

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Welcome and Course Objectives

The complexity of the modern global transportation system would be impractical , if not impossible, to manage without the deployment of information technology (IT). This course takes up the issues involved in using IT-enabled management information systems.

The why, what, when, who, how, and where of IT deployment will be considered .

There will be examples of the use of IT from the industry .

There will be a course project focused on a contemporary deployment of IT .

IT and transportation are both fast changing areas. Staying tuned to the daily developments will be stressed. The course will be modified as these developments warrant .

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Registration vs. Access

The fact that you are "here" does not necessarily mean that you are officially registered for this course through the Maritime Registrar. Through SLN you secure a password that gives you access to enter this on-line classroom. You can do this without registering for the course. However, if you have not registered and paid tuition through Maritime, you will be blocked from the course, and more importantly, you will not get credit for the course.

If you are not sure that you are registered for this course, check now! How do you do that? YOU MUST CONTACT THE MARITIME REGISTRAR DIRECTLY.

Ms. Carol Roth or Registrar's Staff
(718) 409-7266
croth@sunymaritime.edu

You will need to have your student ID, along with the course code and title when you speak to the Registrar to confirm your registration.

If you know you have completed the official Maritime registration and payment process you can proceed with reading the rest of the Course Information documents.

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Contact Information

Contact Information

Instructor:	James Drogan
Course Number:	TMGT 7200
Semester:	Fall 2006
Mailing Address:	Department of Global Business and Transportation Maritime College State University of New York 6 Pennyfield Avenue, Fort Schuyler Bronx, NY 10465-4198
Email Address:	jdrogan@sunymaritime.edu
Phone:	(718) 409-7289 or (203) 829-3172
Fax:	(718) 409-7359
Logon Slog-onle:	I will logon several times per week.
Office Schedule:	730AM - 430PM Monday, Tuesday, Thursday; 12PM - 10PM Wednesday. My office is in the Fort, A Deck (second floor), Western Bastion, Graduate Program Faculty offices. Call for an appointment.

COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 Approach

Learning in this course is in the form of a moderated in-class and on-line discussions, and a team project. All students are expected to participate. The schedule can be found in the Course Schedule document and may be adjusted by your interest and knowledge as well as by current developments in the field. Readings are assigned. You are expected to have completed the readings and to be prepared to discuss the topics.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Textbook and Other Course Materials

The text assigned for this course is E. Oz, Management Information Systems, Thomson Course Technology (2004), 0-619-21322-1. This book is available at the Maritime Ship Store. A copy will be on reserve at the Maritime Luce Library.

All other material will be distributed through CourseSpace.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Grading

The basis for grading is your knowledge of and ability to discuss the material covered during the course.

This is demonstrated and judged on the basis of the quality of your work on the course project and the quality (and to a lesser extent, quantity) of your participation in class and on-line discussions.

You should strive to demonstrate an ability to single out key issues, think critically about them, and express cogent and complete fact-based arguments emphasizing analysis, conclusion and recommendation.

It is a demonstration of your ability that is important. I encourage research on the issues (e.g., using the Internet), but passing off the words and abilities of others as your own (plagiarism) is unacceptable. This is an example of unethical behavior which, at its extreme, can result in you failing the course. I'll have more to say about this in TMGT 7200 A Note on Integrity.

Please see TMGT 7200 Some Further Words Regarding Communication for additional advice on communication.

Please see the discussion grading and grade point average on the Maritime College website at

Academics > Academic Regulations > Grading (<http://www.sunymaritime.edu/zpt/z04/z0401.makka?z=684>) and Academics > Academic Regulations > Grade Point Average (<http://www.sunymaritime.edu/zpt/z04/z0401.makka?z=685>).

Basis for Grading

Grading is done on the basis of:

Attendance in class: 15 classes (including the meeting for the final) at one point per class = 15 maximum points

Discussions: 140 maximum points (14 classes at four points per class for classroom discussions ; 12 on-line discussion topics at seven points per topic for on-line discussions)

Written Assignments: 16 maximum points. There are two and both are required. That associated with module one is worth 4 points. That associated with module 4 is worth 12 points.

