

**NOVA SOUTHEASTERN UNIVERSITY
FISCHLER SCHOOL OF EDUCATION AND HUMAN SERVICES**

LDR 9320

PROFESSIONAL PRODUCTIVITY FOR ORGANIZATIONAL LEADERS

Study Guide

Revised Fall 2004

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PREFACE

This study guide is designed for Nova Southeastern University (NSU) students as they explore the leader's role in enhancing professional productivity within an organization. In today's world the key to professional productivity lies in the effective use of technology. Professional productivity can be defined as routine, intentional and effective application and modeling of technology to improve professional practice and to increase ones own productivity and that of others. Organizational productivity is critical for ongoing professional development as well as maintaining awareness of emerging technologies and their potential uses in an organization. The course builds on the concepts presented in the previous course (**LDR 9310**) and further prepares students to become outstanding leaders who are able to perform effectively by incorporating technology to increase both personal and organizational productivity in their work environment.

This study and resource guide serves as an overview of the topics to be studied in this instructional technology specialization course (**LDR 9320**). Student learning outcomes anticipated as a result of active engagement in the study area are presented. Reading and writing assignments as well as teaching and learning resources are included. As an active learner your first task is to read this guide carefully and thoroughly. Your instructor will provide you with more guidance and specific instructions during your online sessions.

The instructional sequence of **LDR 9320** is divided into five major themes that will be covered over a fifteen-week period. The guide is divided into these **five** parts:

1. Information Systems Management
2. Web Page Development and Design
3. Presentation Software
4. Personal Data Management
5. Emerging Future Technologies

The first part is **Information Systems Management**. It is vital for organizations to manage both knowledge and data effectively. Capturing, tracking and managing this information is important in that it shows the impact its programs have on a community and the way people perceive the organization, as well as to show the gaps where and how messages are being communicated. It is important for an organization to determine the fastest and most efficient way of collecting, sorting and computing data. Hence, this part deals with various issues in knowledge and data management. **Web Page Development and Design** is the second area covered. It involves using FrontPage, a software tool in order to design, create and publish your own Web site. The program has a vast array of Web site templates, and gives you the tools to fill your site with whatever content you like. You will be able to easily add images, sounds and video, by using clearly marked buttons on a simple toolbar. **Presentation Software** is the third topic. It deals with designing effective presentations using two different types of software namely RoboDemo and PowerPoint. They can be used to create interactive presentations containing text, art, animation, audio and video elements. Moreover, both programs can be used in a variety of ways to single-source content between each other to render a presentation even more resourceful. The fourth part is **Personal Data Management**. Besides being able to manage and organize information in the office, it is also vital that an effective leader be able to access information while on the move. Carrying a laptop

around may not be as convenient as a PDA. Most PDAs today are as efficient as any full size computer and what is important is to select the one that meets your needs taking into consideration factors like the operating system, memory, extension slots and the like.

Emerging Future Technologies is the fifth area to be discussed. New technology advances are being made daily and it is every so often not possible to keep up with such accelerated change. Emerging technologies like medicine and biotechnology, computing technology, robotics etc. show how powerful computers are becoming. Therefore, in order to be successful in an era of such rapid growth, it is vital for leaders to plan ahead and carefully track, analyze and be familiar with technological changes.

COURSE DESCRIPTION

LDR 9320: Professional Productivity for Organizational Leaders

This course, **LDR 9320**, the second of the technology core courses in Instructional Technology will build upon the concepts presented in LDR 9310. It will focus on how leaders can increase both personal and organizational productivity in their work environment by integrating technology. In this course participants will explore a broad range of issues related to professional productivity. The concept of technology as a professional tool will be rational for development of skills using information systems management, Web page development and design, presentation software, personal data management, and through the exploration of emerging future technologies. The above themes will be explored comprehensively so as to provide extensive opportunities for hands-on experience to develop meaningful products.

