# MGMT 8100:
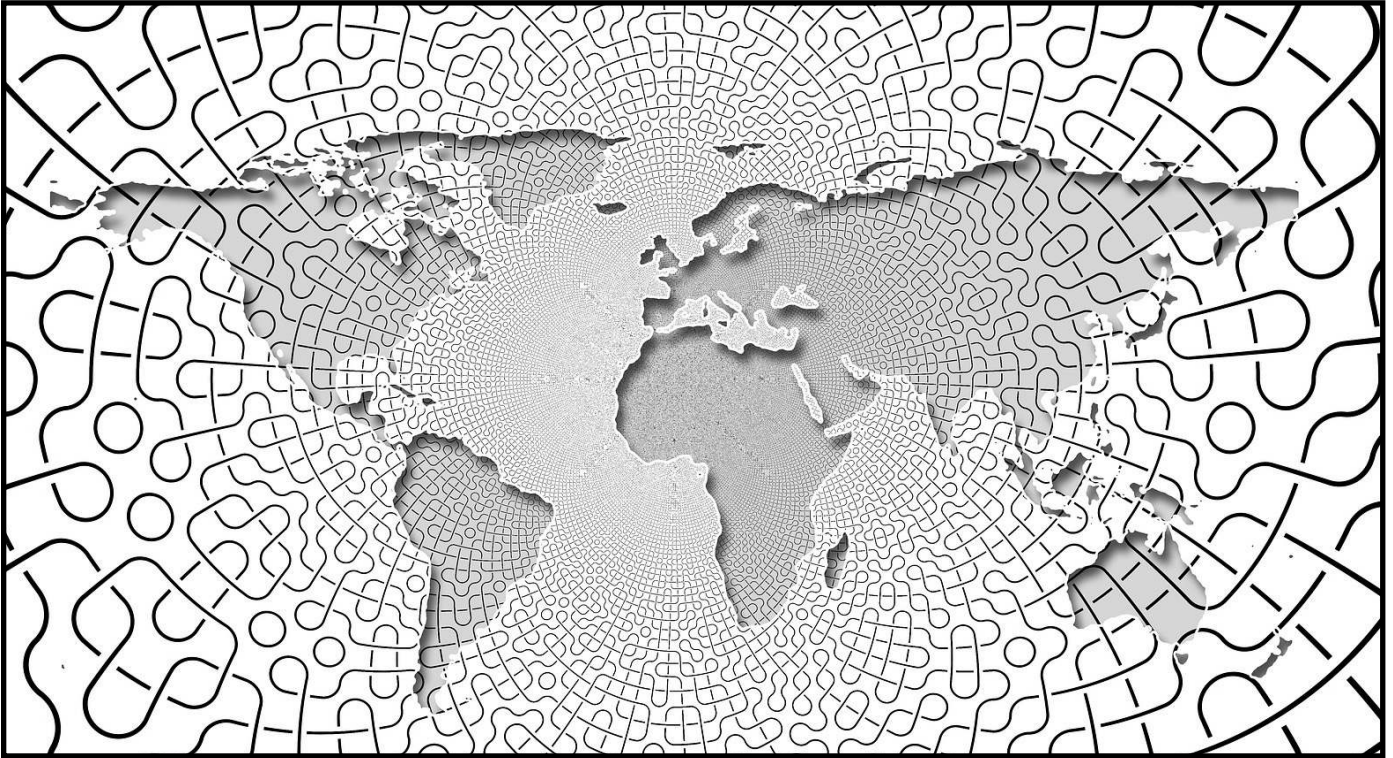# Exploring the Digital Globe



Version 3.0

**Spring Semester 2018**

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# Course Syllabus

Course Description
This inter-departmental course will introduce students to the impacts of technological change and globalization from the perspective of business, law and journalism. This course will be the first course necessary toward fulfilling the requirements for this interdisciplinary university-wide certificate. Students will be introduced to electronic commerce, digitization and globalization to prepare them to respond to the challenges of the digital globe. Students need not acquire specific technological skills; they will acquire a working understanding of how digital technologies function.

Digital technologies have revolutionized global communications. Whether from the perspective of journalism, business or the law, the impact of these new communications channels has been substantial. Students will achieve an understanding of how new media are different from print or broadcast media and the consequences of those differences. Students will be introduced to the principles, opportunities, and ethical use of electronic commerce. Digital media raise recurrent questions which call for political and social solutions. Students will be introduced to the broader issues raised by technological change, such as globalization, political boundaries, access, ownership and uses of information, marketing, etc.

