TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

Faculty of Commerce and Administration

School of Information Management

INFO 416 IT Business Development

Second Trimester 2005

COURSE OUTLINE

Contact Details

		Room	Tel.	E-mail
Course Coordinator	Dr. Sitalakshmi Venkatraman	EA231	463 6885	Sita.Venkatraman@vuw.ac.nz
Notices	All formal notices relating to this course will be posted on the Blackboard system. http://blackboard.vuw.ac.nz You are expected to check for announcements on Blackboard on a regular basis. Please ensure that you have a user ID and a password to log in.			

(*See office hours on Blackboard, under the Staff Information folder. Please make an appointment if you wish to see the Course Coordinator*.)

Notes
- Please note that it is important to attend all lectures and tutorials for a better understanding of this course.

- If you have questions about lecture content or readings, please raise them with the Lecturer after the lecture session on Wednesdays. The Lecturer will generally be happy to field questions for an extended time after class.

Class Times and Room Numbers

LECTURES (2 hours/week) **EA 004**
Wednesday   3:10-5:00pm

TUTORIALS (1 hour/week) **EA 001**
Thursday   2:10 – 3:00pm

Course Objectives

This course will examine the role of IT in modern business. It will deal with the management of technology in business, the management of IT operating systems and security in business and the role of managers in business communications. These fundamentals will be used to develop models of business practice in the digital world as a means of creating business development.

At the conclusion of this course students will:
1. understand the concepts and principles of developing businesses.
2. understand the significance of entrepreneurship using cases studies.
3. understand the strategic, tactical and operational IT processes in modern business.
4. be able to appreciate the role of IT in business communications.
5. be able to develop business plans/models for new as well as existing businesses.
6. be able to leverage on the state of art technology to improve business productivity and achieve process and product quality.
7. be able to adapt IT business best practices to achieve customer satisfaction and improve profitability of enterprises.

This is a "mixed-mode" course consisting of lectures and tutorials. Many course resources will be available on Blackboard, but the Blackboard materials are NOT intended to be a substitute for attendance at lectures and Tutorials. Regular attendance at all scheduled lecture and tutorial sessions is essential and therefore expected.

Lectures: Lectures will compliment the on-line material and the textbook but will NOT necessarily cover exactly the same material. The lectures will offer discussions, case studies, examples, critiques and alternative viewpoints on the topics. All lecture material is assessable in the form of three quizzes held during Lecture 3, 8 and 11.

Tutorials: Tutorials are compulsory. To obtain terms students must attend at least 8 tutorials. The tutorial exercises would be posted in blackboard a priori and you are required to come prepared with the answers to the tutorial sessions. This will be strictly adhered to. You would use Term 1 of the tutorials to work on two case studies, which you would complete as part of assessment. You will work on the assignment and other allocated tutorial questions during Term 2.

The course consists of three assessments, Quiz, Case Studies and Individual Assignment. The Quiz is aimed at testing the students' ability to comprehend the main concepts and cases discussed during lectures. The Case Studies and Individual Assignment are designed to facilitate students in applying the theories, models and practices to business case scenarios.

Course Content

<u>**Schedule**</u>

Note: Sessions may vary from those advertised.

Date	Lecture/ Tutorial	Topic
WEEK 1		
6 July	Lecture 1	**Introduction to Entrepreneurship**
	Reading	Chapter 1 & 3 (Lambing)
	Tutorial 1	Introduction to Entrepreneurship
WEEK 2		
13 July	Lecture 2	**Small Businesses and IT**
	Reading	Chapter 2 (Lambing); Chapters 1 and 3 (Luftman)
	Tutorial 2	Entrepreneurship Case Study
WEEK 3		
20 July	Lecture 3	**Business Plan – Introduction; Quiz 1**
	Reading	The Business Plan: Introduction (Lambing)
	Tutorial 3	Entrepreneurship Case Study
WEEK 4		
27 July	Lecture 4	**Business Plan - Market Research and Analysis**
	Reading	The Business Plan: Marketing (Lambing)
	Tutorial 4	Business Plan Case Study
WEEK 5		
3 Aug	Lecture 5	**Business Plan - Financial Analysis**
	Reading	The Business Plan: Startup Costs and Financing; Projected Financial Statements (Lambing)
	Tutorial 5	Business Plan Case Study
WEEK 6		
10 Aug	Lecture 6	**IT Business Processes**
	Reading	Chapters 3, 5 and 6 (Luftman)
	Tutorial 6	Business Plan Case Study
12 Aug		**Submission of Case Studies – Due Fri 5:00pm**
13/08 – 28/08		**Mid-trimester break**