Final Written Report on Class Project:: 64 maximum points from the written report. All team members will receive the same grade on the project.

Team Participation: 24 maximum points based upon your participation in the project team .

Maximum points that one can attain in the course is 259. These points may be adjusted by circumstances (e.g., cancellation of a class.) The actual points attained will be divided by 259 and the resulting percentage translated into a letter grade according to the following table .

%	GPA	Grade
1.000	4.0	A
0.930	4.0	A
0.900	3.7	A-
0.871	3.3	B+
0.830	3.0	B
0.800	2.7	B-
0.771	2.3	C+
0.730	2.0	C
0.700	1.7	C-
0.000	0	F

For example:

1. 93 percent gives a letter grade of A.
2. 78 percent gives a letter grade of C+.

The mathematics guides me in the assignment of the final grade . What this means is that the final grade I assign may be different from the mathematical grade . In assigning the final grade I take into account your consideration , respect, and encouragement of others ; your desire for learning and discipline in completing the assignments ; your ability to bring relevant issues to the attention of the class.

Attendance in Class

You are expected to attend every class. I am sensitive to other demands on your time. The polite thing to do if you know you are going to be absent is to let me know.

Fifteen meetings at one point per meeting = 15 maximum points.

Discussions

Your participation in discussions is the most significant component of your final grade .

Strive for high-quality discussions .

Quality discussions of the issues raised by all of us in the context of this course represent the critical success factor for learning . You should not wait for me to start a discussion . If you have something you think is important that needs to be discussed , start the discussion .

From my point of view discussion quality is critical because it is , in my experience, the basis for quality decisions and actions .

Do a good job of maintaining quality in the discussions . Lead by example . Use good grammar . Be considerate of others . Encourage others to participate .

Your contributions in the discussions should be thoughtfully developed and carefully worded .

They should address issues and/or concepts you find particularly important .

I will use the following criteria to evaluate your contribution to the discussions :

1. Relevance - your contribution is relevant to the material in the unit of study .
2. Importance - your contribution addresses a significant issue in the module .
3. Thought-provoking - your contribution requires high-level thought and is not a simple question or answer .
4. Originality - your contribution should not be essentially the same as that of another student .

What is a low quality contribution? A low quality contribution does not teach us anything , or contribute anything positive or substantial to the discussion . Examples of low quality contribution: any contribution which is biased, prejudicial, off topic, or is unsubstantiated; any contribution which is carelessly phrased , poorly thought-out, grammatically incorrect or confusing ; any response which is disrespectful of another student or any other person , etc.

What is a high quality contribution? A high quality contribution teaches us something , or adds something positive and/or substantial to the discussion . It contains information from the textbook or another valid source, or applies a concept from the text or a legitimate website in a meaningful way , or facilitates understanding of the course material . The best contributions not only introduce new ideas or knowledge , but help us relate it to what we are studying in the module .

I will evaluate the quality of your contributions to each class using a 0 - 4 scale (see the table below).

0	1	3	4
Little to no contribution to the discussion	Contribution indicates a minimum acceptable understanding of the material and/or willingness to become involved in the discussion .	Contribution shows a reasonable understanding of the material . The student is participating meaningfully in the discussion .	The contribution delivers significant insight into the topic , or opens a potentially significant new line of thinking regarding the topic .

This class meets 14 times and in all , except for the first, your participation will be assessed . The maximum points available are 56 .

On-line discussions are rated on the basis of the quality as described above . The quantity of on-line discussions is assessed on the following basis :

--

0 No posts
1 Posted less than three times; began no major discussion threads
2 Posted three times; began one major discussion thread
3 Posted more than three times; began one or more discussion threads

Discussion threads are a related set of discussions on a major issue associated with the discussion topic .