LEARNING OUTCOMES

As a result of actively engaging in LDR 9320, the participants will be able to:

1. define professional productivity as it applies to an organizational leader
2. identify efficient systems for data collection and organization
3. define knowledge management
4. understand the use of concepts involved in knowledge management
5. define data management
6. understand the concepts related to data management like warehousing, analyzing, mining and visualization
7. understand concepts involved in Web page development and design
8. identify elements in effective Web page development and design

9. design, create and publish a Web site using various tools
10. identify presentation software
11. use presentation software as teaching and learning tools
12. define personal data management
13. identify effective personal data management tools
14. understand hardware and software issues in personal data management
15. identify and understand the concept of emerging future technologies

COURSE CONDUCT

LDR 9320 is conducted using a Web-based course management system, WebCT <http://www.nova.edu/webct/>. More specific information about WebCT can be obtained on the program Web site <http://www.schoolofed.nova.edu/orgleader>. You will also communicate with the instructor and your classmates through e-mail on WebCT. Your assignments must be submitted via the Assignment Drop box. Feedback on assignments will be e-mailed to you on WebCT. The NSU help desk is open daily for your needs at 1-800-986-3223, ext. HELP.

As previously stated, this course is divided into five major topics: Information Systems Management, Web Page Development and Design, Presentation Software, Personal Data Management and Emerging Future Technologies. The course and topics are organized into five modules and fifteen sessions/weeks. You should plan to spend a minimum of five hours per week reading and working online exploring and examining internet sites and related materials as well as preparing written assignments and responding to modules and discussions. Offline activities include reading the required texts and doing the necessary background work to prepare assignments using your word processor. Preparation of assignments using the word processor will enable you to take advantage of the spelling and grammar checking capabilities of the software. Written assignment information appears in the **Assignments** section of this study guide.

As you progress through this course, you are encouraged to apply the concepts and principles that you are learning to everyday practice. Use this learning as an opportunity to informally and immediately apply your new knowledge and insights within your work setting. More formal opportunities will arise as you progress through the program. The grade you will receive from this course directly reflects your active engagement in reading and writing assignments, and class participation via discussions and online chat sessions. Make the most of this experience.

REQUIRED TEXTS

Turban, E., Mclean, E., & Wetherbe, J. (2004). *Information technology for management*. New Jersey: John Wiley & Sons, Inc. (ISBN: 0471229679)

Educational Impact, Inc. (2000). *Educational impact electronic textbook*. [Online]. Go to <http://www.educationalimpact.com/nsu> and purchase your FSEHS Electronic Resource for doctoral studies.

Microsoft Office: *FrontPage 2002-2003-Core skills*. (2004). McGraw-Hill. (ISBN: 0072256060)

COURSE OUTLINE & ASSIGNMENT TIMELINE TOPICS / READINGS

WEEK ONE

Information Systems Management

- Assignment 1
- Read Chapter 10 in the Turban text

WEEK TWO

Information Systems Management

- **Assignment 1 due**
- Read Chap 11 in the Turban text

WEEK THREE

Web Page Development and Design

- Assignment 2
- Read Chap1 in the FrontPage text
- Turn in an outline of the basic elements of your Web site on paper

WEEK FOUR

Web Page Development and Design

- Read Chap 2 in the FrontPage text
- Create a new Web page based on the outline you submitted
- Add and format text
- Move and organize files
- View and print a Web structure
- Apply concepts to Assignment 2

WEEK FIVE

Web Page Development and Design

- Read Chap 3 in the FrontPage text
- Create hyperlinks for a file in the same Web
- Create hyperlinks to pages on the internet
- Create e-mail hyperlinks
- Create bookmarks
- Create an image map and define hot spots within image
- Apply concepts to Assignment 2

WEEK SIX**Web Page Development and Design**

- Read Chap 4 & 5 in the FrontPage text
- Add style to Web pages-theme, color
- Add Web components- dynamic effects, hit counters, photo galleries
- Create and add a bulleted list/numbered list
- Insert a Microsoft Word document
- Add images, sound and video

WEEK SEVEN**Web Page Development and Design**

- Read Chap 6 and chap 7 in the FrontPage text
- Add images, sound and video
- Insert photos/clip art images
- Insert background sound
- Add a video clip and/or create a link to a video clip
- Publish your Web locally to your hard disk or to a network drive

WEEK EIGHT**Web Page Development and Design**

- Read Chap 12 and 13 in the FrontPage text
- Create a frames and no-frames version of your Web
- Create a front door page for frames/no-frames option
- Create a form and integrate to Web pages

WEEK NINE**Web Page Development and Design**

- Read Chap 14 in the FrontPage text
- Create a guest book page
- Create a message board
- Create a search page

WEEK TEN**Web Page Development and Design**

- **Assignment 2 due**
- Read Chap 16 in the FrontPage text
- Check whether you have all the components in the check list
- Publish your Web to a Web source

WEEK ELEVEN**Presentation Software**

- Assignment 3
- Download a trial version of Robodemo
- Select your audience and define your goal (s)

- Plan your movie using storyboards, scripts, or whatever organizational materials are appropriate.
- Set initial recording options and movie preferences.

