



School of Information Management

MMIM510 INFORMATION SYSTEMS MANAGEMENT

Trimester 1 2006

COURSE OUTLINE

Contact Details

Paper Coordinator:

Name: Hans Lehmann
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Class Times and Room Numbers

Lectures: *Tuesdays, commencing 28 February 2005*
One two-hour class each week
Times: **7:40 p.m. to 9:30 p.m.**
Venue: **Railway 315**

Course Objectives

The course covers the main principles and practices of managing the information systems function within an organisation. It aims

- To provide an understanding of the role of the Information Systems manager in a corporate environment.
- To explore critically some major issues of interest to Information Systems managers.

Course Content

The table overleaf sets out the lecture topics, readings and due dates for coursework.

NB.: The sequence of topics may have to be changed. Such changes to the lecture schedule will be announced in class and published on BlackBoard.

L#	Date	Topics ^(*)	Readings	Due Dates
1	28-Feb-06	Anatomy of the Course; Why bother?	Intro'n	
2	7-Mar-06	IS Strategy	Ch.1	
3	14-Mar-06	Strategic IS	Ch.2	
4	21-Mar-06	Organisation and IS	Ch.3, 4	
5	28-Mar-06	Supply Networks	t.b.a.	
6	4-Apr-06	Knowledge Management	Ch.11	
	10-Apr-06 21-Apr-06	No Lectures Mid Trimester Break		Case Study (10 April)
7	25-Apr-06	No Lecture: ANZAC Day	Ch.5	
10	2-May-06	BPR & IT (Guest: Dr. John Greenwood)		
8	9-May-06	Infrastructure Management (Guest: Dr. John Greenwood)	Ch. 6	Organisational Analysis (8 May)
9	16-May-06	E-Business	Ch.7	
11	23-May-06	Mobile Business	t.b.a.	
12	30-May-06	IT Economics	Ch.9	

^(*) N.B.: The order of the topics may have to be varied.

Readings

There is a required textbook for this course:

Keri E. Pearson & Carol S. Saunders. 2004. *Managing and using Information Systems: a strategic approach*. **Second Edition**. John Wiley. ISBN 0-471-34644-6

Supplementary Course Readings will be provided on *Blackboard* and announced in class.

Assessment Requirements

Workloads and Terms

For each week of the course participants should plan to spend two hours in lectures, and between one to two extra hours preparing for classes by internalising the readings. In addition, students will need to allocate time for doing assessment work and preparing for the final test. On average it is expected that this would require a further three hours per week. There are no terms requirements. A pass constitutes gaining 50 or more marks of those available, there is no minimum for any particular assessment section.

Lectures

The readings are the foundation for the lectures. For this reason preparation for the classes is essential. However, the material presented in the lectures will often vary and has been

selected to enhance the content of the readings. A significant amount of the lecture time will be spent in participative discussion rather than material presentation.

Assessment Elements:

Case Study Analysis	20%	due 10 April 2006, at 08:00hrs
Organisational Analysis	40%	due 8 May 2006, at 08:00hrs
End of Term Exam	40%	not later than 30 May 2006 (<i>see below</i>)

Grading standards

<i>Letter Grade</i>	<i>Number/Percentage Grade Equivalent</i>	<i>Simple Description</i>	<i>Extended Description</i>
A+	Over 84	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	Excellent	Polished, original, demonstrating mastery
A-	75-79	Very Good	Some originality, exceeds all requirements
B+	70-74	Good	Exceeds requirements in some respects
B	65-69	Satisfactory	Fulfils requirements in general
B-	60-64	Acceptable	Only minor flaws. Unoriginal
C+	55-59	Pass	Mistakes, recapitulation of course material
C	50-54	Minimum pass	Serious mistakes or deficiencies
D	40-49	Marginal Fail	Little understanding, insufficient performance
E	00-39	Fail	Below the minimum required

Letter Grades will be used to mark assignments and the final examination. However, a number grade equivalent will be supplied for the overall course mark.

Assignment 1: Case Analysis (20% total)

You are expected to analyse the case situation and make a recommendation for action based on current IS research findings, acting as you would if you were asked to investigate the situation as part of your professional work. You will be expected to demonstrate familiarity with relevant IT research in the area. Your case submission will be judged on the quality of the analysis and argument, correct citation and demonstrated application of IS research findings.

Case: AUSTRALASIAN PRODUCE CO-OPERATIVE

Due: To be received by 08:00 on Monday, 10 April 2006.

Length: max 2000 words (not including figures, tables and appendices)

Worth: 20%

Case Abstract and Assignment Scenario

This case describes how the Australasian Produce Co-Operative (APCO), a marketing cooperative in a land-based industry in ‘Australasia’ attempted to create a global information system. APCO is among the 20 largest food enterprises in the world. Information systems took on increasing importance as the enterprise refined its global operations in the last decade.

In the six years between 1996 and 2002, the case demonstrates the process of evolving an international information system as it follows APCO's global system development.