The course will be taught by faculty from the journalism, business and law schools, and from the College of Human Environmental Sciences. Visiting speakers, including speakers presenting programs for the Center for the Digital Globe, will meet with the class to share their research and experience

Instructor: J. Scott Christianson
**Biography:** As the owner of Kaleidoscope Consulting, Scott worked extensively with businesses, community organizations, school districts and higher education institutions to help shape their future. Scott brings more than 23 years of experience in project management and information technology—as a technology director, trainer, author, and product manager —to the classroom. You can find more at his university website/blog: christiansonjs.com *(QR Code to the right)*

Office Hours
By appointment. I am usually on campus from 9am to 5pm. **To Schedule a Call or Meeting with me, visit: [http://meetme.so/JScottChristianson](http://meetme.so/JScottChristianson)** . If your schedule doesn't allow for meeting turning normal business hours. I am also happy to meet you in the campus computer labs, Cornell hall common area or Ellis library on weekends or evenings.

Contact Information:
>    **Office:** Room 508 Cornell Hall
>    **Office Phone:** 573-882-5910
>    **Cell Phone:** 573-424-4254 (**preferred**)--voice and text

You are welcome to text me for quick course, assignment and scheduling questions. **For all assignments, and official communications, please use the email system through canvas.** This provides a "paper trail" so that a record of the communication is stored in a way that it can't be lost. Also, I have adopted a new policy of only checking email once a day, so please don't expect an immediate response.

Course Learning Management System: Canvas
We will be using Canvas as our Learning Management System (LMS) this semester. So far, students like it much better then blackboard. However, there might be some learning curve for those student who have not worked with Canvas before.

You must access the course via http://courses.missouri.edu. Under course login, select Canvas and enter your PawPrint and password. If you have difficulty logging in to the course or you do not see the course listed, please contact the **Mizzou IT Help Desk at 882-5000** (for out-of-area students, toll-free at 866-241-5619).
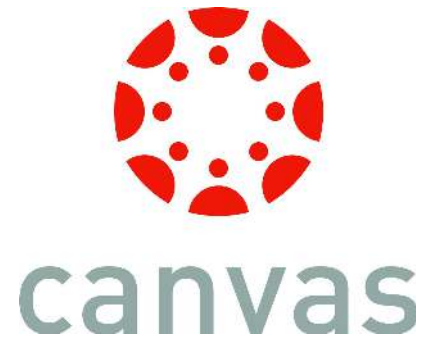
Course materials: Readings
You will need to obtain and read **"The Four" by Scott Galloway.** You will also have readings/videos to review prior to class each week: these will be posted on canvas.

## Schedule for the Course

The course has three major themes that we will be exploring during our classroom experience:

- Developing a global context for the changes and challenges in the world today.
- How to unpack the problems of our global civilization and generate ways to start solving those problems.
- Gaining additional perspectives from people who are actively developing and exploring the tools to address the problems of our digital globe

**Since this course will incorporate the perspective of many guest speakers and site visits, the schedule will have to be somewhat fluid as schedules sometimes change for our guests.** All reading assignments and details about the course schedule will be posted to canvas.

## Grading

| Description | Points | Final Grade Weight |
|---|---|---|
| Group Summaries: For each class (with one or two exceptions), a group will be responsible for providing summary (8-12 pages I suspect, no more than 20) of the material from the class. | 180 | **50.0%** |
| Discussions points. | 180 | **50.0%** |
| | 360 | 100.0% |

## Grading Scale

| | | | | |
|---|---|---|---|---|
| A+ | 97-100 | C+ | 77-79.99 |
| A | 94-96.99 | C | 74-76.99 |
| A- | 90-93.99 | C- | 70-73.99 |
| B+ | 87-89.99 | D | 50-69.99 |
| B | 84-86.99 | F | < 50 |
| B- | 80-83.99 | | |

## Late Assignments

Late assignments are not acceptable in business, nor are they acceptable for this course. **Late assignments will be not accepted and a score of zero will be recorded for any assignment that is not submitted on time.**

Submitting Assignments

Students need to submit assignments through the current class Learning Management System (LMS): Canvas. **It is the responsibility of students to ALWAYS keep a backup of their work and assignments in case of data corruption, upload errors, or technical issues with the LMS. (See below for information about BOX, a cloud-based storage solution that is free to all students).** Assignments not submitted correctly or lost will be given a score of "0" unless other arrangements have been made with the instructor. I highly recommend that student use box to backup files (it has many other features as well, see last page of syllabus for more information). You are expected to save your assignments in case of dataloss, blackboard failure, etc.