WEEK TWELVE

Presentation Software

- Record your movie. Capture on screen action of all sorts. You can create a new movie from scratch or use an existing one as a foundation from which to begin. You can even import other file types into Robodemo movies.
- Add captions, images, sound, animated text, and countless other options to your movies. Customize what you add for your own particular needs.

WEEK THIRTEEN

Presentation Software

- **Assignment 3 due**
- Preview the movie.
- Save your movie as a Flash file (SWF) and export it in a variety of formats.
- Add your movie to the Web site you created

WEEK FOURTEEN

Personal Data Management

- **Assignment 4 due**
- Review three PDAs
- Review the software, operating system, accessories and functionality

WEEK FIFTEEN

Emerging Future Technologies

- **Assignment 5 due**
- Download a copy of the article “Taking Advantage of Technological Acceleration: Tracking Emerging Technologies and Trends from the site <http://www.manyworlds.com/1/content/WhitePapers/CO450117353573.pdf>
- Read article and write review

RECOMMENDED READINGS

The modules will make direct reference to readings/lectures online and offline and are designed to supplement the text and enable the learner to effectively explore the topics for the course. In addition, students should also refer to the extensive bibliography in the required books. Students may check Web sites through the NSU electronic library as well.

COURSE REQUIREMENTS

Learning activities for **LDR 9320** consist of readings, writing assignments, and interactive learning experiences (discussion responses and chats).

Readings: The readings are organized according to the five major themes of this course. The reading assignments are essential for your understanding and participation in online chat sessions and in the preparation of written assignments. It is important that you complete all of the required reading as assigned. You are expected to integrate the content of reading assignments into written assignments and module/discussion responses. Reading assignments are listed in the Course Outline of this study guide.

Chats: There are chat rooms available in the course area on WebCT. Peers may choose to schedule chats to interact, which is optional. However, chats may be scheduled by the instructor as the course proceeds, which you are required to attend.

Lecture/Discussion Modules: Lectures/discussions that are incorporated from Educational Impact (<http://www.educationalimpact.com/nsu>) and other Web resources are an integral component of the course. A lecture and discussion questions comprise ONE MODULE and will be posted in the MODULE areas of WebCT. There are a total of FIVE MODULES, one for each theme. For each module, you are expected to read and explore the links provided to you. The MODULES will also guide you in terms of the topic for you to post to the discussion area. You must post your response for that module in the form of thoughts, comments, reactions, sharing personal experiences, pros, cons, applications, etc. You are required to read postings from other students in the class and respond to them as well. If we were in a traditional classroom, discussion would be a key component. In an online course, the discussion area is used as an open forum to participate with your classmates and instructor. These activities comprise 10% of your grade for the course. Each response that you post should be approximately 1 to 2 paragraphs in length and be written concisely. Please label these postings as “Module 1,” “Module 2,” etc. and post them under the specified module and the correct thread in the Discussion area. It is expected that you respond to each part of the module and that you READ and RESPOND to several of your classmates responses as well. This will require you to post discussion items several times (2 to 4) for each module.

Internet Resources: In addition to responding to lecture and discussion prompts, each student is required to post 5 to 10 Internet resources on the DISCUSSION BOARD for the themes stated in each MODULE. The sites that you explore should be related to the topic of study/readings for that week/module. Please post a brief description of the site and/or how it would benefit educators or promote knowledge in the topic addressed for that week/module. Comments about each Web site do not need to be more than 1 to 2 sentences. At the end of this course it would be very beneficial for each student to record these sites in a log, which can be used for future reference. Please try to locate sites that are specific to each weekly topic. Please label these postings as “Internet Sites” and post them under the correct thread in the specified module.