04FA: (CS6500MARKETINGMANAGEMENT) 6500 Marketing Management - 2. Outline View of All Documents - Lotus Notes

File Edit View Create Actions Help

Address

Workspace 05SP: (CSTMGT7300) Transportatio... X TMGT 7300 Class Schedule X TMGT 7300 Grading X 04FA: (CS6500)

Course Title:
04FA:
(CS6500MARKETINGMANAGEMENT)
6500 Marketing Management

Views:
1. All Documents
2. Outline View of A
3. By Author
Developer Views
Rep Conflicts

THE STATE UNIVERSITY of NE

Expand All Modules Collapse All Modules Discussion Rating

mod#	sec	doc#	Date	Subject
0				Course Information
1				1. Introduction to the Course and to Marketing Management
2				2. Marketing in the New Economy
	A			Module At a Glance
	B			Assigned Reading
	D			Discussion Area
2	D	10	08/05/2004	TMGT 6500.2 Instructions for Discussion
2	D	20	08/05/2004	TMGT 6500.2 Discussion on The Impact of
2	D		09/10/2004	SUPPLY, DEMAND, TRANSPORT
2	D		09/12/2004	Natural selection (Kemal Ferhanoglu)
2	D		09/12/2004	Technology plays a big role. (Konstantinos)
2	D		09/13/2004	Customer power influencing water
2	D		09/13/2004	Transportation in the new economy
2	D		09/13/2004	ECONOMY IN THE REGISTER OF
2	D		09/14/2004	The transition from operation orient
2	D		09/14/2004	Shift In Power affecting Operations
2	D		09/14/2004	Case for better regulation of mariti
2	D		09/14/2004	Customer demand can have a neg
2	D		09/17/2004	Customers Role in the New Econo
2	D		09/17/2004	What do Logistics,(Intermodal)Tran
2	D		09/17/2004	E-commerce and shipping (Watch
2	D		09/19/2004	Customer power can be a good thi
2	D		09/19/2004	To be flexible and to give transpare
2	D		09/19/2004	USF and customer control (Kema
2	D		09/20/2004	Avoiding the Union Issue???? (Jas
2	D		09/20/2004	How customers can create overhea
	X			Talk with Professor
	Z			Question Area (bottom of Module Menu)

Start | 2 M... | 04F... | Gur... | Mic... | Ca... | Mic...

In the above screen shot from a prior course you can see the discussion topic is **TMGT 6500.2 Discussion of The Impact of the Customer Power Shift on Transportation**. This topic was posted by me. Underneath the discussion topic there are 18 discussion threads that were started. Ellis Younger started one, the first. Marlon Guillory started two, the fifth and the fourteenth.

A maximum of seven points (four from quality; three from quantity) are available on a weekly basis. The first assessment will be made one week after the first discussion is assigned (e.g., a discussion beginning

on a Monday will be assessed the following Monday).

Twelve on-line discussion will be assigned during the course . Maximum points = 84.

Discussions are the heart and soul of this course . I expect you to lead and/or participate in discussions .

Special Note : When you understand the approach taken to assigning the quantity grades you will find it tempting to engage in the notion that all you have to do to get maximum points for quantity is to respond four times to discussion topic I post . In other words , all you need to do is enter into a discussion with me , not any of your fellow students . You should resist that temptation . I expect you to engage in on-line discussions with your fellow students and will consider , in assigning your final grade , the degree to which you have done so .

This material on discussions is based on that developed by Prof . William Pelz of SUNY Herkimer Community College.

Written Assignments

Twelve maximum points. There are two. That associated with module one is required , but ungraded. Failure to submit this assignment will have a negative impact on your final grade . That associated with module 4 is worth 12 points.

Project

A third portion of your grade is based on the project. The project constitutes the final examination for this course.

This project produces a description of the management system required to deliver on the door -to-door promise of the international, integrated, multimodal transportation system known as FastShip.

Further details about the project, what's due when, the makeup of the project teams, and supporting material will be found in Module 16. Course Project: A Management System for FastShip.

