Department of
Information Science Technology
Cullen College of Engineering

Year Course Offered: 2025

Semester Course Offered: Spring

Department: DIGM

Course Number: 2325

Name of Course: Information Technology Applications for Digital Media

Section: 21914

Meeting Place/Time: AMG 306

> **Face-to-Face Classes:**
> Section 21914 –Monday, 8:00 - 11:00 AM

Name of Instructor: Mark Hargrove
> Phone: (713) 743-1118 | Email: mshargro@central.uh.edu | Teams
> *Office Hours: By Appointment*

Lab Instructor: Can H. Le
> Phone: (713) 743-4082 | Email: chle3@central.uh.edu | Teams | Office: AMG-219
> *Office Hours: By Appointment*

Due to the liquid nature of our world, please note that the instructor may need to modify the course syllabus and may do so at any time. Notice of such changes will be announced quickly through email and/or MS Teams.

Learning Objectives:

Students completing the course will be able to:
• Understand the difference between data and information.
• Describe how information is collected, processed, understood and applied.
• Recognize the power and benefits of data mining.
• Describe typical types of information and information systems within an organization.
• Describe different types of information systems applications.
• Define information systems and explain how they relate to other information systems.
• Understand the role of systems analysts in the development of information systems.
• Explain how business processes relate to information systems.
• Understand basic concepts of finance, marketing and operations.
• Recognize the importance of data, its managerial issues, and life cycle.

• Explain the operation of data warehousing and its role in decision support.

• Discuss the role of marketing databases.

Required Textbooks: MIS, 11th Edition, Hossein Bidgoli, ISBN: 978-0-357-88386-0
You may use the ebook, the physical book or both.

Information Technology Used in this Course:

You have access to and space on Microsoft OneDrive. Your computer will need a webcam and access to the Internet. You have 10 GB of network storage space on the UH server. Your account will be deleted at the end of the semester. Servers crash, so frequently back up your work and make a copy for the record at the end of the semester.

Software requirements plus other hardware are:
• MS Teams and Canvas
• Webcam
• Microsoft Excel
• MS Office, a current version.

All software except MS Office is available for download and installation on your computer, courtesy of UIT Software Downloads, accessible on AccessUH. Office 365 is free to you as a student. For additional information, please visit the following:

http://www.uh.edu/technology/college/technical-support/general-faq/

Course Delivery: **Face-to-Face Classes:**

Section 21904 –Monday, 8:00 - 11:00 AM Sugar Land, AMG Building, Room 306

This course is offered in face-to-face sessions. Students have a designated face-to-face spot reserved. This course will have a mid-term and final exam. Before the exams, descriptive information, such as the number and types of exam questions, resources and collaborations allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period may be provided.

Course Credit: This course is governed by The University of Houston's policy and accrediting bodies' policies. First, students should understand that each class credit hour requires three hours per week: one hour in lecture and two hours of personal study/homework. Thus, a three-hour course requires nine hours per week: three in class and six on your own. You owe the instructor at least a total of nine hours per week, at least.

Assignments/Exams: Quizzes: 15%

Exams: 25%

LinkedIn Participation: 10%

Deliverables: 30%

Attendance/Participation: 20%

The instructor has the right to evaluate an individual student's grade in appropriate cases subjectively.

Letter Grades:			
		A 94-100	A- 90-93
	B+ 87-89	B 84-86	B- 80-83
	C+ 77-79	C 74-76	C- 70-73
	D+ 67-69	D 64-66	D- 60-63

You know the rest.

DIGM Academic Prerequisite and Progression Requirements:

The Digital Media Department strives to create proper academic conditions for student success. Course content, technical skill development, professional education practice, and program accreditation by professional organizations support using minimum grade or GPA requirements to enforce a program prerequisite structure. This practice, in turn, helps student success.

The instructor's letter grade determines whether the student has met the prerequisites for a future course. This ensures students have the correct levels of knowledge to advance in the program and prevents poor student outcomes in courses due to a lack of prerequisite knowledge. You must obtain a C- or better in DIGM 2325 to sign up for classes where DIGM 2325 is a prerequisite.

Class problems:

Occasionally, problems or concerns arise about your course. The department expects you to first communicate with the course instructor about issues and concerns.

If problems or concerns cannot be resolved with the instructor, the next appropriate action is to contact the program coordinator (Dr. Tony Liao for DIGM). Contact the Department Chair, Dr. George Zouridakis, to communicate your problems or concerns if the situation is unresolved.

Lectures:

Online lecture material and assignments will be posted on Canvas. Students should become well familiar with a given lecture.

Exams:

There will be two exams. Exams are given during class. Questions may be drawn from the lecture, case studies, and the textbook. NO makeup EXAMS!

Quizzes:

Quizzes are given on Canvas. Questions will come from material covered in class, on Canvas and the assigned book chapters. NO makeup QUIZZES!

Assignments:

Real-world scenarios will be presented to students to research and explore. The task will require students to use database software and other research resources to creatively discover and offer solutions to problems they may encounter in business situations.

