

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wananga o te Upoko o te Ika a Maui*



School of Information Management

**MMIM 502 MANAGING IN THE INFORMATION AGE**  
Trimester 1 2006

COURSE OUTLINE

Contact Details				
<b>Course Coordinator:</b>	<b>Name</b>	Val Hooper		
	<b>Room</b>	EA 109		
	<b>Tel</b>	463-5020	<b>Email:</b>	val.hooper@vuw.ac.nz
	<b>Fax</b>	463-5446		
<b>Programme Co-ordinator:</b>	<b>Name</b>	Ruth Neethling		
	<b>Room</b>	EA SIM Reception		
	<b>Tel</b>	463- 5309	<b>Email:</b>	ruth.neethling@vuw.ac.nz
<b>Dates:</b>	Thursdays 2 March – 2 June 2006, excluding mid-trimester break (12 lectures in total)			
<b>Times:</b>	17:40 - 19.30			
<b>Venue:</b>	RLWY 129			

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**Course Objectives**

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You'll never find a business whose slogan is

“What you don't know can't hurt you”

Haag, Cummings & McCubbrey, 2005

Within the last few decades IT and IS have had an enormous impact on organizations and their ability to gain and maintain a competitive advantage. This impact has been most significantly felt at managerial level. Management in organizations is suffused with information resources.

Management is about ensuring the most effective and efficient use of resources in an organization to ensure the sustained existence, growth and competitiveness of that organization. Management is concerned with the optimal use of inputs, transformation and

production of outputs, set against a multitude of influential environmental factors. Management is about a portfolio of various activities – planning, leading, organizing, coordinating, communicating, controlling and reporting.

It is against this backdrop that we address the challenge of assessing the impact of IT and IS developments on the way in which organizations are, and can be managed, and the way in which organizations, in turn, direct the development of IT and IS. In addition, we examine how IT and IS impact on the other organizational resources and how maximum synergy can be achieved between the various inputs.

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### Learning Outcomes

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By the end of the course students should be able to demonstrate skills in understanding and analyzing the recursive influence of IT / IS and organizations upon one another.

They should be able to appreciate the key managerial issues and the way in which IS has, and can, impact upon them

They should be able to appreciate the multiple challenges facing managers in the information age and the way in which IT / IS can help address them

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### Course Content and Schedule

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Class	Date	Topic	Recommended reading*	Deliverables
1	2 March	Introduction, and Background to the information age	Ch 1; Ch 2	
2	9 March	Changing nature of organizations and business models	Ch 10, Ch 3	
3	16 March	Virtual organizations	Ch 5	
4	23 March	Managing people		
5	30 March	Leadership	Ch 12	Individual assignment 1 submission
6	6 April	Managing information assets		
<i>Mid-trimester break</i>				
7	27 April	Managing technology	Ch 4; Ch 6; Ch 7; Ch 8	Case study analysis submission
8	4 May	The challenge of security	Ch 9	
9	11 May	Strategy and information	Ch 4; Ch 7	
10	18 May	Managing change		Individual assignment 2 submission
11	25 May	Decision making		
12	1 June	Legal and ethical issues	Ch 9; Ch 10	Group project submission

- Additional readings will be distributed to the students as the course progresses.
- It is expected that there will be a guest speaker.

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## **Course Resource Materials**

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### **Recommended reading\***

There is no textbook for this course. However, the following book provides some interesting and pertinent reading. The relevant chapters are indicated in the course content and schedule.

Dickson, Gary W. & DeSanctis, Geraldine. *Information technology and the future enterprise: new models for managers*. Prentice-Hall, Upper Saddle River, New Jersey, 2001.

**Library resources**, especially but not exclusively:

- MIS Quarterly
- Journal of Information Systems Management
- Journal of Strategic Information Systems
- MIS New Zealand
- ComputerWorld (New Zealand)
- ComputerWorld (US)
- Information Strategy: The Executive's Journal
- Harvard Business Review

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## **Assessment**

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Assessment will be comprised as follows:

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|---------------------------|-----|
| ▪ Class participation     | 20% |
| ▪ Individual assignment 1 | 15% |
| ▪ Individual assignment 2 | 15% |
| ▪ Case study analysis     | 20% |
| ▪ Group project           |     |
| ○ Individual component    | 20% |
| ○ Group component         | 10% |

There will be no final exam in this course.

A weighted average of the assessment marks will determine whether a student passes the course.

### **Class participation**

Students are expected to attend every class. Where absenteeism is unavoidable, the lecturer should be informed in advance as far as possible.

As an important component of the course is the interaction and sharing of ideas and perspectives during the class sessions, participation in the class discussions will be monitored carefully. The emphasis will lie on the quality of contributions rather than on the frequency. Particularly valued will be:

- Effective starting of a discussion
- Injection of a unique perspective into a discussion
- Inter-relating of various perspectives
- Drawing together things learnt during the discussion
- Relating discussions on new topics to those already covered
- Researching and presenting information beyond the confines of the prescribed readings

Each class will contain a critical review of the readings assigned for that session. While everyone is expected to have prepared these readings, individual students will be assigned certain tasks per session:

- (a) Some will be required to provide a one-page critical review of a specific reading.
- (b) Some will be required to develop three insightful questions pertaining to a specific reading and to lead a short discussion.
- (c) Some will be required to source two additional readings, which relate meaningfully to the topic of that session and to provide a one-page critical review of each article.

Copies of the (a) critical reviews (b) questions and (c) additional readings plus critical reviews will be distributed to the class before the relevant lecture.

### **Individual assignments**

These two individual assignments will be announced at least two weeks in advance. They will be based primarily on secondary research with a strong emphasis on academic rigour.

More details regarding the topics and length of the assignments will be provided nearer the time.

### **Case study analysis**

The case study will be distributed at least two weeks in advance.

The analysis should identify the key issues and challenges faced by the managers / decision makers in the case and should present a substantial argument for what they ought to do.

Guidelines for the analysis of case studies, and more details regarding the length of the analysis will be provided nearer the time.

### **Group project**

The group project is “the golden thread” which will weave its way through your course. The project will be constructed incrementally as the various lecture topics are dealt with, the completed project being submitted at the end of the course. The final project will be assessed in terms of both a group and an individual component.

Progress will be monitored by means of various mechanisms such as randomly requested feedback to the class.

Specific details will be provided at the introductory class.

### **Grading standards**

<b>Letter Grade</b>	<b>Number grade</b>	<b>Approx Dist'n *</b>	<b>Simple Description</b>	<b>More Complete Description**</b>
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

\* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognized that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

\*\* The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

All individual work submitted for assessment should be substantially the student's own, although discussion of developing ideas with other students is encouraged.

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### **Assignments:**

#### **Format of assignments**

Assignments must be submitted in hard copy to the Course Coordinator. They should be computer-formatted, 12pt font, 1.5 line spacing, single sided papers, to allow for written comments on the paper. Title page, table of contents, bibliography and appendix material do not count toward the required assignment length. Any academically accepted bibliographic standard may be used, although APA is preferred.

In addition, an electronic version of assignments should be forwarded to the Course Coordinator.

#### **Penalties for Lateness & Excessive length**

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 5% of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g. serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the Course Coordinator as soon as possible.

Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.

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## **General University Requirements:**

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### **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.

Students should familiarize themselves with the University's requirements, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures, contained in the Statutes of the Calendar and read the requirements of this paper outline in that context.