# **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.

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## COURSE INFO. DOCUMENT by: James Drogan

**Subject:** TMGT 7200 Is Distance Learning Right for You?

Distance learning is dramatically different from other learning experiences such as the classroom or self-study texts.

You really ought to be sure that distance learning is right for you.

To that end I would ask you to go to SUNY Learning Network - Are you ready?, read and think about the three different perspectives presented there, then draw your own conclusions as to what is right for you.

Please contact the instructor (see TMGT 7200 Contact Information) if you have any questions.

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**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 your campus contact 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.

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**COURSE INFO. DOCUMENT by:** James Drogan

Subject: TMGT 7200 Contact Information

# **Contact Information**

|                  | <del>,</del>   |
|------------------|--|
| Instructor:      | James Drogan   |
| Course Number:   | TMGT 7200  |
| Semester:        | Fall 2005  |
| Mailing Address: | Department of Global Business and<br>Transportation<br>Maritime College State University of New York<br>6 Pennyfield Avenue, Fort Schuyler<br>Bronx, NY 10465-4198 |
| Email Address:   | James_Drogan@sln.suny.edu  |
| Phone:           | Office: (718) 409-7289 or Cell: (203) 829-3172   |
| Fax:             | (718) 409-7359   |
| Logon Schedule:  | I will logon several times per week.   |

#### Office Schedule:

Please contact me to arrange times to talk. You may either post a message in your Private Folder, send me an e-mail, or call at the above numbers.

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## COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 Approach

Learning in this course is in the form of a moderated on-line discussion. All students are expected to participate. The schedule for discussion topics can be found in the Course Schedule 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.

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# COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 Textbook and Other Course Materials

The text assigned for this course is E. Oz, <u>Management Information Systems</u>, 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 SLN.

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Subject: TMGT 7200 Grading

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

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 on-line discussions.

You will be graded on the basis of your demonstrated ability to single out key issues, think critically about them, and express cogent and complete fact-based arguments emphasizing analysis, conclusion and recommendation.

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

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

# **Basis for Grading**

Grading is done on the basis of:

- 1. On-line Discussions: 56 maximum points (8 weeks x 7 points per week)
- 2. Final Written Report on Class Project: 56 maximum points
- 3. Team Participation on Class Project: 12 maximum points

Maximum points that one can attain in the course is 112. The actual points attained will be divided by 112 and the resulting percentage translated into a letter grade according to the following table.

| %     | GPA | Grade |
|-------|-----|-------|
| 1.000 | 4.0 | А     |
| 0.930 | 4.0 | А     |
| 0.900 | 3.7 | A-    |
| 0.871 | 3.3 | B+    |
| 0.830 | 3.0 | В     |
| 0.800 | 2.7 | B-    |
| 0.771 | 2.3 | C+    |
| 0.730 | 2.0 | С     |
| 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.

### **On-Line 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.
- 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. |

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

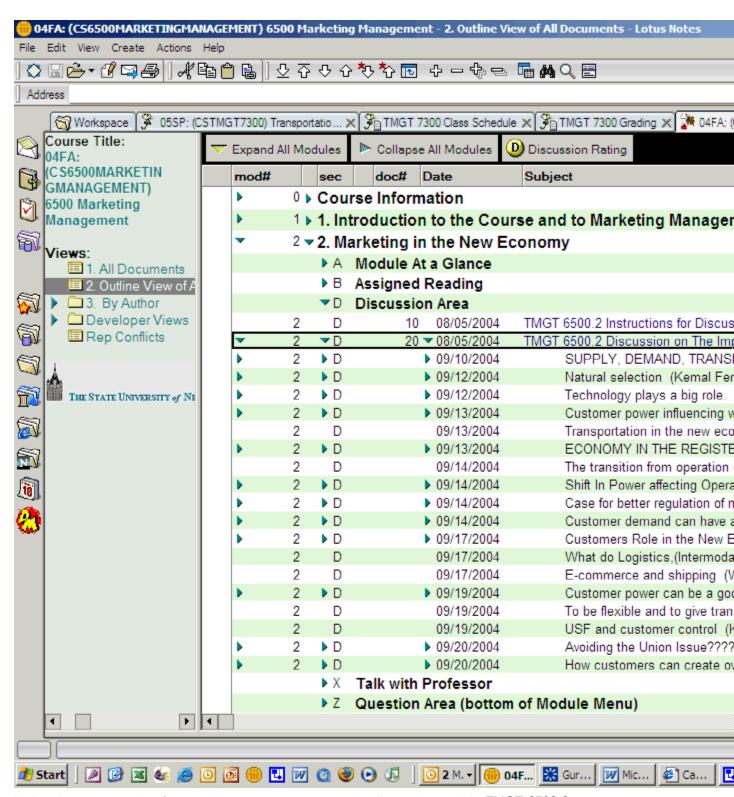
2

Posted three times; began one major discussion thread

3

Posted more than three times; began more than one discussion thread

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



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.

A large number of posts per week for the sole purpose of getting additional points is not a good tactic. It should be obvious from looking at the two tables above that seven points is the maximum one can earn in a week. On the other hand, as mentioned earlier, the math is but a guideline. I will make the final assessment of your grade. Additional high-value posts have the potential of additionally demonstrating to me your competence in the material.

The class meets for 8 weeks. The maximum points available are 56.