You are an investigative consultant charged with identifying where the APCO project went wrong. Your specific remit is to identify:

- What are (in your expert opinion) the three most critical mistakes made in the case?
- What should have been done better?

Provide your analysis in a report with an executive summary and three sections - one for each 'mistake'.

Instructions:

This analysis should **apply** the theory(ies) and frameworks presented in the course so far. You should focus specifically on the use of Information & Communication Technologies (ICT) rather than restrict yourself to analyses of organisational and/or business issues.

Layout of the Assignment:

Please **provide a coversheet and/or a header/footer with your name and the page number in the format "Page x of xx"**.

Standard presentation is 1.5-line-spacing with 12 point Times New Roman font for A4 paper. Please submit either an MSWord or Acrobat PDF document (and please don't inhibit comments if you use the PDF security feature).

Other points to observe:

- Although you are encouraged to discuss your ideas with other members of the course and the course lecturer, there is an expectation that any work submitted is entirely your own – except where otherwise referenced. Such references must be cited in an appropriate manner (so that another person has sufficient information to locate the source, e.g. article/book).
- Don't forget to give a brief statement of the key IS theories applicable for the situation(s) and a list of references used to support the arguments.
- There is no need for a summary, introduction to, or restatement of, **the case itself**.

And please remember to

Adhere to the file naming convention for the file attachment and email subject line, i.e. *Al_LastName.doc/pdf*

Marking Criteria:

<i>Criterion</i>	<i>Weight</i>
Executive summary	10%
Insightful Analysis of the 'Mistakes'	20%
Appropriate Use of Theory(ies)	20%
Well Supported 'Suggestions'	30%
Clarity and Conciseness of Argument	10%
Presentation, Spelling, Grammar, Structure, Referencing, Citations;	10%

Assignment 2: Organisation Analysis

Due: To be received by 08:00hrs on Monday, 8 May 2006.

Length: max 2000 words (not including figures, tables and appendices)

Worth: 40%

Choose one of the following topics (**N.B.: other topics may be agreed with the Paper Coordinator**):

IT Organisation Structure	In the light of current IT theory, comment on the structure of the IT function in your organisation
Electronic Business/Commerce	What is your organisation doing about electronic commerce, especially mobile technology? How successful has it been, what models is it following, what models should it be following?
<i>Electronic Document management</i>	What is your organisation doing about electronic document storage and retrieval? What archiving policies are in place? What is being done to make data interchange easier? What industry standards are being used?
Security and Privacy	What procedures does your organisation have for security and privacy? What issues are not being addressed? Will this change in the future? How?
IT investment evaluation	How does your organisation go about valuing IT investments? How does this compare with similar organisations?
Utilising New Technology	Comment on the plans and prospects for improving one particular aspect of IT in your organisation by introducing some developing technology.
New Operations Strategies	How could your organisation benefit from using an Application Service Provider? Do a cost and risk justification for adopting ASP in house.

Marking Criteria:

<i>Criterion</i>	<i>Weight</i>
Well Structured Introduction	5%
Comprehensive Investigation of the Current Situation in your Organisation:	25%
Insightful Analysis of the Findings:	25%
Well Supported Recommendations to Improve the Situation:	15%
Strength of the Research Approach and Supporting Material	20%
Presentation, Spelling, Grammar, Structure, Referencing:	10%

Layout: This will depend on the topic chosen, but in general the instructions set out for the case study assignment (see above) apply here too.

Assignment Submission

can take two forms:

1. as a MS Word or Adobe PDF document, as an attachment to an email to the Paper Coordinator; **this is the preferred mode**. Alternatively,
2. in hard copy to the Paper Administrator;

in either case, please submit **before or not later than 08:00hrs on the due date**.

Final Test (40%)

If the class agrees unanimously, this will be a ‘take-home’ examination, to be carried out between 27 May and 29 May 2006. Otherwise it will be held on Tuesday 30 May 2006, during class time.

Structure: There will be six questions/problems; you are required to answer any three.

The test questions will be derived from the set textbook, the material covered in the lectures and from any journal articles distributed as part of the courseware. Each of the questions can be answered solely by synthesising and aggregating the material in the text book, but the superior student will be expected to incorporate material discussed in class and from the academic literature as well.

Mark Allocation:

- Analysis of the question and problem definition
- Identification of issues and special factors
- Synthesis of parts in multiple aspect questions
- Structure and coherence of argument
- Introduction of relevant IS theories and readings
- Diagrams, charts etc summarising points
- Examples drawn from NZ practice
- Strict adherence to the question asked

There is no particular weighting given to individual factors since the nature of the questions differs but the answers are appraised according to how closely they match this checklist.

Penalties

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, unavoidable business requirements) may lead to a waiver of this penalty but need to be discussed with the paper 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. Penalty percentages in proportion to the excess word count¹ will be applied.

¹ Example: Both assignments have word limits of 2,000 words. Accordingly, an assignment with 2,200 words would incur a penalty of 10%.

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 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

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