

# UNIVERSITY of HOUSTON

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## COLLEGE of TECHNOLOGY

### Digital Media

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**Year Course Offered:** 2021

**Semester Course Offered:** Spring

**Department:** DIGM

**Course Number:** 2325

**Name of Course:** Information Technology Applications for Digital Media

**Name of Instructor:** Mark Hargrove

Phone: (713) 473-1118 | Email: [mshargro@central.uh.edu](mailto:mshargro@central.uh.edu) | Office Hours: By Appointment

*The information contained in this class syllabus is subject to change without notice.* Students are expected to be aware of any additional course policies the instructor presents during the course.

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#### Learning Objectives:

Students completing the course will be able to:

- Understand the difference between data and information.
  - 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.
  - Describe the essential phases of systems development methodology.
  - Explain how business processes relate to information systems.
  - Understand basic concepts of finance, marketing and operations.
  - Understand the fundamentals of databases and database design.
  - Recognize the importance of data, its managerial issues, and its life cycle.
  - Explain the operation of data warehousing and its role in decision support
  - Recognize the power and benefits of data mining
  - Discuss the role of marketing databases and provide examples
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#### Required Textbooks:

MIS, 10th Edition, Hossein Bidgoli, ISBN-13: 978-0-357-41869-7

### Required Tools:

To access the instructional materials, you will need access to a computer with Acrobat Reader and Flash Player installed. You can download Acrobat Reader from [www.adobe.com](http://www.adobe.com). You can read the instructional resources online or print them. However, you may not print the material using the equipment in the lab.

### Information Technology Used in this Course:

You will need either a Flash drive or hard drive for backing up and archiving your files. You will be given 10 GB of network storage space on the UH server. Your account will be deleted at the end of the semester, and servers do crash, so frequently back up your work and make a copy, for record, at the end of the semester. You will be given access and space on Microsoft OneDrive.

Software requirements plus other hardware are:

- USB flash drive for backing up work
- MS Teams and Blackboard
- Webcam
- Microsoft Excel
- Microsoft Access
- MS Office 2019 or higher

All of the software except MS Office is available for download and installation on your computer, courtesy of Azure Dev Tools for Teaching. 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 lecture 27567, Asynchronous for online lecture 31002

**Monday, Tuesday and Wednesday lecture section 27567** is a face-to-face course. Students have a designated face-to-face spot reserved, but alternative ways to participate are also provided. These alternatives may include (but are not limited to) attending class sessions through synchronous streaming, viewing recordings of class meetings asynchronously, participating in discussion boards, and/or completing self-directed activities. This course will have a final exam per the [University schedule](#). Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are 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.

**Lecture section 31002** is taught asynchronously, which means there is no designated day or time assigned to the course (although optional synchronous sessions are possible, such as virtual office hours or discussion groups). Asynchronous instruction generally involves accessing content, such as recorded video lectures, readings, discussion prompts, assignments, and assessments during a flexible time frame, with due dates as specified. This course will have a final exam at the course conclusion. The exam will be asynchronous, and the date and time that it will be released and due will be announced during the course. Prior to the exam, descriptive information,

such as the number and types of exam questions, resources and collaborations that are 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 policy and policies of the accrediting bodies. 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.

**Assignments/Exams:**

- Quizzes: 15%
- Exams: 30%
- LinkedIn Participation: 10%
- Deliverables: 35%
- Attendance/Participation: 10%

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

**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 practice in education, 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 UH Interim Grading Policy applicable for Spring, Summer, and Fall 2020 explicitly stated that a program, department, or college may enforce a prerequisite or minimum GPA policy. Therefore, the DIGM Department's policy that the Catalog prerequisite structure and associated minimum grade or GPA requirements for its programs and courses be enforced for Fall 2020 grades that lead into Spring 2021 and beyond. This means that, even when Satisfactory (S) was the reported grade in Fall 2020, 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 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, there will be problems or concerns that arise about the course you are taking. The ILT department expects that you communicate with the course instructor about problems and concerns, first.
- If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator, Dr. Jerry Waite. If the situation is still not resolved, contact the ILT Department Chair, Dr. Amaury Lendasse, to communicate your problems or concerns.
- Lectures:** Online lectures/presentations will be posted on Blackboard. Students should become well familiar with a given lecture prior to coming to the lab.
- Exams:** There will be two exams. Exams are given during class. Questions may be drawn from the lecture as well as the text. **NO makeup EXAMS! NO EXCEPTIONS!**
- Quizzes:** Quizzes will be given on Blackboard. Questions will come from material covered in class, on Blackboard and the assigned book chapters. **NO makeup QUIZZES! NO EXCEPTIONS!**
- Attendance/Participation:** Regular and punctual attendance is required of each student. Be on time for labs! Tardier more than 10 minutes counts as 1/2 an absence. Students can accumulate three unexcused absences without being dropped from the course. There will be a grade penalty for each unexcused absence. After three unexcused absences, the student will be dropped from the course.
- In addition to the University's policy, it is the instructor's decision to constitute an excused absence based on academic and professional growth opportunities outside the class. If there is any question as to the nature of the absence, the student should seek out the instructor prior to the absence.
- Excused Absences are defined as follows:
- Illness with a doctor's note
  - Participation in a university function with a note from the advisor
  - Death in the family with appropriate documentation

