College of Charleston
School of Business
INFM 330: Enterprise Data Management

Semester: Spring 2022
Section: 01
Meeting time: Tuesday, Thursday 10:50 AM – 12:05 PM
Meeting location: Beatty 218

Professor: Dr. Iris Junglas
Office: Beatty Center 306
Office Hours: Tuesday, Thursday 8:00-9:20 AM, 12:10-1:45 PM; and by appointment
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Course Description:
This course provides an introduction to the planning, design, and implementation of data management systems across the enterprise. Topics include data management strategy, data modeling, infrastructure design, query design, reporting, and visualization.

Why Enterprise Data Management matters?
The proper organization of organizational data is more than keeping “the house clean”—it lays the foundation for high quality information; and high-quality information, in turn, lays the foundation for good decision-making. With the swell of data inside and outside the organization available, businesses have an increased need to identify and extract information that helps them to improve their business processes.

Course Prerequisite:
INFM 220 (former: DSCI 320 or INFM 320)

Course Learning Objectives:
1. Understand, design and use relational data models
2. Implement a relational data model with the help of a commercial tool
3. Learn and apply SQL
4. Combine data models with business processes
5. Learn about non-relational approaches to data management
6. Understand the value of high-quality data for organizational decision-making

Required Textbook:
Optional Textbook:
Print version: ~USD 40

Necessary Tech Tools:
1. Access to a computer (Windows or Mac)
2. Access to the Internet in order to use
   - OAKS, our Web-based course management system
   - Caspio (instructions will be provided)
3. Access to a computer with enough space and privileges to download and run MySQL, Workbench, and Tableau

Final Grade Computation:
Exercise 1: 10%
Exercise 2: 10%
Exercise 3: 10%
Exercise 4: 10%
Exercise 5: 10%
Test 1: 10%
Test 2: 10%
Team Project (including 4 milestones): 30%

Grading Scale: A: 94-100; A-: 90-93.99; B+: 87-89.99; B: 83-86.99; B-: 80-82.99; C+: 77-79.99; C: 73-76.99; C-: 70-72.99; D: 65-69.99; F: <65. No rounding—neither up nor down.

Course Assessment:
Tests: There will be two tests that assess your conceptual understanding of data management principles. Both will predominantly focus on the book, but will also go beyond it and include, for example, your skills developed as part of our modeling exercises and additional readings.

Exercises: Exercises will provide you with the opportunity to advance your practical skill sets. Those exercises are intended to train and challenge your data modeling, data querying and data visualization abilities.

Team Project: The team project, handled by a team of three, is a semester-long data management project. It is extensive and grouped into a couple of milestones (as detailed in the schedule) that mimics a “real-life” business project.

Participation: While not graded, interaction is a significant part of this class. Designing a database is a highly creative process and requires a constant challenge of the status-quo. I hope you will soon realize that the more questions you ask, the better for you and me.
Teaching and Learning Philosophy:

We learn by doing. We are learning together through active engagement with each other and with the material in the course. Just as important as the material are your ideas, reflections and feelings about the material and what matters to you. My foundation for my interaction is simple.

- **Be human.** Open yourself up. Treat others with respect.
- **Be present.** Be engaging. Share your thoughts with me and other students.
- **Be adaptable.** Expect things to change. Work with me. I'll work with you.

Let's ready our minds for new ideas and skills, challenging preconceptions about technology in business. In doing so, we'll all be successful in the end and satisfied with the experiential learning journey that got us there.

What can you expect from me?

- My goal is to challenge you and help you excel. I will set high expectations and push you to surpass them. I plan to do this in the most enthusiastic and supportive way I can.
- I will provide you with instructions and expectations for your work and fairly evaluate you according to those expectations.
- I will always make time to listen to your ideas and concerns and support your endeavors to become a more competent communicator.
- This course will only succeed if, together, we create an atmosphere of respect, openness, and honesty.

What can I expect from you?

- You will be engaging, inquisitive, and respectful. Take time to engage with your colleagues in the class. Be present and helpful. Ask questions. Help others to understand better. Pay it forward when you can. It’s OK if you, like me, make mistakes, that is the best way to learn.
- Every week, you are expected to log in to the course multiple times to review the upcoming modules. Then at least one time per day, check for new announcements, check the calendar, and review assignments. Remember that I can see when you log into OAKS and can monitor your progress.
- It is essential that you stay on top of the course assignments. I will post due dates and reminders, but it is your responsibility to make sure you don't get behind. Do not make the mistake of thinking this is an easy class. The material is challenging, and it will take a lot of effort on your part to master.

Course Policies:

I take professionalism very seriously and I hope you will, too. A professional is courteous, focused, motivated, and reliable. A professional also contributes to the community, whether that community is a classroom or workplace.