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

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

# **Project**

## A Management Information System for Global Intermodal Freight Transportation

Further details about the project, what's do when, the makeup of the project teams, and supporting material will be found in 14. Bringing It All Together, The Course Project.

#### **Project Report**

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

| Points | Criteria   |
|--------|--|
| 0      | Project report not submitted.  |
| 40     | Project report demonstrates an adequate understanding of the topics and issues; reasoning and clarity of communication is fair.  |
| 46     | 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.        |
| 56     | 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 56. I can assign a number of points other than those shown above.

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

#### **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 12.

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.

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COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 Class Schedule

#### Print this document

## TMGT 7200 Intermodal Freight Transportation

The word "Oz" refers to the text assigned (E. Oz, <u>Management Information Systems</u>, 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  | Start - Stop          | Preparation  |
|--|-----------------------|--|
| Introduction to the Course and to Management Information Systems in Transportation     Written Assignment: Essay on Transportation Issues and Technology | 8/22/2005 - 8/25/2005 | Read:  1. Lecture Note: Introduction to the Course and to Management Information Systems in Transportation  2. Lecture Note: Barriers and Catalysts to Global Transportation       |
| 2. Four Principles On-Line Discussion: Applying the Principles   | 8/26/2005 - 8/29/2005 | Read: 1. Oz, Chapter 1. Business Information Systems: An Overview, pp 6-32. 2. Lecture Note: Principles for Applying Information Technology  |
| 3. Business Drivers  On-Line Discussion: Business Drivers of Global Intermodal Freight Transportation  | 8/30/2005 - 9/2/2005  | Read:  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 |
| 4. Business Configuration Written Assignment: Essay on the Business Configuration  | 9/3/2005 - 9/6/2005   | Read:  1. Oz, Chapter 3, Information Systems in Business Functions, pp 72-102  2. Lecture Note: Thinking About the Business Configuration  |
| 5. MIS Strategy On-Line Discussion: Factors that Have Made MIS Strategy Development Increasingly Difficult over  | 9/7/2004 - 9/10/2005  | Read: 1. Oz, Chapter 14, Planning Information Systems, pp 552-575  |

| the Past Decade   |                       |   |
|---|-----------------------|---|
| 6. Information Economics On-Line Discussion: Impact of Information Economics Factors on a Global Intermodal Transportation Management System                          | 9/11/2005 - 9/14/2005 | Read:  1. Oz, Chapter 16, Alternative Avenues for Systems Acquisition, pp 620-645  2. Lecture Note: Information Economics   |
| 7. Value Analysis On-Line Discussion: Issues and Change   | 9/15/2005 - 9/18/2005 | Read:  1. Lecture Note: Value Analysis  Note: Draft of project report is due  |
| 8. Business Management System On-Line Discussion: Selecting the Information Technology Initiatives for the Global Intermodal Transportation Management System         | 9/19/2005 - 9/22/2005 | Read:  1. Oz, Chapter 8, Data and Knowledge Management, pp 310-323, 345-347  2. Oz, Chapter 9, Managers and Their Information Needs, pp 364-389  3. Lecture Note: Note on Building a Management System  |
| 9. Management Information System Components On-Line Discussion: Critical Information Technology Components for the Global Intermodal Transportation Management System | 9/23/2005 - 9/26/2005 | Read:  1. Oz, Chapter 4. Information Technology in Business: Hardware, pp118-119, 153-156  2. Oz, Chapter 5, Information Technology in Business: Software, pp 168-169, 199-200  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  |
|--|-------------------------|--|
| 10. Deriving the Information System  On-Line Discussion: Knowledge, Skills, and Experiences for the Information Technology Strategy and Planning Project | 9/27/2005 - 9/30/2005   | Read:  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  |
| 11. Information System Process Management On-Line Discussion:  | 10/1/2005 - 10/4/2005   | Read:  1. Oz, Chapter 10, Organizing Information Technology Resources, pp 400-426  2. Lecture Note: Managing Information Technology in a New Age   |
| 12. Ethical Issues On-Line Discussion: Ethical and Societal Issues   | 10/5/2005 - 10/8/2005   | Read:  1. Oz, Ethical and Societal Issues section of Chapters 1-17   |
| 13. The Future On-Line Discussion: Significant Future Issues   | 10/9/2005 - 10/12/2005  | Read:  1. Oz, Chapter 17; Risks, 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 |
| 14. Bringing It All Together, the Course Project Please use the final four day period to finalize and  | 10/12/2005 - 10/15/2005 | Project report is due no later than 2400 on 10/15/2005   |

| submit your project report. |  |
|-----------------------------|--|
|                             |  |

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**COURSE INFO. DOCUMENT by:** James Drogan **Subject:** TMGT 7200 A Guide to the Modules

The heart of the course comprises modules 1-15.

Modules 1-14 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.

The Culminating Activity module requests your feedback on the course.

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**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

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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 18 hours per week on the course. Some of you will, of course, spend less and others more.

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### COURSE INFO. DOCUMENT by: James Drogan

Subject: TMGT 7200 A Note on Integrity

Please read the Maritime College Academic Integrity 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 expulsed, 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.

Here is additional important information for students about the consequences of cheating and plagiarism from Baruch College (http://www.baruch.cuny.edu/academic/academic honesty.html)

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.

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# **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 18 hours a week on this course.
- 6. That I keep on schedule with the course requirements.

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## 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 every time you "come to class."

**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.