Written Assignments: There are **five** written assignments in this course:

1. Data Warehousing and Knowledge Management paper
2. Web Page Design and Development
3. Designing a tutorial Using Presentation Software-Robodemo & PowerPoint
4. Personal Data Management-Hardware/Software Review
5. Emerging Future Technologies Review

Unless otherwise indicated, **written assignments are due by MIDNIGHT on Sunday of the determined week. Assignments submitted after midnight Sunday will receive a reduced grade of one letter per week. Assignments should be submitted via the ASSIGNMENT DROPBOX.** Students are advised to keep a copy of all written assignments throughout the doctoral program.

Moreover, since you are directed to complete your assignments using a word processor rather than typing an e- mail message online, you should have a well-crafted document (reflecting use of the spell-checking and grammar-checking capabilities of your word processor) saved to your local hard drive in the event of data loss in an online course environment. Be sure to include your name **within** the document, not just in the e-mail to which it is attached or in the name of your attachment. When the document is opened and printed, it must be identifiable as yours. A cover page is required.

Your grades will be posted in the grades area, and you will also be sent a private e-mail with your grade and comments regarding the assignment. Assignments should adhere to APA guidelines, and it is strongly recommended that you have at least two other colleagues proofread your work before submitting it. Please make use of subheadings for the respective components for each assignment.

GRADING CRITERIA

The major assignments for LDR 9320 and their corresponding points are as follows:

1. Data Warehousing and Knowledge Management paper	15 pts (15% of grade)
2. Web Page Design and Development	40 pts (40% of grade)
3. Designing a Tutorial Using Presentation Software	15 pts (15% of grade)
4. Personal Data Management-Hardware/Software Review	10 pts (20% of grade)
5. Emerging Future Technologies Review	10 pts (10% of grade)
6. Discussion/Class Participation	10 pts (10% of grade)
• Responding to assignments posted in the modules	
• Posting Internet sites	

Grades issued in this course are A, B+, B, and F. Instructors may issue C, D, and plus and minus grades on assignments as indicators of quality. The student must negotiate an incomplete (I) grade with the instructor. An "I" is given at the discretion of the professor and is only considered in a case in which the student has completed most of the course assignments. The instructor will determine the time extension given to each student. The time extension may not exceed one term, or 15 weeks. A student who does not complete

any assignments is not entitled to an “I” grade and will receive an F. Students who receive Fs will be placed on probation and will be expected to take the course over again.

Rewrites: Only **ONE** rewrite will be allowed for the class, and if a student chooses this option, the highest score possible will be a grade of B. The rewrite must be submitted within 3 to 5 days.

WRITTEN ASSIGNMENT REQUIREMENTS

Assignment 1

A Framework for Data Warehousing and Knowledge Management

Due: Week 2

15 pts.

Data driven decision-making is very important in any organization in order to meet the competitive demands of global markets. How an organization collects, manages and reports data may be the difference between success and failure. The meaningful understanding of data collection and reporting can improve the chances of making effective data driven decisions. Write a paper summarizing your results that basically answers the following questions about your organization.

1. Determine what data your organization collects.
2. Evaluate each existing database and list what information it maintains.
3. Compile this information on a spreadsheet to get a visual representation of what information you currently have about your clients/students.
4. Since similar data may be collected and entered into different databases more than once, review each existing database and find out which ones are redundant. Next, list all of the possible data entry fields in your systems, highlighting those you don't currently use. Many databases that are created are sometimes under used, yet if used and maintained can provide a unique perspective.
5. Then determine how old your existing systems are and whether updates are available. Review your databases and decide if any replacement is required.
6. If you decide to replace your information system, discuss two systems you might consider and why.
7. Then, evaluate any two data-warehousing providers and discuss how they can provide a solution for your organization.
8. Determine approximate costs of such a change and when allotting funds for your system, set aside money for staff training.
9. Also, conduct an assessment of your organization's information culture and report your findings. For example how is information shared and by whom? Who provides and interprets information? Who controls the information and why? How is information used to resolve conflict? Are people rewarded for sharing information? Or is information used for decision-making ignored? Are information systems maintained well or not.... and the like.

Suggested length: 5-8 pages

Assignment 2
Web Page Design and Development
Due: Week 10
40 pts.