LinkedIn Discussion:

Discussion topics will be provided to students via LinkedIn. They are expected to respond to each topic thoughtfully and maturely. Participants are encouraged to respectfully engage with their classmates' responses for additional credit.

Attendance/Participation:

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences will be excused as

provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Each student is required to participate regularly and attend class punctually.

In addition to the University's policy, the instructor decides to constitute an excused absence based on academic and professional growth opportunities outside the class. If there is any question about the nature of the absence, the student should seek out the instructor before the absence.

Reasonable academic adjustments/auxiliary aids:

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring academic adjustments/auxiliary aid, please contact the Justin Dart, Jr. Student Accessibility Center (formerly the Justin Dart, Jr. Center for Students with Disabilities).

Recording of class:

Students may not record all or part of the class, live stream all or part of the class, or make/distribute screen captures without the advanced written consent of the instructor. If you have or think you may have a disability and need to record class-related activities, please contact the Justin Dart, Jr. Student Accessibility Center. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. The instructor may record classes. Students may use the instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the dean of students office and may result in disciplinary action.

Lab Policies:

The Digital Media Laboratory's use is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules:
- Do not use the printer in the lab for anything other than class work.
- Computers are provided for your use.
- No food or drinks will be allowed in the lab.
- Before leaving lab each day, you will be responsible for logging off
- Downloading of any software will be considered theft, which is a violation of the University's Academic-Honesty policy. The Department Chair will be informed of all occurrences of software piracy. Any affected student will be suspended from class until a Departmental Hearing is called.

Late Assignments: There is a great deal of work for this course. No late work will be accepted. Thus, it is better to submit work that is partly completed than to submit nothing at all.

Excused Absence Policy: If you are absent on the due date, the assignment will not be accepted in most cases. You must make arrangements to accommodate your absence, whether excused or unexcused.

Regular class attendance, participation, and engagement in coursework are essential contributors to student success. Absences may be excused as provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including medical illness of a student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences can make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Expectations: Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade below "B". Please provide the attention, motivation and effort necessary to reach this grade expectation.

If you meet the minimum requirements of any assignment, you have done an average job that will earn you a "C". You must do more than the minimum requirements to earn a higher grade. Remember, the professor is your client, and as in the professional world, you will be expected to meet the client's approval.

Academic Honesty Policy: High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The UH Academic Honesty Policy is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the university itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Syllabus changes: The instructor may need to modify the course syllabus. Notice of such changes will be announced quickly through email or MS Teams.

UH Email: Please check and use your Cougarnet email for communications related to this course. To access this email, login to your Microsoft 365 account with Cougarnet credentials.

Webcams: Access to a webcam is required for students participating remotely in this course. Webcams must be turned on (state when webcams are required to be on and the academic basis for requiring them to be on). (for example,

webcams must be turned on during exams to ensure the academic integrity of exam administration.)

Title IX/Sexual Misconduct: Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can confidently make a report. You can find more information about resources on the Title IX website at https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/.

Adds/Drops: Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.

The students must understand that a W is considered an attempt:

Students are allowed a maximum of two attempts in any of our courses. Under this policy, the "count" includes all attempts that result in a course grade of "A","W," or "I."

Also, an undergraduate student may use up to six (6) 'W' grades in his or her UH career. This includes courses attempted at Texas public universities since Fall 2007 and before transferring to UH. (See https://uh.edu/provost/students/student-policies/index#6-w-limit)

The refund policy can be found here: https://www.uh.edu/financial/payment/refunds/.

Incompletes: An "Incomplete" grade will only be issued if the student maintains an acceptable level of achievement and cannot complete one or more major assignments due to some factor beyond his/her control. If a student wishes an "incomplete", he/she must explain the situation to the Instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.

UH - Launch Undergraduate Student Success Center for Peer Tutoring - http://www.uh.edu/ussc/launch/

Student Accommodations Under the Americans with Disabilities Act:

When possible, and in accordance with 504/ADA guidelines, the instructor will attempt to provide reasonable academic accommodations to students who request and require them. Students with Special Needs should inform the instructor at the beginning of the semester.

Center for Students with Disabilities: http://www.uh.edu/csd/.

Security Escorts and Cougar Ride:

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. Our Security escort service is designed for community members who have safety concerns and would like a Security Officer to walk with them for their safety as they make their way across campus. Based on availability, a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you need a Security Officer to walk with you for your safety, please call 713-743-3333. Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called Cougar Ride that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at https://uh.edu/af-university-services/parking/cougar-ride/.

Other Important University Policies and Helpful Information:

UH DAPS: Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program, a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html

Coogs Care: https://www.uh.edu/dsaes/coogscare/

Laptop checkout requests: https://www.uh.edu/infotech/about/planning/off-campus/index.php#do-you-need-a-laptop

Health FAQs: https://uh.edu/covid-19/faq/health-wellness-prevention-faqs/

Student Health Center: https://uh.edu/class/english/lcc/current-students/student-health-center/index.php

Campus Carry: https://www.uh.edu/police/policies-training/campus-carry/