Date	Lecture & Tutorial	Topic
WEEK 7		
31 Aug	Lecture 7	**Business Enterprise Structure**
	Reading	The Business Plan: The Legal Section (Lambing)
	Tutorial 7	Business Enterprises Structure
WEEK 8		
7 Sep	Lecture 8	**Roles of Information Management; Quiz 2**
	Reading	Chapters 2 and 4 (Luftman)
	Tutorial 8	Roles of Information Management
WEEK 9		
14 Sep	Lecture 9	**IT Business Communications**
	Reading	Chapters 12, 13 and 14 (Luftman)
	Tutorial 9	IT Business Communications; Assignment
WEEK 10		
21 Sep	Lecture 10	**Creativity and Innovation**
	Reading	TBA on Blackboard
	Tutorial 10	Completing Your Assignment
23 Sep		**Submission of Assignment – Due Fri 5:00pm**
WEEK 11		
28 Sep	Lecture 11	**IT Business Best Practices; Quiz 3**
	Reading	TBA on Blackboard
	Tutorial 11	IT Businesses
WEEK 12		
5 Oct	Lecture 12	**Assignment Presentations**
	Tutorial 12	Assignment Evaluation

Readings

Lecture Reference (Recommended for Reading - Optional to buy):

1. Peggy A. Lambing and Charles R. Kuehl (2003) Entrepreneurship, 3/E; Prentice Hall. ISBN: 0-13-097116-2.
2. Jerry N. Luftman (2004) Managing the Information Technology Resource: Leadership in the Information Age; Prentice Hall. ISBN: 0-13-035126-1.

Materials and Equipment

Students are expected to have the following for each Tutorial:

- A computer account by the 1st week of term
- Have read the chapter(s) and tutorial materials prior to their allocated tutorial time
- Have prepared the answers to the tutorial exercises prior to their tutorial sessions
- **Lecture slides and the tutorial exercises posted on Blackboard to be brought to the tutorials.**

Assessment Requirements

Assessment Components	%	Due Date
Quiz (1,2 and 3)	30	During Lecture 3, 8 & 11
Case Studies	30	12 August 5 p.m.
Individual Assignment	40	23 September 5 p.m.
TOTAL	100	

Important Notes:

- *No extension is 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 are expected to back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on floppy disk or ZIP disk, for example). You should upload "work in progress" to your course web-site regularly.*

- *Do not leave submitting your work to the last minute – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*

- *Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, **the work must be ENTIRELY your own**. In this way, we will have your perspective on the topic - not someone else's!*

Assessment Submission

Material for assessment must be submitted to the Digital Drop Box of Blackboard. You are required to name the file with your ID and the first page should contain your name and ID as well.

An automatic 10% penalty will be applied to assignments that are not submitted correctly, or that do not open correctly, regardless of the circumstances.

Penalties

In fairness to other students, work submitted after the deadline will incur a 10% penalty (of the marks achieved for the project) for each day (within 24 hours) late. This will be monitored

through a check on the drop box, date/time stamps etc. In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the Course Coordinator. You must verify your claim, e.g., produce a medical certificate. Extensions will only be granted under these conditions.

Plagiarism and Cheating

Plagiarism is not acceptable in any form by any university. Plagiarism takes many forms and includes:
- Submitting for one course, a piece of your own work which has been written or submitted for another course;
- Copying text, diagrams, images, or code directly from textbooks, the Internet, and other sources without using quotation marks or otherwise acknowledging your source.
- Not acknowledging the sources you have used in your work (i.e., you must cite all references);
- Deliberately copying another student's work.

Work, that shows evidence of plagiarism, will be penalised in line with the seriousness of the case. Minor breaches will result in lowered grades. Deliberate cheating will result in University academic disciplinary procedures being invoked with possible expulsion from the course.

Lab Access

Information Systems and Electronic Commerce students have access to a range of computer lab facilities for you to work on the case studies and assignment submissions. This means that you can still undertake this course even if you don't have a computer at home.

Like all university students you are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either of the SCS helpdesk in the library or the Murphy building.

The lab offers 24-hour access via student ID cards unless booked for another class. Students should check the booking schedules on the lab doors before entering a laboratory to ensure
  (a) they are not interrupting a class and
  (b) they can finish their work before the next scheduled class. You may be asked to leave by the lab supervisor if the machine you are using is required for a scheduled class.

Mandatory Course Requirements

To pass this course, students must have:

1. correctly enrolled in the course
2. attended at least 8 out of 10 tutorials
3. attained a weighted average over all assessments of at least 50%

Workload

You are expected to devote a total of 9 hours per week to this course. This is an average workload, and the workload will vary from week to week during the trimester.

Attendance
Students are expected to attend all lectures and tutorials and to complete the recommended readings and tutorial exercises, weekly.

Communication of Additional Information
All formal notices relating to this course will be posted on the Blackboard system, http://blackboard.vuw.ac.nz . You are expected to check for announcements on Blackboard on a regular basis. Please contact the Senior Tutor in order to have a user ID and a password to log in.

Faculty of Commerce and Administration Offices
Railway West Wing (RWW) - FCA Student Administration Office
The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office
The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:
- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:
There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

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.

Maori and Pacific Mentoring programme (Manaaki Pihipihinga)

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:
Melissa Dunlop, Programme Coordinator
Ph: 463 6015 or Email: Maori-Pacific-Mentoring@vuw.ac.nz