Project Report

The team grade for the final report will be assigned according to the following criteria

Points	Criteria
0	Project report not submitted.
45	Project report demonstrates an adequate understanding of the topics and issues ; reasoning and clarity of communication is fair .
54	Project report demonstrates a good understanding of the topics and issues ; reasoning and clarity of communications is acceptable ; team members are candidates to be assigned to a team to further develop the approach to marketing management .
64	Project report demonstrates an excellent understanding of the topics and issues ; reasoning and communications is clear and compelling ; team members are candidates to be assigned lead a team to further develop the approach to marketing management .

Maximum points available on the project report are 64.

The project report are to be submitted as Microsoft Word documents (.doc files) or in Rich Text Format (.rtf files) through CourseSpace.

Team Participation

Your participation as a member of a team will be assessed your peers and by me . The basis for this will be the answer to the following question .

"Would you like to be on a team in the future with this person ?"

Acceptable answers and associated points are :

Definitely (4)

Probably (3)

Probably Not (1)

Definitely Not (0)

At the end of the project I will give you a list of the members of the team in the following form :

	Definitely	Probably	Probably Not	Definitely Not
Name 1				
Name 2				
Name 3				
Name 4				

Your task is to place a "X" in the box indicating your assessment of your peers. It would be appropriate to not assess yourself.

I will prorate the points so that the maximum available points (in the sample above it would be 12) equates to 24.

Special Note : It is tempting, inasmuch as this may possibly be your last activity in this course , to treat it lightly. Resist the temptation.

One of the most important responsibilities you will have during your career is the assessment of the performance of others. This assessment not only reflects upon the person assessed , but also on you, the assessor.

Suppose, for example, you assessed a person as extremely capable , but made the assessment in a rather casual, off-handed, quick fashion. The person is then, based largely on your assessment, hired and subsequently found not to live up to expectations. Your assessment has put the person in a difficult position, he has performed poorly, his subsequent career is affected. You are also affected because your judgement is called into question.

Take the time to think about your teammates participation. Produce a fair assessment. Treat them as you would like to be treated.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Class Schedule

TMGT 7200 MIS in Transportation

The word "Oz" refers to the text assigned (E. Oz, Management Information Systems, Thomson Course

Technology (2004), 0-619-21322-1) for this course. Other readings mentioned will be found within the module.

Note on Reading Assignments in Oz

You are not required to read the Part Cases in each of the assigned chapters. Part Cases are described beginning on p xxviii of Oz.

I will ask you to read the Ethical and Societal Issues section of each chapter as preparation for Module 12: Ethical Issues.

Look in the specific modules or the details on reading and writing assignment, and discussions.

Module/Activities	Class Date	Preparation
<p>1. Introduction to the Course and to Management Information Systems in Transportation</p> <p>Written Assignment : Essay on Transportation Issues and Technology</p> <p>Due 8/28/6</p>	8/28/6	<p>Read:</p> <ol style="list-style-type: none"> 1. Lecture Note: Introduction to the Course and to Management Information Systems in Transportation 2. Lecture Note: Barriers and Catalysts to Global Transportation
<p>2. Four Principles</p> <p>On-Line Discussion : Applying the Principles</p> <p>Starts 9/11/6; ends 9/17/6</p>	9/11/6	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Chapter 1. Business Information Systems: An Overview, pp 6-32. 2. Lecture Note: Principles for Applying Information Technology
<p>3. Business Drivers</p> <p>On-Line Discussion : Business Drivers of Global Intermodal Freight Transportation</p> <p>Starts 9/18/6; ends 9/24/6</p>	9/18/6	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Chapter 2. Strategic Uses of Information Systems, pp 40-64 2. Lecture Note: A Note on Business Drivers, Business Configuration, and Information Technology Strategy
<p>4. Business Configuration</p> <p>Written Assignment : Essay on the Business Configuration</p> <p>Due 10/1/6</p>	9/25/6	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Chapter 3, Information Systems in Business Functions, pp 72-102 2. Lecture Note: Thinking About the Business

