

**School of Information Management**

**COMM 101**

**Introduction to Communications and Information Management  
 Trimester 2 – 2006**

**COURSE OUTLINE**

**Contact Details**

		<b>Room</b>	<b>Tel.</b>	<b>E-mail</b>
<b>Course Coordinator, Lecturer</b>	Lan Anh Tran	EA 233	463 6887	<a href="mailto:lan.anh.tran@vuw.ac.nz">lan.anh.tran@vuw.ac.nz</a>
<b>Guest Lecturers</b>	Brenda Chawner Dan Dorner	EA201		<a href="mailto:brenda.chawner@vuw.ac.nz">brenda.chawner@vuw.ac.nz</a> <a href="mailto:dan.dorner@vuw.ac.nz">dan.dorner@vuw.ac.nz</a>
<b>Tutor</b>	Jay Buzenberg	EA213		<a href="mailto:buzenbjay@student.vuw.ac.nz">buzenbjay@student.vuw.ac.nz</a>

*Please make an appointment if you wish to see the Course Coordinator.*

**Class Times and Room Numbers**

LECTURES (2 hours/week)

Monday	14:10-15:00	HMLT003
Thursday	14:10-15:00	HULT220

WORKSHOPS (1.30 hours/week) **MY211**

Monday	15:00-16:30
Monday	16:30-18:00
Tuesday	10:00-11:30
Tuesday	11:30-13:00

## Workshop Allocation Procedure

Sign-up sheets for each available time slot will be available on Blackboard. You must sign up for the tutorials yourself in the first week, between 10 and 17 July. Please contact [the tutor](#) if you have not signed up by that time. Detailed instructions for signing up for your tutorials are in section 5 'Workshop Sign Up' under the 'Course Information' folder on Blackboard. You need to select a time slot that fits your timetable and enter your name on only one of the lists provided. Once you have been allocated to a group, it will be your responsibility to know when your tutorials and workshops are scheduled and where they are located.

### Warning:

- \* Make sure you bring your personal timetable with you so that your selected workshop time does not clash with other classes. It will not be easy to change your selection once accepted.
- \* If your name appears on more than one workshop list, the Senior Tutor reserves the right to put you in the workshop of her choice.
- \* Each workshop can take up to 22 students. When a list is full, it is removed from circulation. *As the names are entered on a first-come-first-served basis, it is strongly recommended that you do this in the first week, otherwise you may be assigned to a less desirable time slot.*
- \* If you have any serious problems with your assigned time slot, see the Lecturer.

## Course Details

Credit Value:	18 points
Prerequisite:	None
Restrictions:	None
Dates:	10 July to 20 October 2006

## Course Objectives

On satisfactory completion of this course, students should be able to:

1. Understand the concepts of data, information, knowledge, and communication.
2. Be familiar with and able to use various information resources including computer databases, intranet and extranet services, multimedia resources, Internet and web resources.
3. Search for relevant items from various information resources.
4. Evaluate the quality of information using appropriate criteria.
5. Conceptualise and produce through word processing effective academic writing.
6. Present research findings to an audience of peers using standard presentation software.
7. Create and manipulate bibliographic databases using EndNote, and create relational databases using MS Access.
8. Create home pages using Macromedia Dreamweaver and FireWorks.

## Course Content

This course introduces students to the nature of information, knowledge and communication, and develops skills in using a wide range of electronic resources, such as computer databases, intranet and extranet services, multimedia resources, Internet and web resources.

It covers conceptual aspects of data, information, knowledge, various types of information resources and communication, and includes practical hands-on work related to modern information management: website design, project management, creating and manipulating databases, storage, retrieval and manipulation of a variety of information resources. The course will increase students' confidence in undertaking research, organising information quickly and efficiently to support their study and their future career, and presenting the results in written or oral form.

## Expected Workload

Every week students are *expected* to attend two hours in class, one and half hours in workshop, and to complete the recommended readings from *Course Notes* during the course. In addition, students are expected to spend seven to ten hours working on your own per week. Students must complete 7 of 11 workshop assignments and they will show the tutor their completed work either visually on the screen or in a printout. It is the student's responsibility to notify the tutor when they are ready to be marked and the tutor is under no obligation to check completed work outside the workshop time.

## Required Readings

*COMM101 Textbook*. 2006. Wellington: Victoria University of Wellington.

This Textbook contains recommended readings for COMM101. It also provides information relevant to the mid-term test and the research report. (Available from Student Notes Centre. It costs \$27.80) The course outline, PowerPoint lecture notes, and workshop materials are available on Blackboard.

