

# ECM 201 (CIS 201)

## Advanced Information Technology

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### Angel M. Fonseca

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### OVERVIEW

The course enhances electronic communication skills and computer concepts essential to electronic business (e-business) strategies. Topics include connecting base business operations with convergence and mobile technologies, as well as emphasis on cross-platform and web sharing of files, data, and business transactions.

### COURSE COMPETENCIES & LEARNING OBJECTIVES

- Produce effective web collaborated files and communications
  - Investigate and utilize conversion software to ensure reliable file sharing across platforms
  - Explore capacity of existing convergence and mobile technologies (Google apps)
  - Use web conferencing apps to conducts business
- Develop social communications brand and strategies
  - Implement methods for social communications, advanced internet searches, mobile technology with base operations
  - Critique business and personal web profiles/brand/presence
  - Analyze social media marketing risks and benefits
- Discover best practices for communicating and conducting e-business transactions
  - Identify effective Web 2.0 software
  - Discover how social networking impacts eCommerce marketing/ advertising/ customer service
  - Identify methods of making money online

**RECOMMENDED MATERIALS: Open education resources. No textbook purchase required**

**ASSESSMENT:** The Board of Trustees of Jackson College has determined that all JC graduates will develop or enhance certain skills and essential competencies while enrolled in the College. This course contributes to the achievement of essential competencies, specifically exhibiting technological literacy. More information about assessment can be found here:  
<https://www.jccmi.edu/assessmentofstudentlearning>

### GRADING PROCEDURE

You can figure your grade at any point by taking the total amount of points that you have earned and dividing this number by the total amount of points possible at that point. Then plug this number into the Grading Scale listed below to determine your grade.

Points	Percentage	Grade
940	94-100	4
880	88-93	3.5
820	82-87	3

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760	76-81	2.5
700	70-75	2
640	64-69	1.5
580	58-63	1
520	52-57	0.5

**Scale (based on 1000 points - these are tentative; other activities assigned can affect the grand total)**

**Activities:** Weekly assignments, weekly forum posts, independent projects, group projects, and exams will be used to earn a grade in this class.

### **Late Policy:**

All of the course assignments are posted inside the Weekly outline area of our course Web site and have due dates assigned. Assignments should be completed using techniques outlined in the course site and submitted via JetNet. **Assignments submitted after the due date will be accepted with a 50% deduction.**

### **PARTICIPATION and ATTENDANCE POLICY**

Your success will depend greatly on your participation in class, time spent completing assignments, and time practicing on the computer. You are expected to participate several times per week in order to complete assignments. Attendance will be reported periodically to the Registrar's Office. Definitions include: "H"—the student is not doing acceptable work and needs "help" to be successful, "Q"—the student has not participated/attended and the instructor believes they have unofficially withdrawn, and "V"—the instructor "verifies" that the student is participating/attending and doing acceptable work. **It is ultimately the responsibility of the student to withdraw from the course.** You should also contact your instructor when considering a withdrawal.

### **DROP-IN COMPUTER LAB**

The open computer labs are located in the IT Commons area William Atkinson Hall on central campus. Please call for available times and locations (517) 796-8639. Please contact the other campuses for their open lab hours.

### **EXTRA HELP**

Tutors (plus additional services for academic success) can be accessed by calling 796-8415 or by stopping by the Center for Student Success, Bert Walker Hall.. Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning.

### **STUDENT RESPONSIBILITIES**

The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss an exam and make arrangements for another exam time.

### **COLLABORATION**

While JCC encourages students to collaborate in study groups, work teams, and with lab partners, each student should take responsibility for accurately representing his/her own

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contribution.

### **Academic Honesty AND CONSEQUENCES**

Academic honesty is expected of all students. It is the ethical behavior that includes producing their own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. Please refer to the **Student Handbook** for **Student Rights and Responsibilities**.

Anyone caught cheating on an assignment or exam will receive a zero for that project. If caught cheating more than once, the student will receive a zero for the class. All academic dishonesty violations will be reported to the Dean of Occupational Education