

School of Information Management

## **INFO 416 IT BUSINESS DEVELOPMENT**

Trimester 1 2006

### **COURSE OUTLINE**

#### **Contact Details**

Paper Coordinator: Name: David Mason  
Room: EA328 Easterfield Building  
Tel. 463 7435 027 404 8003  
Email: *david.mason@vuw.ac.nz*

#### **Class Times and Room Numbers**

Lectures: Fridays, commencing 03 March 2006  
One two-hour class each week  
Times: 11:00 p.m. to 1:00 p.m.  
Venue: EA 001

#### **Course Objectives**

This course examines the role of IT in modern business. It deals 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 are used to develop models of business practice in the digital world as a means of enabling business development.

This course takes a seminar based approach to teaching. Each week a topic is provided in advance to be discussed the following week. Each student is required to research the topic and to put forward their views based on their research findings. The student will be expected to defend their position and to criticise the viewpoints of others in the discussion. The student's contribution to the seminar topics will attract a maximum of five marks per seminar. The mark will be based on evidence of research recorded in the student's logbook and the quality and depth of the arguments put forward. Only students who take part in the seminar will be eligible for marks for that seminar. Seminar participation is worth a total of 50 marks.

Students are required to prepare a business proposal for a new IT based business. This is required to be in a format and quality suitable for submission to a bank or venture capital supplier. This report is worth 20 marks.

The final piece of assessed work is the individual research report. This is a professionally presented business report based on one of the topics discussed in the seminar. This report is worth 30 marks.

## Course Content

Date	Topic	Reading
WEEK 1	Introduction to IT Business Research	Library Lab practical
WEEK 2	Introduction to Entrepreneurship	Chapter 1 & 3 (Lambing)
WEEK 3	Small Businesses and IT	Chapter 2 (Lambing); Chapters 1 and 3 (Luftman)
WEEK 4	Business Plan – Introduction	The Business Plan: Introduction (Lambing)
WEEK 5	Business Plan - Market Research and Analysis	The Business Plan: Marketing (Lambing)
WEEK 6	Business Plan - Financial Analysis	The Business Plan: Startup Costs and Financing; Projected Financial Statements (Lambing)
	<b>Mid-trimester break</b>	
WEEK 7	IT Business Processes	Chapters 3, 5 and 6 (Luftman)
WEEK 8	Business Enterprise Structure	The Business Plan: The Legal Section (Lambing)
WEEK 9	Roles of Information Management	Chapters 2 and 4 (Luftman)
WEEK 10	IT Business Communications	Chapters 12, 13 and 14 (Luftman)
WEEK 11	Creativity and Innovation	
WEEK 12	IT Business Best Practices	

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

Peggy A. Lambing and Charles R. Kuehl (2003) Entrepreneurship, 3rd Ed; Prentice Hall.  
ISBN: 0-13-097116-2.

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 will need a small notebook to record their weekly seminar preparation.

### **Assessment Requirements**

Seminar Participation	Seminar Preparation 10 x 5 marks	50%	
Report A	A business proposal for a new IT based business.	20%	28 Apr 06
Report B	An expanded report of one of the weekly seminar questions.	30%	02 Jun 06

### *Seminar Topics*

- Wk2 What are the key IT products that will determine the future of work in NZ in the next ten years?
- Wk3 Mobile technology was predicted to have totally transformed business models by 2005. Why did the Wireless Revolution not happen, and what effect is mobile computing likely to have on NZ business in the near future?
- Wk4 Will Open Source software replace the current software business model?
- Wk5 Salesforce.com is reviving the business model of 'software on demand'. What is the likely future of that business model?
- Wk6 Identify two IT based products or services that have failed. Analyse the circumstances and identify the key factors that went wrong.
- Wk7 Discuss one of the emerging technologies on the internet, such as mashups, blogs, wikis or whatever, and put forward a business case for how you could make a business opportunity from it.
- Wk8 What effect will the increased digitization of knowledge and information sources have on how education and knowledge can be leveraged by businesses?
- Wk9 Choose an industry affected by disintermediation and show how it can use IT strategically or tactically to fight back.
- Wk10 Many economists now agree that information and communication technologies explain a significant share of productivity gains in modern economies. How can an individual company measure the productivity gains to be made from ICT?
- Wk11 The make versus buy decision must be addressed every time a new application is requested. Summarise the arguments for and against each option, with particular reference to systems integration issues which typically face large organisations.

### **Penalties**

To get the seminar marks you have to attend. No attendance, no marks. For the reports, the possible marks will be reduced by 5% for each day late.

### **Mandatory Course Requirements**

Attaining at least 50% of the available marks.

### **Communication of Additional Information**

Information about the course will be sent by email or published as announcements on Blackboard.

## **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](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 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/](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).

**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 faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's 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.