## Assessment Requirements

	<u>%</u>	<u>Due Date</u>
Mid-term Test	35%	17 August
Research Report	35%	19 October
PowerPoint slides	10%	During workshop in 12 <sup>th</sup> week
Research Presentation	10%	During workshop in 12 <sup>th</sup> week
Tutorials/workshops	10%	19 October (Best 7 of 11 marks)
<b>TOTAL</b>	<b>100</b>	

**Mid-Term Test:** This will be a 45-minute test held in the normal lecture theatre during the normal lecture time on Thursday 17 August 2006. Unless otherwise stated, all material covered in the lectures and readings up to that point will be assessable. Details will be advised closer to the date. (Objectives: 1, 2, 3, 5)

**Report:** This will be a research paper, reporting your research findings on one of the topics listed below (see Appendix). The completed report must be no more than 2000 words and be consistent with all of the guidelines described in the class. The final report must be consistent with the MS Word report template and be presented for marking in MS Word. The paper must be turned in by 4:30pm on Thursday 19 October 2006 in hardcopy unless an approved extension is granted. A marking sheet stating the criteria for marking will be distributed in class. You must declare the topic you will write on by 20 July 2006 or lose 5% of your final report mark (see the topic instructions in page 10). Your declared topic will be turned in at the beginning of the lecture on that date and a change of topic must be approved by the Course Coordinator. (Objectives 5, 6, and 7)

**PowerPoint Slides:** PowerPoint slides used for the in-class presentation of the research findings must be turned in to the marker at the time the presentation is given. The marking criteria for these slides will be included in the Presentation Marking Sheet and must be consistent with the guidelines presented during lectures and workshops. (Objective 4)

**Research Presentation:** You will be required to present the findings in your research report to your classmates in a 5-minute presentation to be delivered during the 12<sup>th</sup> week of term. Your presentation will be presented on a provided computer using PowerPoint slides. Points will be deducted for taking more than 5 minutes and not delivering a hardcopy of your PowerPoint slides to your marker. Specific criteria for marking the presentation and slides will be handed out in class as the Presentation Marking Sheet. (Objective 4)

**Tutorials:** You will be given an assignment to complete each week during the tutorials/computer workshops. Your mark will be the average of the best 7 of the 11 tutorials/workshops. You must show your tutor the completed assignment prior to the next week's tutorial/workshop or will receive 0 for that week. You must complete the assigned text readings prior to the workshop or you will be unable to complete the workshop in the allotted time. (Objectives 1, 2, 3, 4, 5, 6, 7)

## **Mandatory Course Requirements**

To pass this course, students must have:

1. correctly enrolled in the course
2. taken the mid-term test
3. attained at least 50% of the possible marks for the research report
4. presented the research findings during their allocated time
5. attained a weighted average over all assessments of at least 50%

## **Penalties**

In fairness to other students, work submitted after the deadline on the due date will incur a 10% penalty (of the value of the project) for each calendar day late. In the event of bereavement or prolonged illness affecting your ability to meet the deadline, you can discuss this with the tutor. In the case of illness, you may be asked to produce a medical certificate.

### **Communication of Additional Information**

All notices relating to this paper will be posted on the Blackboard system – COMM101 (<http://blackboard.vuw.ac.nz/>). Please contact the Tutor if you have a problem with logging onto Blackboard. You are expected to check this website on a regular basis. Lecture slides and the course outline will be available on this website as well.

### **Faculty of Commerce and Administration Offices**

#### Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

#### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

### **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at [www.vuw.ac.nz](http://www.vuw.ac.nz).

### **Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at [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. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

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 Impairments**

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

### **Student Support**

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz)) is 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/).

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz)) is located on the ground floor, Student Union Building.

### **Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)**

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

Courtney

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta  
Room 210, Level 2  
Railway West Wing  
Tel. (04) 463 8997  
Email: [Puawai.Wereta@vuw.ac.nz](mailto:Puawai.Wereta@vuw.ac.nz)

Fa'afai Seiuli  
Room 109 B  
14 Kelburn Parade  
Tel. (04) 463 5842  
Email: [Faafoi.Seiuli@vuw.ac.nz](mailto:Faafoi.Seiuli@vuw.ac.nz)