If you are having any technical difficulties (e.g., logging in, accessing the discussion board) please email helpdesk@missouri.edu or contact the DoIT Help Desk at 882-5000 (for out-of-area MU Direct students, toll-free at 866/241-5619).

Disputing a score or grade.

After an assignment is graded, or an exam result posted, you then have six days to dispute, question or review the score with me. After those six days, your score will stand. Likewise, if I gave you a higher score than you deserved and it is discovered after six days, your score will stand.

Attendance Policy

**The key to success in this class is being in class (mentally as well as physically)!** However, I believe that **it is my job to bring value to the classroom.** Everyone in this class is an adult and can make their own decision on the value of attending class. I will check attendance from time to time, but just showing up and just sitting in class will not be part of your grade.

Academic Honesty

Academic integrity is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards breaches of the academic integrity rules as extremely serious matters. Sanctions for such a breach may include academic sanctions from the instructor, including failing the course for any violation, to disciplinary sanctions ranging from probation to expulsion. When

in doubt about plagiarism, paraphrasing, quoting, collaboration, or any other form of cheating, **consult the course instructor.**

Academic Dishonesty includes but is not necessarily limited to the following:
A. Cheating or knowingly assisting another student in committing an act of cheating or other academic dishonesty.
B. Plagiarism which includes but is not necessarily limited to submitting examinations, themes, reports, drawings, laboratory notes, or other material as one's own work when such work has been prepared by another person or copied from another person.
C. Unauthorized possession of examinations or reserve library materials, or laboratory materials or experiments, or any other similar actions.
D. Unauthorized changing of grades or markings on an examination or in an instructor's grade book or such change of any grade report.

The University has specific academic dishonesty administrative procedures. Although policy states that cases of academic dishonesty must be reported to the Office of the Provost for possible action, the instructor may assign a failing grade for the assignment or a failing grade for the course, or may adjust the grade as deemed appropriate. The instructor also may require the student to repeat the assignment or to perform additional assignments. In instances where academic integrity is in question, faculty, staff and students should refer to Article VI of the Faculty Handbook. Article VI provides further information regarding the process by which violations are handled and sets forth a standard of excellence in our community.

**Academic Integrity Pledge:** *"I strive to uphold the University values of respect, responsibility, discovery, and excellence. On my honor, I pledge that I have neither given nor received unauthorized assistance on this work."* Students are expected to adhere to this pledge on all graded work whether or not they are explicitly asked in advance to do so.

**Plagiarism**: **If you plagiarize you will receive an "F" in the course and the Provost's office will be notified of the incident.** Plagiarism is taking any information and using it as your own work without any reference to the original source. **When in doub**t about plagiarism, paraphrasing, quoting, or collaboration, **consult the instructor.**

Intellectual pluralism
The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of

Students Rights and Responsibilities (http://osrr.missouri.edu/). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

Students with Disabilities
If you anticipate barriers related to the format or requirements of this course, if you have emergency medical information to share with me, or if you need to make arrangements in case the building must be evacuated, please let me know as soon as possible.

If disability related accommodations are necessary (for example, a note taker, extended time on exams, captioning), please register with the Office of Disability Services (http://disabilityservices.missouri.edu ), S5 Memorial Union, 573- 882-4696, and then notify me of your eligibility for reasonable accommodations. For other MU resources for persons with disabilities, click on "Disability Resources" on the MU homepage.

Classroom Electronic Device Policy
The use of electronic devices (e.g., cell phones, PDAs) in the classroom is very disruptive to students in the class as well as to the instructor.  Therefore, please observe the following policies:

1.  Turn off (not set to vibrate or silence) all cell phones before entering the classroom.  Cell phones may be turned on only after leaving the classroom.  In the case of anticipated emergency phone calls, request permission from the instructor before class to have the cell phone set on vibrate.
2.  **Lab and Laptop computers may be used only for purposes related to that course (such as note-taking, working with software programs, etc.).**  Any other use of a computer (e.g., surfing the web, checking Facebook, reading and writing e-mail) disrupts the educational experience for other students in the class and thus should never be done during class periods.

Copyright Restriction
Materials used in connection with this course may be subject to copyright protection under Title 17 of the United States Code. Under certain Fair Use circumstances specified by law, copies may be made for private study, scholarship, or research. Electronic copies should not be shared with unauthorized users. If a user fails to comply with Fair Use restrictions, he/she may be liable for copyright infringement.

Food and Drinks
No food or drinks, other than water in plastic bottles, are permitted in any of the Cornell Hall classrooms, conference and breakout rooms, or the carpeted

lounge areas.  The only exception is that food and beverages are permitted in the new "student commons" area (rooms 15 and 16) in the lower level.