This assignment requires you to plan, design and develop a Web Page. This Page can either be a personal page or a page for your organization.

In designing your Web site, you will be using Microsoft FrontPage. A free trial version of this program can be downloaded from the Internet. Your first step is to plan your Web site by browsing other similar sites and viewing different pages and designs. Next, on paper outline the basic elements of your site. This should include your purpose in constructing the site, your goals, the audience and making an approximate tree diagram for your Web site and its components. This will give you a sense of direction. Next, start building your Web site by creating a navigation view of site structure. In evaluating your Web site the inclusion of the components below will be taken into consideration. Details are not important at this point, but this does not suggest an unattractive Web site. Web site design is ongoing and being able to implement the basics listed below is essential to this assignment.

Before you start designing your Web site, you must turn in an outline of the basic elements of your Web site on paper. Next, Start creating your Web sites keeping in mind to include each of the features below. Use the assignment timeline as a weekly guide as this will help you manage your time wisely.

Website Checklist-Things to do and include in the creation of your Web Site.

1.	Outline basic elements of your Web site on paper
2.	Create hyperlinks for a file in the same Web
3.	Create hyperlinks to pages on the internet
4.	Create e-mail hyperlinks
5.	Create bookmarks
6.	Create an image map and define hot spots within image
7.	Add style to Web pages-theme, color
8.	Add Web components- dynamic effects, hit counters, photo galleries
9.	Create and add a bulleted list/numbered list
10.	Insert a Microsoft Word document
11.	Add images, sound and video
12.	Insert photos, clip art images
13.	Insert background sound
14.	Add a video clip and create a link to a video clip
15.	Publish your Web locally to your hard disk or to a network drive
16.	Create frames and no-frames options
17.	Design a front door page
18.	Create a form and integrate to Web pages
19.	Create a guest book page
20.	Create a message board
21.	Create a search page
22.	Finally, publish your Web to a Web source

Assignment 3
Presentation Software - Designing Tutorials
Due: Week 13

15 pts.

This assignment is related to the use of presentation software in order to design an effective technology based-tutorial/presentation for your students or staff. The software that you will use to design your tutorial is Robodemo and PowerPoint. Also, they can be integrated together, but it is essential that Robodemo be used due to its video capture capabilities. Some sample projects are training in various applications of Microsoft office suites like Excel, Access, and Word. Moreover you can do a tutorial on how to use-e-mail, how to configure a computer etc. Other projects using the above programs are welcome, but must be approved before implementation. First, download robodemo. A free 15-day trial download is available at <http://www.macromedia.com/software/robodemo/>. Next, consider what you want your audience to do, learn, or achieve by viewing the presentation. Hence, you have your goal. Then, plan your movie by using a script or storyboard. Finally, start recording your movie using the many options available. (See the assignment timeline for details) After you have completed your tutorial, you must publish it to the Web site you created in Assignment 2. You must turn in your individual presentation and also provide a link to the Web site you have published it.

Assignment 4
Personal Data Management-Hardware/Software Review
Due: Week 14

10 pts.

Personal Data Management via PDAs is a useful and convenient way to access information while on the move. Today, most PDAs are as efficient as any full size computer and what is important is to select the one that meets your needs taking into consideration factors like the operating system, memory, extension slots and the like. In this assignment, you will review **three** PDAs, their software, operating systems, accessories and functionality. Then, you will write a brief comparative review for each one. Also include a section about which PDA you would prefer and why. This must include what kind of a user you are and what features are important for you. Use APA format and include a reference page.

Suggested length: 3-5 pages

Assignment 5
Emerging Future Technologies Review
Due: Week 15
10 pts.

This assignment will focus on emerging future technologies. Since technology is an ever-so rapidly changing and developing sector, it is critical for a technology leader to be able to keep up with the future trends of technology. For this assignment, first go the Web

site: <http://www.manyworlds.com/1/content/WhitePapers/CO450117353573.pdf> - download and read the article on emerging technologies. Next, select a technology among the several emerging technologies discussed. Then, locate additional research on the chosen technology (have no less than three sources) and write a paper on the developments made in the particular field since the article was written. Use APA format and include a reference page.

Suggested length: 3-5 pages