## T I M E T A B L E

Date	Lecture/ Workshop	Topic
<b>WEEK 1</b>		
Mon 10 Jul	Lecture 1	The Nature of Information
Thurs 13 Jul	Lecture 2	Types of Information
		No workshop in this week
<b>WEEK 2</b>		
Mon 17 Jul	Lecture 3	The Structure of Knowledge
Thurs 20 Jul	Lecture 4	Introduction to Digital Resources
	Workshop 1	- Introduction to the lab, logging on, moving around different applications. - Using MS Word and Library Tour
<b>WEEK 3</b>		
Mon 24 Jul	Lecture 5	Online and CD-ROM Databases
Thurs 27 Jul	Lecture 6	Internet Resources
	Workshop 2	Citation exercise
<b>WEEK 4</b>		
Mon 31 Jul	Lecture 7	Books and Literature on the World Wide Web
Thurs 3 Aug	Lecture 8	Intranet and Extranet Resources
	Workshop 3	Library Catalogue Searching
<b>WEEK 5</b>		
Mon 7 Aug	Lecture 9	Multimedia Resources
Thurs 10 Aug	Lecture 10	Introduction to Communication
	Workshop 4	Database Searching
<b>WEEK 6</b>		
Mon 14 Aug	Lecture 11	Mid-Term Review
<b>Thurs 17 Aug</b>	<b>Lecture 12</b>	<b>Mid-Term Test in HU LT220 at 9:00am</b>
	Workshop 5	Internet Searching
<b>21 Aug – 3 Sep</b>		<b>Mid-trimester breaks</b>



<b>WEEK 7</b>		
Mon 4 Sep	Lecture 13	Writing Reports
Thurs 7 Sep	Lecture 14	Evaluating Information Quality
	Workshop 6	FireWorks Tutorial: Creating Graphics
<b>WEEK 8</b>		
Mon 11 Sep	Lecture 15	Designing Websites: Part 1
Thurs 14 Sep	Lecture 16	Designing Websites: Part 2
	Workshop 7	Basic DreamWeaver Tutorial
<b>WEEK 9</b>		
Mon 18 Sep	Lecture 17	Oral Presentations
Thurs 21 Sep	Lecture 18	Applications of Information Technology
	Workshop 8	Creating Web Pages Using DreamWeaver
<b>WEEK 10</b>		
Mon 25 Sep	Lecture 19	Writing a Research Proposal
Thurs 28 Sep	Lecture 20	Introduction to Information Policies
	Workshop 9	Creating A Presentation Using MS PowerPoint
<b>WEEK 11</b>		
Mon 2 Oct	Lecture 21	Introduction to the Relational Model
Thurs 5 Oct	Lecture 22	Introduction to Communication Practices
	Workshop 10	EndNote Tutorial
<b>WEEK 12</b>		
Mon 9 Oct	Lecture 23	Professional Presentations
Thurs 12 Oct	Lecture 24	Course Review
	Workshop 11	Creating a Database Using MS Access
<b>Thursday 19 Oct 2006</b>	<b>10:00-16:00</b>	<b>Presentation of research papers</b>
<b>Thurs 19 Oct</b>	<b>Research Report: Due, 4:30pm, COMM101 Box, Level 1 - Easterfield Building</b>	

## **Appendix - Research Report: TOPIC INSTRUCTIONS**

The primary objective of the research report is to enable the student to explore **one** topic presented in this course in more detail in order to gain practice in the presentation of information. Students must write a research report and present findings in tutorials on one of the following topics:

1. Planning the content for designing a web site.  
Suggestion: You can use Shelly, Cashman, and Kosteba, 2006 (in COMM101 Course Book, Recommended reading for lecture 16) as one of your references.
2. Mobile and wireless applications in the digital economy.  
Suggestion: You can use Turban, McLean, Wetherbe (*et al.*) 2004 (in COMM101 Course Book, Recommended reading for lecture 18) as one of your references.
3. The uses of various tools for creating web pages and web sites.  
Suggestion: You can use Shelly, Cashman, and Kosteba, 2006 (COMM101 Course Book, Recommended reading for lectures 6 and 7) as one of your references.
4. Concepts of the relational database.  
Suggestion: You can use Ritchie, C. 2002 (COMM101 Course Book, Recommended reading for lecture 21) as one of your references.
5. Multimedia applications for the web.  
Suggestion: You can use Shuman, J. 2003 (COMM101 Course Book, Recommended reading for lecture 9) as one of your references.
6. The basic components of organizational information networks.  
Suggestion: You can use Buyukozkan, G. 2004 (COMM101 Course Book, Recommended reading for lecture 2) as one of your references.