse will result in a score of 0.</td>
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<td>Make-up exams must be taken within one week of the absence; failure to do so will result in a zero. The format of the make-up exam will be chosen at my discretion.</td>
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<td>For academic, athletic, and military obligations, situations will be examined case-by-case for each individual.</td>
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<td></td>
<td>Quizzes cannot be made up, even for “excused” absences.</td>
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<td></td>
<td>Your final grade will reflect an assessment of your performance. If you feel that your grade does not reflect your performance, you may resubmit your work for re-grading consideration. Guidelines for this process are as follows:</td>
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</table>
| Late Assignments: | 1. Submit the original work along with statement of why you feel the grade is incorrect or should be re-graded.  
2. You must submit your request within one week of when your graded assignment becomes available (unless announced otherwise).  
3. Your request will be reviewed and a response given to you within seven days.  
4. Your work may be re-graded in its entirety. This could increase or decrease your existing score. In the event your classmate has received credit for an incorrect answer AND you refer to it as proof that you should be given credit, I will correct and lower your classmate’s grade to reflect his/her true score (i.e., your classmate’s grade will go down).  

Failure to follow prescribed guideline as stated above will result in no change to your grade – absolutely no exceptions.  

→ You have one week following the posting of an assignment grade to appeal it.  
After one week, that grade remains final. ←  

This means that grades will not be reassessed or altered at the end of the semester, unless it relates to an assignment/exam given in the final week. It is your responsibility to make sure your correct grades are reflected online; your grade will not be changed after this point under no circumstances, regardless of the reason for the error. Always be prepared to show proof of your work in the event there is a mistake or an error made on our part – so, keep your emails and don’t throw away any work.

Late assignments are not accepted. Hence, you will automatically receive a grade of zero for late assignments. Technology-related excuses for late assignments are not acceptable. This includes, but is not limited to:  
- “My internet was down.”  
- “I saved it to my usb drive and it’s not working/got lost.”  
- “I emailed it to the wrong address.”  
- “My computer died/blew up/caught fire/etc.”  
- “My laptop/book/bookbag/car was stolen.”  
- “I submitted it through the incorrect link online”  
- “I don’t know what happened, but I definitely did it.”

Plan accordingly! |
| How Grades Work | One of the worst things about being a professor is having to inform students they earned a grade lower than the one they want. I say “earned” because I do not assign or give out grades. Grades are NOT negotiable and no extra credit or bonus points will be given to any individual student. Please do not ask me to change your grade, unless there has been a mistake in its calculation.

Although you earn your grades, some of them depend on my subjective evaluation |
and sometimes you may disagree with my evaluation. Disagreement is fine, but I cannot welcome you to email me about it in an attempt to change it. If I allowed this, I would do nothing but respond to complaints about grading because everyone thinks they deserve an A. My role, responsibility, and privilege as your instructor, is to evaluate your work, taking into account the expectations I set in the course, course content, and the standards set by other students. Please be assured that I am deeply concerned with fairness for all students. I create grading keys and anonymize your work so that I can remain unbiased when I evaluate it. I put A LOT of time and thought into assessing your work and I use multiple sources of input into that assessment, including that of your peers. I do not take it lightly.

**Research Participation Extra Credit**

The University of Cincinnati prides itself in being a leader in academic business research. Research participation is designed to encourage you to take advantage of the unique opportunity to participate in cutting-edge research studies being conducted by University of Cincinnati faculty and students and develop first-hand insight into the latest advances in business techniques and strategies.

Anonymity: All participation in studies is anonymous, and your faculty will not know which studies you personally were involved in. At the end of the semester, your account will be deleted, and no information or records about your involvement will be maintained.

The research participation requirement involves two steps (instructions further down) and will earn you 10 extra credit points (@ 1%) of your grade in this course:

<table>
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<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>Step 1</td>
<td>Register with the research participation management system (SONA) by: August 31, 2017</td>
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| Step 2 | Complete two research experiments (option 1) or article summaries (option 2):  
  - Complete first experiment or summary by: September 14, 2017  
  - Complete second experiment or summary during the week of: = October 3, 2017 |

*Note: You may take both credits before the first deadline and finish early.*

Questions?
Any questions or concerns should be directed to the SONA administrator (not your professor). That is, if you have any questions (e.g., problems with the SONA system issues with registration, trouble finding studies, etc), do not contact your professor. SONA runs independently from the faculty. Instead, contact the SONA administrator directly at: marketlb@ucmail.uc.edu.

