

VICTORIA UNIVERSITY OF WELLINGTON

Te Whare Wananga o te Upoku o te Ika a Maui



Victoria Management School

Te Kura Whakahaere

MMBA 507
INFORMATION SYSTEMS FOR MANAGEMENT

Trimester 1, 2005

COURSE OUTLINE

INSTRUCTOR:

Dr Beverley Hope, Phd *Hawaii*, MBA, BSc *Kansas*

Email: beverley.hope@vuw.ac.nz

Phone: 463-5876

Room: EA 216

Office hours: after class or by appointment

CLASS TIMES AND ROOM NUMBERS

Dates: 24 February to 26 May 2005 (plus exam date, tba)

Times: Thursdays, 5.40-7.30 pm
and other times as arranged

Venue: Room tba

COURSE OBJECTIVES

In the competitive business environment, organizations of all types are expecting - and demanding - a greater return from their investments in information technology (IT) and Information Systems (IS) in order to achieve their goals. A knowledge of the technology's capabilities and limitations and of the processes involved in applying it effectively are required of all future managers.

This course is designed to improve the students' understanding of information technology, its role in organizational performance, and the managerial issues that surround its adoption and use. Comprehension of this area is critical for aspiring managers. But this is not a computer course and significant computer experience is not assumed. While some attention may be given to the technology underlying information systems, the emphasis will be on the appropriate management of the information resource so as to achieve effective utilization.

Student Learning Objectives

By the end of this course students will be able to:

1. Define and apply the key terms and concepts of information systems,
 2. Outline major current developments in IT,
 3. Identify and discuss key managerial and organizational issues surrounding IS,
 4. Identify and discuss challenges facing IS managers and users of information systems, and
 5. Explain in depth at least one leading-edge information systems application.
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COMMUNICATIONS:

Notices relating to this course will be announced in class or distributed via an MMBA 507 email distribution list. Please keep the course co-ordinator and MBA administrator informed of any change in your preferred email address.

If you must miss a lecture, make sure that when you ask your colleagues about the work and material missed you also ask about any notices. The responsibility for remaining informed rests with the student. Similarly, obtaining copies of any handouts missed due to non-attendance is the student's responsibility. Base course documents will be available on Blackboard: <http://blackboard.vuw.ac.nz/>

LEARNING RESOURCES

Text

Turban, E., McLean, E., & Wetherbe, J. (2004). *Information Technology for Management: Transforming business in the digital economy, 4th Ed.* New York, NY: John Wiley & Sons.

Readings

A set of readings will be provided, these form part of the course and must be read before the class meeting on the designated week.

Other

The university main library is located on the Kelburn Campus with the Commerce library on the Pipitea Campus - Railway Station West Wing. You should also find the online databases useful, particularly PROQUEST and EMERALD. The library provides training on searching online databases. You should also make judicious use of quality Internet resources.

WORKLOADS AND MANDATORY COURSE REQUIREMENTS:

You are required to attend all course sessions, read assigned materials, and contribute to discussions. Plan to spend each week two hours in class and 4-5 hours preparing for class (reading assigned chapters, articles, and other materials). Additional time will be required for completion of course assignments and test preparation.

Attendance:

An attendance register will be kept.

Mandatory Requirements:

To pass the course you must :

- participate fully in the LISA group project,
- obtain at least 40% in the final examination

MMBA 507 TIMETABLE

Week	Date	Topic	Text	Notes
1	24 Feb	IT CONCEPTS & MANAGEMENT IN THE DIGITAL ERA	1, 2	
		<i>Be sure to read these chapters before this first class.</i>		
2	3 Mar	STRATEGIC INFORMATION SYSTEMS: COMPETITIVE ADVANTAGE	3	
3	10 Mar	NETWORK COMPUTING: UNDERSTANDING THE INTERNET	4	National Library
		<i>Practice case study analysis</i>		
4	17 Mar	IT APPLICATIONS: TPS, FUNCTIONAL SYSTEMS, CRM	7	Eastman Chemical Co
		<i>Questions related to the assessment case will be heard.</i>		
5	24 Mar	SUPPLY CHAIN MANAGEMENT & ENTERPRISE RESOURCE PLANNING <i>Guest: Assoc Prof Hans Lehmann</i>	8	TEST
		TEST: Mid-Term Test: 5:40-6:30 pm (9%)		
LECTURE BREAK				
6	14 Apr	IT PLANNING & BUSINESS PROCESS DESIGN	9	LISA
7	21 Apr	KNOWLEDGE MANAGEMENT	10	LISA
		DUE: Case Study Analysis (20%)		
8	28 Apr	E-BUSINESS AND E-COMMERCE	5	LISA
9	5 May	MOBILE, WIRELESS, AND PERVASIVE COMPUTING <i>Guest: Associate Professor Hans Lehmann</i>	6	LISA
		DUE: LISA Project Written Reports		
10	12 May	DATA MANAGEMENT: WAREHOUSING, MINING, VISUALIZATION	11	LISA
11	19 May	DECISION SUPPORT SYSTEMS & INTELLIGENT SYSTEMS	12	LISA
		<i>Questions related to the end-term test will be heard.</i>		
12	26 May	INFORMATION TECHNOLOGY ECONOMICS	13	LISA
		<i>Further questions related to the end-term test will be heard.</i>		
	tba	Exam (50%) Date to be advised	All	

Although we intend to follow the schedule as closely as possible, variations may be necessary. In particular, we may need to negotiate a suitable date for the mid-term test. Any changes will be communicated in class.