**Face Covering Policy:** *(required for courses with a face-to-face component)*

To reduce the spread of covid-19, the University [requires face coverings](#) on campus, including classrooms for both faculty and students. Face coverings must cover your mouth and nose and be worn throughout the class session. A mask with a valve is not considered an adequate face covering and should not be used, as it can expel exhaled air, increasing risk to others. Eating or drinking during class is discouraged and is not an excuse for removing the face-covering an extended length of time. For additional information on the use of face coverings, please see [face-covering faqs](#). Failure to comply with the requirement to wear a face-covering in class will result in your being asked to leave the classroom immediately and a disciplinary referral through the dean of students office. Requests for accommodations relating to the face-covering policy may be directed to the [center for students with disabilities \(csd\)](#).

**Required Daily Health Self-Assessment:** *(required for courses with a face-to-face component)*

Your presence in class each session means that you have completed a daily self-assessment of your health/exposure and you:

- Are not exhibiting any [coronavirus symptoms](#)
- Have not tested positive for covid-19
- Have not knowingly been exposed to someone with covid-19 or suspected/presumed covid-19

If you are experiencing any covid-19 symptoms that are not clearly related to a pre-existing medical condition, do not come to class. Please see [covid-19 diagnosis/symptoms protocols](#) for what to do if you experience symptoms and [potential exposure to coronavirus](#) for what to do if you have potentially been exposed to covid-19. Consult the [undergraduate excused absence policy](#) or [graduate excused absence policy](#) for information regarding excused absences due to medical reasons.

**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.

**Missed Classes:**

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 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 the 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](#).

**Expectations:**

Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than "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 if you want to earn a higher grade. Remember, the professor is your client, and just as in the professional world, you will be expected to meet the client's approval.

**Honor Code Statement:** Students may be asked to sign an honor code statement as part of their submission of any graded work, including but not limited to projects, quizzes, and exams: "I understand and agree to abide by the provisions in the (select: [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from The University of Houston."

**Academic Honesty Policy:** Students are expected to abide by The University of Houston academic honesty policy in all matters pertaining to this course.  
[Academic Honesty Policy – Office of The Provost](#)  
[Academic Honesty Policy – Undergraduate Catalog](#)

**Recording of Class:** Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Center for Students with Disabilities](#). Suppose YOU HAVE AN ACCOMMODATION TO RECORD CLASS-RELATED ACTIVITIES. In that case, 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. Classes may be recorded by the instructor. Students may use 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 student's office and may result in disciplinary action.

**Syllabus changes:** Due to the changing nature of the covid-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through (specify how students will be notified of changes).

**Uh Email:** Email communications related to this course will be sent to your [Exchange Email Account](#) which each University of Houston student receives. The exchange mail server can be accessed via outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into office 365 with your CougarNet credentials or through Access UH. They can also be configured on [IOS](#) and [Android](#) mobile devices. Additional assistance can be found at the [Get Help](#) page.

**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). (example:

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

**Sexual Misconduct Policy:** For more information about the UHS Sexual Misconduct policy and counseling and support resources available to you, go to the UHV Title IX Website: <https://www.uh.edu/equal-opportunity/titleIX-sexual-misconduct/>

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

**Incompletes:** An "Incomplete" grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignments. 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/>.

**UH CAPS:** 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](http://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](http://www.uh.edu/caps/outreach/lets_talk.html)

**Other Important University Policies and Helpful Information:**

Covid-19 updates: <https://uh.edu/covid-19/>

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: <http://www.uh.edu/police/campus-carry/>