**Step 1. Register with the research participation management system (SONA)**

All students must register with SONA by September 8, 2017. Registration inputs you into the system and allows SONA administrators to send your professor your research participation at the end of the term.

To register with SONA:
- Go to: http://uc-cob.sona-systems.com
• In the right hand corner, you will see “Request Account.” Click here to register for an account.
• Once registered you will have the option to sign up for multiple courses. IMPORTANT – be sure to sign up for this course.
• That’s it! You’ve now completed the first step.

NOTE: Students enrolled in more than one course that requires research participation through SONA will have to add each course to their account.

Step 2. Complete two research experiments (option 1) or article summaries (option 2).

All students must complete two research experiments (option 1) or article summaries (option 2). Note that students can complete both as early as they like (e.g., both within the first month of classes). However, students must adhere to due dates for research participation. These deadlines are designed to ensure the availability of research participation opportunities and to help students not be overwhelmed with research participation at the end of the semester.

Option #1: Research Experiments

You may participate in a research experiment via the Consumer and Market Insights Lab (CMI). A variety of lab experiments will be offered throughout the semester. Experiments will last approximately 30 minutes (1 credit), though some 1 hour studies may become available (2 credits). Sign-up for all lab experiments will be through the research participation management system (SONA), and experiments will take place in Langsam Library, 5th floor, CMI Lab (directly above the Starbucks).

To participate in a research experiment via the Consumer and Marketing Insights Lab:
• Go to: http://uc-cob.sona-systems.com
• Log onto SONA
• Click on "View Available Studies" to view available studies
• Click on a study taking place on a date that works for you
• This link will take you to a page with information about the study. Click "View Time Slots for this Study" at the bottom of the page.
• Click the time slot of your choice, and select which class you would like the credit to go towards. Be careful here, do not give one class all the credits and another class no credits!
• Participate in the research experiment at the designated place and time. Be sure to show up early, as it may not be possible to accommodate late arrivals.

Option #2: Article Summaries

Alternatively, you may write a critical summary of an academic research article. This option is designed to give you exposure to the research by reading and reporting on already completed studies that have been published in consumer research journals. Summaries must be based on a research article (not on an editorial, book review, case, or other type of article) from a respectable research journal in a field of your interest (such as Harvard Business Review). Summaries should be 400-500 words in length, typed in 12 pt. font, and address each of these questions:
• What is the article about? Summarize in your own words (being careful not to
plagiarize from the article’s abstract).

- Critique the authors’ work. Is it interesting, important, theoretical, practical, novel, insightful? Is the background (literature review) section sufficiently informing? Do the hypotheses (if any) make sense? Does the empirical work address the questions raised? Is the sample appropriate? Do the conclusions flow logically from the findings?
- What are the implications for the practice of marketing? How can the findings be applied?
- Finally, how does this article relate to a class in which you are enrolled?

To submit an article summary:
- Email both your summary and a pdf of the article to the SONA administrator (marketlb@ucmail.uc.edu). Submit both documents with your name, professor’s name, course name, course number, and section number included on the cover page (to award credit to the correct course). Additionally, place “Research Participation Article Summary” in the subject heading of the email.

### Classroom Etiquette

Inappropriate and disruptive classroom behavior (inappropriate language and gestures, class disruptions, including web surfing or use of electronic devices, disrespect to other students or instructor) will not be tolerated and will result in possible removal from the class. Please silence your cell phones before class starts.

Use of laptops is contingent on responsible use on the part of all students. If I receive complaints that someone is distracted by others’ web surfing, the laptop policy will be revised. If one of your fellow students is willing to provide me with your name, don’t be surprised if you get called out in class. If you find it distracting to sit behind someone using a laptop, please sit up front.

### Academic Integrity

I support the University of Cincinnati’s policy on academic misconduct. You will be protected by and expected to conduct yourself, in accordance with this policy. For a complete description see: [http://www.uc.edu/conduct/Code_of_Conduct.html](http://www.uc.edu/conduct/Code_of_Conduct.html)

As with all Lindner College of Business efforts, in this course you will be held to the highest ethical standards, critical to building character. Ensuring your integrity is vital and ultimately is your responsibility. To help ensure the alignments of incentives, the Lindner College of Business has implemented a “Two Strikes Policy” regarding Academic Integrity that supplements the UC Student Code of Conduct.