ASSESSMENT

Item	Value	Due Date
Written Article Summary	5%	Various dates, at the start of class
Mid-Term	9%	Thur, 24 March, 7:00-8:00 pm or as advised
Case Study Analysis	20%	Thur, 21 April, 5.40 pm
LISA Group Project, Presentation	16%	Various dates, in class <u>presentations</u>
LISA Group Project, Report		Thur, 5 May, 5.40pm <u>all written reports</u>
Exam	50%	Date to be advised

To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments. To obtain a fair distribution of marks relative to other courses, scaling of marks and grades may be employed.

***Written Article Summary:** Each week, two readings from the literature will be assigned to the class. These will be discussed in combined groups, with one individual designated to present the paper, and another designated to respond and add to the presentation. Designated students must submit a one to two page summary of the article, which will be graded and a copy placed on Blackboard for other course members to access. Some students may act as both a presenter in one week and a respondent in another, but only one written summary will be required.

***Group Project, Leading-Edge Information System Application (LISA):** Develop a written report and oral presentation on a new or rapidly changing information systems application. This will include, at minimum, a brief description of the business problem being addressed, identification of candidate information technology solution(s) and selection of one, an exploration of how the technology will or could change business models, and discussion of the key issues to be considered by businesses adopting the LISA.

***Case Study Analysis:** Case Studies are written descriptions of actual situations in real organisations, often with a decision point for the key player(s) in the case. They allow you, the student, to step figuratively into the position of a particular decision-maker. You will be required to provide a brief written analysis for an assigned case.

Mid-term test: A 1-hour test. You may bring to this test one sheet of A4 paper with the knowledge of your choice on each side (total 2 sides). The summary must be your own and no photocopies or duplicates of others work will be permitted. It must be named and handed in with your script, but will not be graded. Further details regarding the test will be advised in class closer to the date and questions will be heard in class in week 5.

Exam: A three-hour examination. You may bring to this exam three sheets of A4 paper with the knowledge of your choice written on each side (total 6 sides). The summary must be your own and no photocopies or duplicates will be permitted. It must be named and handed in with your exam script, but will not be graded. Further details regarding the test will be advised in class closer to the date and questions about the examination will be heard in class in weeks 11 & 12.

Standards: The case analysis and written report of a Leading-Edge Information System Application are to be presented to a standard appropriate to a management document, that is, concise, precise, typed, excellent English (spelling and grammar checked), logical structure, and high quality tables or graphics, where used. All work submitted for assessment is to be your own or your group's.

Late Submission: In fairness to other students, work submitted after the deadline will incur a 5% penalty (of the total marks available) for each day late up to seven days. Assignments more than one week late will not be accepted and a zero mark will be applied. In the event of bereavement or prolonged illness affecting your ability to meet a deadline, discuss your situation with the course controller. You must substantiate your claim with documentation, for example, a medical certificate.

*See separate, detailed assessment guides.

Important Notes:

No extensions are possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.

You must back up your work – From time to time files are lost and computers crash, so it is critical that you get into the habit of backing up important files (on network drives, data sticks, CDs or ZIP disk, for example).

Working together – You are encouraged to discuss aspects of assignment work with others. However, when it is time to develop your solution & write your assignment, the words you use must be ENTIRELY your own. In this way, we will have your perspective on the topic - not someone else's! At Victoria University, plagiarism is a serious offence.

VICTORIA MBA GRADING STANDARDS

- ➔ Victoria MBA - **Excellent** Category
A (80 – 85%) to A+ (above 85%): The assignment is performed to a very high level of proficiency, that is, it is at a standard that makes it exceptional at Master's level.
 - ➔ Victoria MBA - **Very Good** Category
B+ (70 – 74%) to A- (75 – 79%): The assignment is performed to a high standard. Students have reached a level which clearly exceeds “competency”.
 - ➔ Victoria MBA - **Good** Category
B- (60 – 64%) to B (65 – 69%): The assignment clearly demonstrates quality without being exceptional in any way. Students can be thought of as competent in respect to the knowledge, skills, or abilities being assessed.
 - ➔ Victoria MBA - **Satisfactory** Category
C (50 – 54%) to C+ (55 – 59%): The assignment is performed to a minimally acceptable level. There may be flaws but these are not serious enough to fail the student on this assignment.
 - ➔ Victoria MBA - **Unsatisfactory** Category
E (0 – 39%) to D (40 – 49%): The work is seriously flawed. Quality is absent or at a very low level.
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GENERAL UNIVERSITY POLICIES AND STATUTES

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct. The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website: www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria. *The University defines plagiarism as follows:*

“Plagiarism is presenting someone else’s work as if it were your own, whether you mean to or not.”

‘Someone else’s work’ means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University’s website at:

www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School’s Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can. The Student Services Group is also available to provide a variety of support and services.

Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.