		Configuration
<p>5. MIS Strategy</p> <p>On-Line Discussion : Factors that Have Made MIS Strategy Development Increasingly Difficult over the Past Decade</p> <p>Sarts 10/2/6; ends 10/8/6</p>	10/2/6	<p>Read:</p> <ol style="list-style-type: none"> Oz, Chapter 14, Planning Information Systems, pp 552-575
<p>6. Information Economics</p> <p>On-Line Discussion : Impact of Information Economics Factors on a Global Intermodal Transportation Management System</p> <p>Starts 10/9/6; ends 10/15/6</p>	10/9/6	<p>Read:</p> <ol style="list-style-type: none"> Oz, Chapter 16, Alternative Avenues for Systems Acquisition, pp 620-645 Lecture Note: Information Economics
<p>7. Value Analysis</p> <p>On-Line Discussion : Issues and Change</p> <p>Starts 10/16/6; ends 10/22/6</p>	10/16/6	<p>Read:</p> <ol style="list-style-type: none"> Lecture Note: Value Analysis <p>Note: Draft of project report is due</p>
<p>8. Business Management System</p> <p>On-Line Discussion : Selecting the Information Technology Initiatives for the Global Intermodal Transportation Management System</p> <p>Starts 10/23/6; ends 10/29/6</p>	10/23/6	<p>Read:</p> <ol style="list-style-type: none"> Oz, Chapter 8, Data and Knowledge Management, pp 310-323, 345-347 Oz, Chapter 9, Managers and Their Information Needs, pp 364-389 Lecture Note: Note on Building a Management System
<p>9. Management Information System Components</p> <p>On-Line Discussion : Critical Information Technology Components for the Global Intermodal Transportation Management System</p>	10/30/6	<p>Read:</p> <ol style="list-style-type: none"> Oz, Chapter 4. Information Technology in Business: Hardware, pp118-119, 153-156 Oz, Chapter 5, Information Technology in Business: Software, pp 168-169,

<p>Starts 10/31/6;ends 11/5/6</p>		<p>199-200</p> <ol style="list-style-type: none"> 3. Oz, Chapter 6, Information Technology in Business: Telecommunications and Networks, pp 208-214 4. Oz, Chapter 7, E-Commerce: The Internet, Intranets, and Extranets, pp 256-261, 264-270, 277-278, 284-296, 300-301 5. Lecture Note: Information System Fundamentals
<p>10. Deriving the Information System</p> <p>On-Line Discussion : Knowledge, Skills, and Experiences for the Information Technology Strategy and Planning Project</p> <p>Starts 11/6/6; ends 11/12/6</p>	<p>11/6/6</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Chapter 11, Supply Chain Management and Global Information Systems, pp 434-462 2. Lecture Note: Proposal for an Information Technology Strategy and Planning Project
<p>11. Information System Process Management</p> <p>On-Line Discussion : Keeping Current</p> <p>Starts 11/13/6; ends 11/19/6</p>	<p>11/13/6</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Chapter 10, Organizing Information Technology Resources, pp 400-426 2. Lecture Note: Managing Information Technology in a New Age
<p>12. Ethical Issues</p> <p>On-Line Discussion : Ethical and Societal Issues</p> <p>Starts 11/20/6; ends 11/26/6</p>	<p>11/20/6</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Ethical and Societal Issues sections of Chapters 1-17
<p>13. Cultural Issues</p> <p>On-Line Discussion : Cultural Issues</p> <p>Starts 11/27/6;ends 12/3/6</p>	<p>11/27/6</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Cultural Acumen for the Global Manager - Lessons from Project GLOBE
<p>14. The Future</p> <p>On-Line Discussion :</p>	<p>12/4/6</p>	<p>Read:</p> <ol style="list-style-type: none"> 1. Oz, Chapter 17; Risks,

Significant Future Issues Starts 12/4/6; ends 12/10/6		Security, and Disaster Recovery, pp 654-695 2. Lecture Note: A Small View of a Possible World 3. Lecture Note: The Coming Merging of Mind and Machine 4. Lecture Note: Forward to "The Eternal E-Customer" 5. Lecture Note: Notes from the IT Frontline October 1, 2003
15. Bringing It All Together, the Course Project	12/11/6	Project report is due no later than 2400 on 12/10/6

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 A Guide to the Modules

The heart of the course comprises modules 1-15.