- All academic programs at the Lindner College of Business use this “Two Strikes Policy”;
- All cases of academic misconduct (e.g., copying other students assignments, failure to adequately cite or reference, cheating, plagiarism, falsification, etc.) will be formally reported by faculty; and
- Students will be afforded due process for allegations as outlined in the policy.

*At a minimum, academic misconduct will result in failing this course and at a maximum, being expelled from the university and/or losing funding and*
| PACE | This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.  
**P – Professionalism**  
- Enhance oral & written communication, express ideas clearly, logically and persuasively.  
- Develop and practice teamwork skills through group projects and exercises.  
- Practice professional habits of punctuality, preparation, respect and participation.  
**A – Academics**  
- Develop foundational knowledge of core business functions and their interactions within firms.  
- Begin applying functional and cross-functional knowledge to critically analyze business problems; for example applying techniques for business plan development.  
**C – Character**  
- Learn and apply leadership techniques for project management (plan, brief, execute, debrief).  
- Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.  
- Understand importance of ethics and social responsibility in business and personal settings.  
**E – Engagement**  
- Build understanding of importance and practices of networking through interactions with business professionals and guest speakers.  
- Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities. |
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<tr>
<td>Accommodations</td>
<td>Students who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. <a href="http://www.uc.edu/aess/disability.html">http://www.uc.edu/aess/disability.html</a></td>
</tr>
<tr>
<td>Services and Support</td>
<td>Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance. Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual</td>
</tr>
</tbody>
</table>
orientation and spirituality concerns, as well as any other issue of concerns. After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours students may call 513-584-7777.

Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required forward that information to the Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website www.uc.edu/titleix or contact the office at 556-3349.

Unforeseen Issues
If something occurs which prevents you from attending class regularly, submitting assignments, or otherwise affects your classroom performance, come talk to me ASAP! We may be able to work out an arrangement so you don’t re-take this class.

Disclaimer
I may deviate from the schedule and any changes will be posted online or announced in class. It’s your responsibility to remain up-to-date. Scheduled dates are subject to change, but changes will be discussed in class. Students are expected to attend classes and are responsible for obtaining information from missed classes from other students (including changes to due dates and assignments).

Sample Schedule (Actual schedule kept up to date on Blackboard)

<table>
<thead>
<tr>
<th>Wk</th>
<th>Day</th>
<th>Date</th>
<th>Discuss</th>
<th>Read/Do by</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Mon</td>
<td>8/21</td>
<td>Syllabus; Chapter 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wed</td>
<td>8/23</td>
<td>Project &amp; Team meeting – identity &amp; ideas</td>
<td>Project intro</td>
</tr>
<tr>
<td>02</td>
<td>Mon</td>
<td>8/28</td>
<td>Chapter 2 &amp; Set 1 read &amp; respond</td>
<td>Set 1 assignment &amp; Chapter 2; Individual project idea due</td>
</tr>
<tr>
<td></td>
<td>Wed</td>
<td>8/30</td>
<td>Team meeting</td>
<td>Group project idea due</td>
</tr>
<tr>
<td>03</td>
<td>Mon</td>
<td>9/4</td>
<td>NO SCHOOL – Labor Day</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wed</td>
<td>9/6</td>
<td>Chapter 3 &amp; Set 2 read &amp; respond</td>
<td>Set 2 assignment &amp; Chapter 3</td>
</tr>
<tr>
<td>04</td>
<td>Mon</td>
<td>9/11</td>
<td>Pitch &amp; Feedback</td>
<td></td>
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<tr>
<td></td>
<td>Wed</td>
<td>9/13</td>
<td>Team Meeting (Career Fair)</td>
<td>Exam 1 due</td>
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<tr>
<td>05</td>
<td>Mon</td>
<td>9/18</td>
<td>Team Meeting</td>
<td>Chapter 4 &amp; Chapter 5</td>
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<tr>
<td></td>
<td>Wed</td>
<td>9/20</td>
<td>Chapter 4 &amp; Chapter 5</td>
<td></td>
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<tr>
<td>06</td>
<td>Mon</td>
<td>9/25</td>
<td>Team meeting</td>
<td>Chapter 6</td>
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<tr>
<td></td>
<td>Wed</td>
<td>9/27</td>
<td>Chapter 6</td>
<td></td>
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<tr>
<td>07</td>
<td>Mon</td>
<td>10/2</td>
<td>Team meeting</td>
<td></td>
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<tr>
<td></td>
<td>Wed</td>
<td>10/4</td>
<td>Present &amp; Feedback</td>
<td>Exam 2 due</td>
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</tbody>
</table>
Final project due Friday, 10/10