Late Work

- Unless otherwise noted, all assignments are due on the due date and time listed in the OAKS calendar or by that graded item. All the deadlines are stated in the Eastern Time zone. If you are, or your computer, in a different time zone, make sure you keep track of the time difference and submit an assignment on time.
- Do not wait until the last minute to submit your assignments, save your work often, and keep its backup in on external source (e.g., cloud services).
- If *extraordinary* circumstances arise (e.g., hospitalization) or family emergency, or network outage, notify me as soon as possible so arrangements can be made.
“Murphy’s Law says: Anything that can go wrong, will go wrong.” Laptops are stolen. Hard drives crash. Your wireless connection fails. So, do not wait until the last minute to submit your assignments and SAVE OFTEN. Always save duplicates of your work on an external source (e.g., thumb drive, Google Drive, Dropbox.com). Every single semester, a student loses their work because of a hard drive crash or the Library computer logging off unexpectedly. For good records management, keep all assignments that are graded and handed back to you until final grades have been submitted at the end of the semester.

Communication

Communication will occur in multiple ways: in class, during office hours (face-to-face and virtual), via OAKS announcements, OAKS content, OAKS gradebook, and CoC email.

OAKS, including Gradebook, will be used for this course throughout the semester to provide the syllabus and class materials and grades for each assignment, which will be regularly posted. It is the student’s responsibility to ensure that all grades entered are correct. If I have made a mistake, the student has two weeks from when the assignment/exam was graded to notify the me of the mistake.

Email

Typically, I will respond to your email within 24 hours during weekdays. If you do not receive a reply within 24 hours, please re-send your message. Note that my response time will be slower on weekends.

Class Climate, Etiquette and Netiquette

To maintain a respectful and supportive environment, please uphold to the rules described in the Student Handbook as well as the rules of netiquette when joining the class online. Netiquette is network etiquette, the do's and don'ts of online communication.

- Be kind and ethical. Sexist, racist, and homophobic language will not be tolerated.
- Be aware of how your communication may be perceived by others. Ask yourself if your message or comment may be misinterpreted and offend someone.
- Be forgiving. Try first asking clarifying questions rather than attacking. But if you experience any questionable or outright inappropriate behavior from your colleagues, please let me know.
- Respect disagreement.
- Share your knowledge.
- Help each other.
- Cite your sources.

Test and Exam Policy

Turn off cell phones and any audible devices during tests. Tests and exams are closed book and to be taken as scheduled. No makeup exams will be given except for documented exceptions by the Undergraduate Dean. Assignment and test dates cannot be changed except by prior arrangement with the instructor, at least 7 days before the scheduled exam date. Such a request must be made in person (virtual or otherwise, but not by email) and must include written documentation of need.

Classroom Conduct

Please turn off cell phones and any audible devices during class. Please do not hold private conversations during class. It is distracting to both the professor and to your fellow students.
Inclement Weather, Pandemic or Substantial Interruption of Instruction

If in-person classes are suspended, I will announce a detailed plan for a change in modality to ensure the continuity of learning. **All students must have access to a computer equipped with a web camera, microphone, and Internet access.** Resources are available to provide students with these essential tools.

**College of Charleston Honor Code and Academic Integrity**

Lying, cheating, attempted cheating and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data and giving unauthorized assistance. Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at [http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php](http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php)

**Disability Accommodation**

Students approved for SNAP Services are instructed to meet with each of their professors during the first two weeks of classes or as soon as they are approved for services to discuss accommodations and present a copy of their SNAP-issued Professor Notification Letter (PNL). Though it is the student’s responsibility to initiate discussion regarding accommodations that may be needed, an announcement on your syllabus or in class encouraging them to do so would be helpful. Students will feel more comfortable about identifying themselves as having a disability if they are approaching someone they believe to be receptive to the discussion. Such an invitation can go a long way toward encouraging students with a disability to approach the instructor early in the course.

The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for
notifying me as soon as possible by presenting a copy of their SNAP-issued Professor Notification Letter (PNL) and for contacting me one week before accommodation is needed.

**Center for Student Learning**

I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

**Mental & Physical Wellbeing**

At the college, we take every students’ mental and physical wellbeing seriously. If you find yourself experiencing physical illnesses, please reach out to student health services (843.953.5520). And if you find yourself experiencing any mental health challenges (for example, anxiety, depression, stressful life events, sleep deprivation, and/or loneliness/homesickness) please consider contacting either the Counseling Center (professional counselors at http://counseling.cofc.edu or 843.953.5640 3rd Robert Scott Small Building) or the Students 4 Support (certified volunteers through texting "4support" to 839863, visit http://counseling.cofc.edu/cct/index.php, or meet with them in person 3rd Floor Stern Center). These services are there for you to help you cope with difficulties you may be experiencing and to maintain optimal physical and mental health.

**Food & Housing Resources**

Many CofC students report experiencing food and housing insecurity. If you are facing challenges in securing food (such as not being able to afford groceries or get sufficient food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support (http://studentaffairs.cofc.edu/about/salt.php). Also, you can go to http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need. Please also consider reaching out to Professor ABC if you are comfortable in doing so.

**Name and Pronoun Statement**

I will gladly honor your request to address you by the name and gender pronouns of your choice. Please advise me of this early in the semester via your college-issued email account or during office hours so that I may make the appropriate notation on my class list.

**Regarding Student Use Of Course Materials**

Lectures and course materials, including PowerPoint presentations, outlines, tests, and similar materials are protected by copyright even if there is no copyright notice on the material. You may take notes and make copies of course materials for your own use. You may NOT reproduce or distribute these materials publicly, without the instructor’s express written consent.

**Final Remarks:**

For other matters not specified in this syllabus, I will comply with the common policy of the College of Charleston.