Modules 1-15 are the core learning and discussion modules. You will find the reading, writing, and discussion assignments in the Overview, Objectives, and Assignments document in each of these modules. You will be spending most of your time in these modules. These core modules have the following structure:

- A. Module at a Glance; summarizes what the module is all about, provides information as to reading, writing, and on-line discussion assignments.
- B. Lecture Note: assigned reading not in the textbook.
- C. Written Assignment Area:
- D. Discussion Area: instructions for participating in discussion and the assigned discussion topic .
- E. Supplementary Material: unassigned, but relevant material.
- X. Talk with Professor: a place anyone can ask questions about the material in the module.
- Z. Question Area (bottom of Module Menu): questions asked in any section other than X will be found here.

Module 16 is a repository for images of the whiteboards created in classroom discussions .

The Culminating Activity module requests your feedback on the course .

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 Some Further Words Regarding Communication

All communication, including the submission of assignments, will be through the SUNY Distance Learning network. Assignments should be submitted as file types .doc or .rtf.

I don't grade by the word. Stay on the point. Say what you have to say, then stop. I'm not interested in reading what you think I want to read. I'm interested in reading what you have to say and what you have to think.

1. Your written work should be a complete statement of the issue (the beginning), facts and discussion (the middle), and conclusions and recommendations (the end).
2. Avoid restating information from the course material. Analyze the information. Identify a coherent framework that puts the issue in perspective.
3. Do not spend effort on writing about that which is irrelevant to the issue.
4. Avoid generic terms. Be as specific as possible.
5. Be logical, develop consistent arguments.
6. Be creative. Creativity is the essence of effective strategic analysis.
7. Use your own words, not those of others.

*Points 4-8 are based on Peter McAliney's Business Policy 5100 Case Analysis Guidelines.
Baruch College*

It is important to be able quickly identify the core issue, reason about it in a logical and complete manner, and clearly state conclusions and recommendations. Content and clarity is important.

One communicates to gather information, participate in the discussion underlying thinking and decision, compel change during implementation, and contribute to the post-change activities of learning and insight.

This communication is based upon knowledge of:

1. The decisions that need to be made and why.
2. The manner of making these decisions and why.
3. The source of the data to support the decisions.

Communication must be useful and usable:

1. The grammar and syntax of the communication is easily understood.
2. The information communicated is relevant.
3. The medium of communication is acceptable.

Communication is, among other things, speaking, writing, personal appearance, appearance of documents, listening, and observing.

Communication arises from how one perceives and considers an opportunity. That is, it is affected by how one solves problems. The concepts of fact-based hypothesis-driven thinking come into play here.

*Adapted from James Drogan, A Point of View On Teaching Content and Communication,
September 21,2002*

[SLN Home](#)

[Student Commons](#)

[Course Map](#)

[Previous Document](#)

[Next Document](#)

[Campus Contacts](#)

[HelpDesk](#)

Subject: How to Create Good Subject Lines in Your Posts

DOCUMENT by: William Pelz

Subject: The Two Cardinal Rules of Discussions

A "Cardinal Rule" is a rule that is so important that, if you break it, there are dire (...evil in great degree; dreadful; dismal; horrible; terrible) consequences. **If you do not follow the instructions on this page you will probably not pass this course!**

When you are participating in a discussion, each response you post will have **two fields** that you must complete correctly in order to get credit for your response: the **Subject field** and the **Comment field**.

Cardinal Rule #1: You must create a subject field that conveys the essence of your main point. You are required to create a "Subject" for your discussion posts that conveys the main point of your comment. It is **not enough** to use the topic, or just a "keyword" or "key phrase" as your subject - you must create a short (no more than about 10 words) summary of the main point you are making in your comment.

The goal here is to state the main idea of your comment in your subject.

