

ICT-311/511 ICT Analytics: Fall 2011

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This syllabus is subject to revision at the instructor's discretion.

Course Description

Determine the value of electronic information and communications, developing metrics, determining return on investment on information and communication technologies.

Course Objectives

Upon completion of this course, students will be able to:

- Describe the value of information and communication technologies
- Measure tangible and intangible value of ICT
- Develop metrics
- Analyze information and communication technologies
- Optimize information and communication technologies
- Research current and future trends in ICT Analytics

Text

Kaushik, A (2010). Web Analytics 2.0: The art of online accountability & science of customer centricity, Wiley Publishing, Inc. Indianapolis, Indiana

Due Date Policy for Assignments & Tests

All assigned work must be submitted to the instructor by 11:59 pm CST on the date for which it was assigned. Tests must be taken during the scheduled timeframe unless arrangements have been made prior to the date of the test. Missed tests may not be made up at a later date.

Evaluation & Expectations

Students will be evaluated on the following items: Research Paper(s), Projects, Exams/quizzes, Discussion preparation and participation.

Students are expected to turn in first-class work. Correct spelling/grammar/formatting/referencing is required on all material handed in for evaluation. If the instructor does not consider your work graduate level it may be returned for revision before grading. You are expected to use the highest level of rigor in evaluating and citing resources.

All research papers will be run through the turnitin.com originality checking system.

Other expectations include:

- Before you may turn in any projects or take any exams, post an introduction of yourself to the discussion board. Details of the format will be provided elsewhere.
- No late work without prior approval
- All assignments handed in must be original work
- No makeup exams
- You must complete all projects to receive a grade in the course.
- You are responsible for all content provided by the instructor through D2L, Twitter or other required communication resources.

Attendance

Since this is an online class, there is no attendance policy as such. Students are responsible for attaining course objectives and completing the required activities by their due date.

Evaluation

Points will be assigned to projects and exams as follows:

- Introduction: 25 points
- Microblog: 15 points
- Discussions: 10 @ 10 points each = 100 points
- Assignment #1 = 50 points
- Assignment #2 = 50 points
- Assignment #3 = 100 points
- Exam #1 = 50 points
- Exam #2 = 50 points
- Exam #3 = 50 points
- Total 490 points
- Graduate Students will also have a Research Paper associated with this topic that will be worth an additional 100 points. Graduate Total Points = 590

Submitting Assignments:

Unless otherwise noted, all assignments are due by 11:59 pm (CST) on the day they are due. Assignments will be turned into Learn@uw-stout (D2L) unless otherwise indicated. The drop box for assignments will be closed one week after the due date for late submissions and assignments cannot be submitted after the drop box is closed.

Grades will be issued based on the successful completion of these expectations. To earn a passing grade in this course you need to submit all projects and participate in all activities. Letter grades will be based on the following percentages of the total points assigned.

A	94 -100%	A-	90-93%		
B+	87 - 89%	B	84-86%	B-	80-83%
C+	77-79%	C	74-77%	C-	70-73%
D	60-69%	F	59% or less		

Assignments

Participation

Participation is a catch all category for any activities we do that are not regularly scheduled exams, discussions or assignments. It may also be influenced by your level of engagement in the class and with your peers. Generally it ends up being between 20% and 35% of the semester grade.

Introduction [due first week]

Objectives: Upon Completion the student will be able to:

- Download, install and utilize screen capture software
- Create and mediate a presentation using screen capture software
- Utilize small format limited size production techniques to deliver a multi-media presentation

Assignment Description: Develop a presentation to introduce yourself to the class. Utilize images that help to illustrate who you are and what you enjoy doing. DO NOT use a webcam to capture streaming video of you talking. Download and install free screen capture software (ie Jing at <http://www.jingproject.com> or Screenr at <http://screenr.com/>) to record your introduction. Limit the size of your recording to 640 x 480 pixels. You will need to have a microphone set up on your computer to accomplish this task. If you have a special need that limits your ability to use audio/video please contact me as soon as possible so we can work out accommodation. Post your video introduction in the learn@uw-stout (D2L) discussion board. You can earn up to 10 points.

Microblog [Due first week]

You will interact with micro blogging technology. This will also serve as a communications medium for class communications. Micro blogging is a communications phenomenon that we will be utilizing as a communications tool in this class. Micro blogging is generally associated with short text messages (140 characters or less), but it may also contain small file size images or multimedia.

For this assignment, you will need to create a free account on Twitter (<http://twitter.com>). Once you have created your account you will need to follow the instructor's account and in turn he will follow your account. This will introduce you to micro blogging and establish a communication tool for use in the class. You can also choose to follow other people from class (I would suggest it). Ultimately it is up to the owner of an account whether to allow someone to follow them. You can choose to block any account from following your Twitter account.

To fulfill the requirements of the assignment you should:

1. Create an account on Twitter
2. Choose to follow DocTharp(<http://twitter.com/DocTharp>)
3. Post your Twitter username in D2L in the Twitter discussion forum.
4. Allow DocTharp to follow you on Twitter (I will select to follow you, you should not block my account)
5. Post your first posting in Twitter.

On-line Discussions [Due: Throughout semester]

You will notice that this class is listed as a Discussion class (as opposed to lecture or lab). Being an online class, this presents us with certain challenges that we would not encounter in a face-to-face class. The discussion group area in D2L is one of the tools we will use to facilitate discussion in this class.

I will post topics for discussion in D2L. Go through the Computer Based Training modules (CBTs) that are listed under the content area and look at the assigned reading chapters. Based on this information, enter a reflection on the chapter in the discussion area of learn@stout. The reflection should include what you learned from the chapter and how you could apply the information. You can also discuss points that you felt were extremely important or points you disagreed with. This is a discussion and as such you are expected to read/view and respond to other students reflections. This is part of the assessment of the discussions. Your entry should be 1-2 paragraphs, approximately one screen. You can earn up to 10 points for each discussion, for a total of 100 points possible.

Since discussions require simultaneous participation, original contributions should be concluded by the due date, and responses will be allowed for one week following after which the discussion closes. In the Modules and Due Dates section of this syllabus, there is a breakdown of the time periods for the various modules. Each of the discussions is associated with a set of readings that sit within one of the modules. You should generally proceed with your discussions at the rate outlined in the modules. At any

given time there will be several conversations open and you will be able to see the start and end dates of each discussion within D2L.

Assignment #1: Setting up an Analytics Account

Create an account on a web analytics program (Google Analytics in most cases) and place the related tracking code into the pages of a website. You will demonstrate that you have done this and that data is being received by the analytics program

Assignment #2: Keywords Tools and Analysis

You will do an analysis of an existing website using Keywords tools and create a report related to that analysis.

Assignment #3: Case Study

In this assignment you will be provided with a case study. You will be required to examine the details of the case study and report your findings. Details will be provided in another document through D2L.