

SCHOOL OF INFORMATION MANAGEMENT  
**MMIM 554/COMM 506**

**E-LEARNING BUSINESS**

Trimester 3 2005  
**COURSE OUTLINE**

As the Internet impacts on all human activities, industry and organisations are becoming learning institutions at a time of rapid change with the globalization of capital, where knowledge and its application become the new centre of the economy. Education is becoming big business. As e-learning and virtual universities proliferate on the Internet, the education business is now highly competitive, commercialised and global. This course sets out to explore these profound changes from the perspective of the learner, teacher and management in higher education. It does this by first studying the nature of education and training as communication systems, and explores the challenges and opportunities for the emerging e-learning business.

**Contact Details**

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<b>Availability:</b>	Mondays: 10-3 pm; Fridays 10-3 pm; or times by appointment. E-mail messages will be answered daily.
<b>Locations:</b>	All Wellington based seminars will be held in RLWY 129. Students will participate via Chatterbox from other centres by arrangement.
<b>Trimester: 3</b>	Course begins 10 November. Mandatory End Block
<b>7</b>	Course 10:00am-4:00pm in Wellington, 21 January
<b>November</b>	2006). Changes may be made for academic or other

2005- 10 reasons in consultation with enrolled students  
**February 7**  
**2006**  
**Seminar**  
**Times:** Thursdays: 5.40 pm – 7.30 pm

## **Course Objectives**

The primary objective is to be able to design an educational system as a business for the knowledge society that is commercially competitive.

The course touches on the social, economic and cultural forces at work, but its primary focus is on the impact of technological changes on education and on society. There are, therefore two enabling objectives:

- To examine the new information technologies that are currently impacting on education or are likely to over the next decade, and to contrast these with traditional communication technologies that education has used successfully for the last 4,000 years or so.
- To analyse education as a communication system and design the communication component of an educational system for the knowledge society based on the Internet and multimedia.

## **Course Content**

Course Outline, Content, Readings etc will be provided on CD-Rom to enrolled students, and course communications will be via Blackboard

## **Readings**

### **Required Text**

John Tiffin and Lalita Rajasingham (2003). *The Global Virtual University* Routledge, London and New York, available from the University Bookshop in the Pipitea Campus.

### **Recommended Readings**

John Tiffin and Lalita Rajasingham (1995) *In Search of the Virtual Class: Education in an Information Society* Routledge: London and New York. Relevant chapters will be provided in hard copy.

A number of texts (for MMIM554/COMM 506) have been placed in the three-day loan in the Library and you will need to read widely for your assignments. Many of the readings are referential in nature. They are there in case you want to know more about some theory or

concept. They are not essential readings but will give you an understanding of the current thinking on education, information technology, and costings of e-learning.

Extensive use will be made of the Internet to obtain current material. Students are encouraged to share useful URLs by posting these on Blackboard. Where necessary or appropriate, readings will be handed out to students.

### **Assessment Requirements**

This course is internally assessed. 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.

### **Mandatory Course Requirements**

#### **Terms**

To complete terms and thereby pass this course you will need to:

- Complete all assignments on the due dates and gain an overall pass grade of C or above. Extensions will be granted only in exceptional circumstances and on an individual case basis.
- Attend not less than 8 seminars, including the mandatory block course.

### **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 offices are 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](http://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](http://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](http://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](http://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](http://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](mailto: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 wants 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/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto: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](mailto:education@vuwsa.org.nz).

**Maniac 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](mailto: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.