Remember - you can't just mention the topic you are commenting on, you must summarize your main point. This requirement is intended to accomplish 2 goals:

1. It requires the author to think about and clearly state the main point of his/her comment. To do this, the author must have a clear understanding of the material, and this aids in learning and memory.
2. It provides the reader with advance information which is helpful in organizing and learning the content of the comment. The reader should be able to determine the essence of your comment just by reading your Subject.

For example, if you are presenting information on the overuse of drugs in the treatment of Attention Deficit Hyperactivity Disorders, your subject should be something like this:

Study shows that drugs are over prescribed for ADHD, or
Too many kids put on medication for ADHD, or
Doctors rely on drugs to treat ADHD, etc.

The following subjects are **not** acceptable:

ADHD, or

Drugs overused, or

This is a Shame, etc.

If you are responding to a post, you may not use "Re: {subject of the post you are responding to}"

For example: Re: To many kids put on medication for ADHD is **NOT** acceptable!

Here are a few more examples of **unacceptable** Subject Field entries.

(It is **never** necessary to use "response to", "RE", or the name of the person you are responding to in the subject field.)

response

response to Tara

re

Thank You

RESP

I agree

I totally agree

Great Point

Your Comments

R2 Melinda

I don't know

U R Right...

Important note: - No matter how terrific your **comment** is (see below), if your **subject** isn't acceptable, your post will not count toward your discussion grade.

Cardinal Rule #2: Your comment must present relevant, new information.

Your job here is to provide **new** information which is appropriate to the issue

being discussed. I have posted other documents in the Course Information area which detail this requirement, but, in brief, here are the major things I look for in your discussion comments:

1. Is your comment accurate?
2. Is it relevant to the issue under discussion?
3. Have you taught us anything new?
4. Have you added to the academic atmosphere of this course?

Important note - It is OK to respond with non-informative comments. In fact, sometimes it is a good idea to thank someone for their assistance or simply let them know that you agree with what they have said. But be aware that these posts will not be "counted." If your comment does not teach us something new and relevant about the topic under discussion, even though it may be a valuable comment for other reasons, it will not count toward your discussion grade.

Remember, discussions in this course are not "chat rooms". This is a college course, and each post should contribute to the academic authenticity of the course. If you waste the other students time with your post, I want them to let you know! If your time is wasted by another student's post, let the author know. I don't want rudeness, but I do want academic integrity. Feel free to refer students to this document as a "gentle reminder" of their responsibility.

Copyright 2003 by William Pelz



Subject: Cut and Paste

I encourage you to do research, to find relevant articles on the internet or elsewhere and bring them to our attention. Using the internet to augment our knowledge of the subject matter is very powerful.

However, let me caution you to not simply cut and paste what you find without 1.) proper attribution of the source, and 2.) some words of your own as to why you think the material relevant to our discussions.

The first case smacks of trying to pass off the thoughts and words of others as your own. This can be considered plagiarism. Plagiarism will not be tolerated. See A Note on Integrity in Course Information for more on this.

If you can find it on the internet, I can find it on the internet.

In the second case I want to assess your thoughts and words, not those of others. I hope that this is what

you would also want done.

When in doubt on any of what I have mentioned here or elsewhere, ask for clarification. I am not lenient when it comes to unethical behavior.



SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 Time Management

The business world will be at least as demanding of your time as are your teachers. Time is an unlimited resource, but you will not be able to give unlimited time to each of things you must, should and could do. Learn to manage so that the investment of your time maximizes the return you seek.

"Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you."

Carl Sandburg

Prioritize the tasks that face you into the must-dos, should-dos, and could-dos. Allocate your time in the same sequence. You can't be all things to all people all the time. You need to learn to say no in a fashion that makes people want to come back.

Consider the following list from one of the most highly respected business books:

1. Be Proactive
2. Begin with the End in Mind
3. Put First Things First
4. Think Win/Win
5. Seek First to Understand, Then to Be Understood
6. Synergize
7. Sharpen the Saw

Covey, S. R. The 7 Habits of Highly Effective People, Simon & Schuster, Inc.