Recording in Class
University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in Section 200.015 of the Collected Rules and Regulations. In this class, **students may make audio or video recordings of course activity unless specifically prohibited by the faculty member.** However, the redistribution of audio or video recordings of statements or comments from the course to individuals who are not students in the course is prohibited without the express permission of the faculty member and of any students who are recorded.  Students found to have violated this policy are subject to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

Students in my courses have my permission to record my lectures and materials to use for their personal study (and enjoyment 🙂 ).

Information about BOX

**Box Inc.** is an cloud-based file sharing and personal content management service. MU students can get a free box account by following the directions below:

*From the University of Missouri Division of IT:*

The University of Missouri has partnered with Box.com to offer an online cloud content service to campus employees and students. The service offers:

- 30 GB of storage for employees and students
- Secure storage of DCL 3 rated content (DCL 4 approval is pending)
- The ability to collaborate with university and non-university team members which may include, but is not limited to vendors, research agencies, grant agencies, etc.
- Access via mobile devices on Android, iOS, Windows Phone and other web compatible mobile browsers.

**To create your University of Missouri Enterprise Box account, please do the following:**

1. If you have an existing Box account using your university email address, please read the documentation at: http://bit.ly/1ixxbaH **If you do not have a Box account that uses your university email address, please go to the next step.**
2. Go to https://MyServices.missouri.edu
3. Under Categories, select IT Services
4. Under Service Listings, select Box Account
5. Select New Box Account
6. Select Request Service
7. For:
    1. **Faculty and Staff**, please select the account and provide the primary email address (UM email address)
    2. **Students,** please provide first name, last name and primary email address (UM email address)
8. Select Next Step
9. Review and verify the content. If it's correct, select Submit Request.

This will start the workflow to have your Box Account created. You will be notified once the account is ready to use.
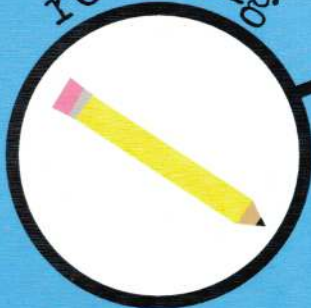
# Emergency Information for Students

Please share this important emergency information with your students at the beginning of each semester. It should only take 2-3 minutes complete.

## FIRE

**IN THE EVENT OF A FIRE**

- Activate the fire alarm (If you building is <u>not</u> equipped with an alarm, notify building occupants in a loud, clear voice.)
- Alarm stations are usually located at or near building exits.
- Exit the building using the nearest marked exit and call 9-1-1.
- On your way to the exit, identify people who are disabled or unable to leave the building under their own power.
- Assemble outside as a group to ensure everyone has left the building safely.
- Do not return to the building until the all clear is given.

## TORNADO

**UPON NOTIFICATION OF A TORNADO WARNING**

- Take shelter immediately inside the building.
- Move to the lowest interior corridor or stairwell.
- Stay away from doors and windows.
- Do not seek shelter in an auditorium.
- If there is not enough time to leave an auditorium, move to an interior wall.
- Cover you head and face. Kneel facing walls.

## MEDICAL
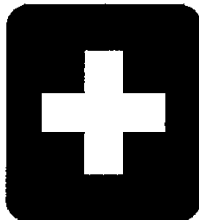
**IN THE EVENT OF A MEDICAL EMERGENCY**

- Call 9-1-1 immediately.
- Provide the type of emergency, the condition of the victim, and the location of the victim.
- Send one or more people to the building's entrances to direct emergency personnel to the victim.
- Do not move the individual unless authorized, or if it is obvious that delay in movement would be harmful to the victim.
- Some buildings are equipped with Automated External Defibrilators (AEDs) and can be used in the event of a cardiac arrest.

## THREAT

**IN THE EVENT OF AN ACTIVE THREAT INCIDENT**

- Stop what you are doing and call 9-1-1.
- If it is safe to do so, try to escape from the building. Notify others of the danger as you exit.
- If escape is not feasible, close and lock the door. Barricade the doorway.
- Turn out lights, get out of view and hide until police arrive or you can escape.
- If the gunman approaches you, throw objects at his/her face to distract them. Move in an attempt to immobolize the attacker by securing their limbs and using your body weight to take them to the ground.
- Secure the weapon in a trash can and **DO NOT** hold onto it.
- Call 9-1-1 in situations where there is a physical threat to you or someone else.
- Call MU Police at 882-7201 if you are concerned about suspicious individuals or activity on campus.