



School of Information Management

MMIM522/COMM 503 ICT and Global Commerce

Trimester 3 2005

COURSE OUTLINE

Course Overview

This course will investigate the impact of the Internet and international communications on global commerce and managing the trade relationships in the growing knowledge economy. Topics will include globalisation, creativity and innovation, socioeconomic and cultural relationships, the digital divide and the role of international organisations in geopolitics.

International communication has a long history along the trade routes of the ancient and medieval worlds. Today, it has been intensified through ICT mediated channels. That has led to increasing clash and dialogue among cultural clusters. Out of these encounters, a new global civilization is beginning to emerge whose foundation myths, norms, and institutions have yet to be negotiated. The course reviews the promises and perils of our own historical era, including the prospects for dialogic settlement of human conflicts.

The main features of the worldview as portrayed in media today include a power and control perspective, ideological clashes, national self-interest, uneven economic perspectives and bottom-line profit orientation versus rising poverty, manipulation and sensationalism in media playing its agenda-setting role, selling war, and rising terrorism.

In this international political climate, the less developed countries of the world are faced with a serious dilemma of a lack of balance of power in an increasingly unequal level playing field. Hence globalization of Western industrial nations' hegemony is occurring in an atmosphere of fear and panic, uncertainties, and mutual mistrust in an increasingly globalising economy.

Contact Details

Course Instructor: Associate Professor Lalita Rajasingham – Room EA 215

Telephone: (04) 463-5266

Availability: Monday 2:00 - 5:00 pm, Wednesday 11:00 - 5:00pm
or by appointment. E.Mail will be answered daily

E-mail: lalita.rajasingham@vuw.ac.nz

URL: www.sim.vuw.ac.nz/staff/lalita-rajasingham.aspx

Fax: (04) 4635446

Location: All Wellington based seminars will be held in Room RLWY 414. Off-campus students will participate by Chatterbox by arrangement.

Tr 3 Dates: 8 November- 7 February 2006

Seminar Times: Tuesdays: 5.40-7.30 pm

Course Objectives

- To understand the impact of ICTs and their creative applications on international communications and global commerce to manage trade relationships in the growing global knowledge economy
- To examine the implications of the developed nations- driven knowledge economy for developing countries
- To examine the dimensions of globalisation –technological, economic, and sociocultural-and their consequences for nation states

Course Content

The course is divided into three UNITS and each Unit consists of eight seminars: UNIT 1: ICT advances UNIT 2: The dimensions of globalisation. UNIT 3: Global commerce. This Course provides the basis for the conceptual background in communications models and networks critical in global commerce.

SEMINAR TOPICS

DATE: 2005- 2006	TOPIC
	UNIT 1 ICT Advancements
8-29 November	ICTs. History, evolution, revolution and the birth of the knowledge society and the role of creativity in innovation
	UNIT 2 Globalisation
6 December- 10 January	Dimensions of Globalisations. Disciplinary perspectives (economics, politics, culture, nations) pursuing power, peace, and security, pursuing freedom, participation, and innovation; efficiency, access, and equity, community and identity

	UNIT 3 Global Commerce
17 January-7 Feb	Crossing boundaries of time, space and cultures, e-commerce and e-infrastructures, eradication of poverty, role of international organisations. Final student presentations

Readings

2005 MMIM 522: *Course Notes and Readings*, available from the Students Bookshop.

Green, Lelia. (2002). *Technoculture: From Alphabet to Cybersex Australia*: Allen & Unwin (3-Day Loan in the Library)

Rogers, Everett. (2003). *Diffusion of innovations*, Chapters 4,6,7,8, and 11 (3—Day Loan in the Library)

It is critical that you should undertake background readings on the complex issues of ICT, globalisation and e-commerce. Useful texts are in the 3-Day loan in the Library at Pipitea and Kelburn campuses. You will need to follow up on the URLs provided as you will be asked to critique these as we go along, and browse the Web for current materials. The Eyclopedia of Multimedia Technology and Networking (2005) is a useful reference for this course and is in the Library, and will soon be available online via the VUW Library. Other relevant texts include:

Assessment Requirements

This course is internally assessed on three assignments. Course members will not be assessed against each other.

A straightforward response to an assignment that covers the main points and communicates clearly gets a "B+".

"A's" come for style, originality and elegance.

Quality is more important than quantity. Observe Einstein's dictum that one should be as simple as possible but no simpler. Individual viewpoints are respected. Originality treasured.

Assignment 1

In-Class critique/review of provided reading to match the topic studied in UNIT 1. Each review essay should respond to the questions of (1) who is the author (2) what is the purpose of the article (3) what is its thesis (4) what evidence does it offer to support its thesis, and (5) your own evaluation including the article's relevance to the course.

DUE: 29 November. Mark: 30%

Assignment 2

In-Class critique/review of video provided to match the topic studied in UNIT 2. Each review should **discuss**:

- **Three positive outcomes of globalisation AND**
- **Three negative outcomes of globalisation**

These should be examined from the perspectives of:

1. **A developed country**
2. **A developing country**

10 January. Mark: 30%

Assignment 3

A Research Report (Mark 40%)

You are required to give 10 minute summary presentation of your Research Report (or Case Study) profiling your organisation's E-Readiness in comparison with a business in a country of your choice. The purpose of the exercise is to gain an understanding of some fundamental issues (cultural, economic, technological etc) that drive e-commerce in New Zealand, as drive the same process in other countries. Select a country and it would be sensible to choose a country that has a similar profile to NZ, for example, in size, economic development, telecommunications infrastructure, governance, tertiary education- for example, Singapore, Ireland, or a country you are familiar with. You are encouraged to use innovative technologies eg videoclips etc.in you presentation. PPTs and outline must be posted on Blackboard 24 hours before presentation.

Summary Mark 10%

Due: Presentations on 24 January

Full Report/Case Study (2,500 words)

Mark: 30%

Due: 24 January

ASSIGNMENTS COMM 503

Assignment 1

A case study (MS Word doc.) of an international communication problem in 2500 words.

DUE: 29 November. Mark: 30%

Assignment 2

In-Class critique/review of video provided to match the topic studied in UNIT 2. Each review should **discuss**:

- **Three positive outcomes of globalisation AND**
- **Three negative outcomes of globalisation**

These should be examined from the perspectives of:

1. **A developed country**
2. **A developing country**

10 January. Mark: 30%

Assignment 3

Specifications as for MMIM 522 Assignment 3 (above).

Mandatory Course Requirements

TERMS

To keep terms and thereby pass the course you will need to:

- Complete all the assignments by the due date and gain a pass grade (C). Extensions will be granted only in exceptional circumstances and on an individual case basis.
- Attend not less than 8 seminars.

Communication of Additional Information

All students are automatically enrolled on Blackboard. These are the official channels of communication for the course, and students are required to check Blackboard daily, and at least a day or two before each seminar. Students are required to adhere in all respects to the University's Information Systems Statute, and any abuse carries the risk of losing access to the Internet.

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. To check for opening hours call the office on (04) 463 5376.

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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

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.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:-**Academic Mentoring for Maori and Pacific students studying at all levels in the above schools. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the facilities study rooms and computer suite, at any time, at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.