I understand that this class is one of many demands on your time. My aim is for you to not spend more than nine hours per week on the course. Some of you will, of course, spend less and others more.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 A Note on Integrity

Please read the Maritime College Academic Integrity Policy at <http://www.sunymaritime.edu/academics/Regulations/AcademicIntegrityPolicy.htm>. It is the student's responsibility to understand his or her rights and responsibilities under this policy.

Integrity is a core value upon which acceptable business behavior is based. Integrity is about honesty, keeping one's commitments, and consideration of the rights and needs of others. In short, can your business partners rely upon you?

The lack of integrity in the academic community means you may fail a course, in business you may be passed over for a promotion; in the academic community you may be placed on probation, in business you may be placed on an improvement program; in the academic community you may be expelled, in the business community you may lose a job; and finally, in the business world, you may be sent to jail.

For an eloquent statement on integrity I would like you to read the Letter to Students re Academic Integrity by Bill Taylor at http://www.baruch.cuny.edu/facultyhandbook/taylor_letter.htm.

You are expected to learn and practice the habits associated with high integrity. Do it now, do not defer or delay, or neglect it, for you will not pass this way again.

My experience is that it is fairly easy to establish a student's writing style and it is fairly evident when the student is submitting work that is not in accordance with this style. The Internet is a wonderful resource for determining whether plagiarism is taking place. I encourage you to use the network for research, but find your own words, express your own analysis, conclusions, and recommendations. Blatant plagiarism tends to result in zero points for the assignment. My advice is to not do it. If you found it on the Internet, I can find it on the Internet.

I trust that it is clear that Maritime College, the Department of Global Business and Transportation, and I will not tolerate unethical behavior and academic dishonesty.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan
Subject: TMGT 7200 My Expectations

1. That you will do your own work and find your own words except in those situations where there is a clear call for teamwork.
2. That you and I will develop a relationship of mutual trust that is the basis for a high value learning experience. We should be willing to share any thoughts, concerns, constructive criticisms, ideas, etc. in a manner that respects the dignity and value of all parties.
3. That all of us in class will discharge our individual responsibilities to teach and learn. If we don't, who will?
4. That we make time to help others. If we don't, who are we?
5. That you keep on schedule with the course requirements. I expect you to be spending about nine hours a week on this course.

6. That I keep on schedule with the course requirements.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------

COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 Your Next Steps

The **Bulletin Board** is a discussion area for our class outside the context of a particular course module. Just as you have the opportunity to talk or chat with each other or with the instructor when taking a conventional classroom course, you should also have the opportunity to do the same in a web course. The Bulletin Board is available only to students enrolled in this class to post and/or read messages and respond. These can include questions or comments to other students and me about course material, assignments, readings, etc. It is also a place where you can go to socialize and have open discussion on subjects of your interests.

You will find the Bulletin Board in the Class Community section of the Course Map. I will be using this area to make announcements during the semester, so be sure to check it on a regular basis.

Meet Your Classmates is an area for you to introduce yourself to the class and where you can go to meet the others that are in this course. Your profile will help us get to know each other and begin to build a sense of class community, so please feel free to personalize your profile and add a link to your favorite web site, or attach a digital image of yourself.

You will find my profile by clicking the Meet Your Classmates link in the Class Community section of the Course Map. Check this area to meet the others in this course. Since profiles will be posted as people join the course for the first time, you may have to return to this area several times to see the latest entries.

As your next step, you should click on **Course Map** link and then, do the following:

1. Click on the **Bulletin Board** area. Post an item to start a discussion, or read other students' responses if there are any, and make a response.
2. Click on the **Meet Your Classmates** area and introduce yourself.

When you have completed those two tasks, you are ready to begin the first module of the course.

SLN Home	Student Commons	Course Map	Previous Document	Next Document	Campus Contacts	HelpDesk
--------------------------	---------------------------------	----------------------------	-----------------------------------	-------------------------------	---------------------------------	--------------------------