

School of Information Management

**MMIM554/COMM506**  
**E-LEARNING BUSINESS**

Trimester Three 2006

**COURSE OUTLINE**

<b>Design and Instructor</b>	Associate Professor Dr Lalita Rajasingham Room Easterfield 215
<b>Telephone:</b>	(04) 463-5266
<b>Fax:</b>	(04) 463 5446
<b>E-mail:</b>	<a href="mailto:lalita.rajasingham@vuw.ac.nz">lalita.rajasingham@vuw.ac.nz</a>
<b>URL:</b>	<a href="http://www.sim.vuw.ac.nz/staff/lalita-rajasingham.aspx">www.sim.vuw.ac.nz/staff/lalita-rajasingham.aspx</a>
<b>Availability:</b>	Mondays: 10-3 pm; Fridays 10-3 pm; or times by appointment. E-mail messages will be answered daily.
<b>Location:</b>	All Wellington based seminars will be held in Hunter 324. Students will participate via Chatterbox from other centres by arrangement.
<b>Trimester Dates:</b>	Course dates 15 November 2006 – 3 February 2007 (break 22 December - 5 January). <b>Mandatory end of block course to be held from 10.00am-4.00pm in Wellington, Saturday 3 February 2007</b> , room tba. Changes may be made for academic or other reasons in consultation with enrolled students
<b>Seminar Times:</b>	Wednesday: 5.40 pm - 7.30 pm

**Course content will be provided on an interactive CD-Rom to enrolled students and course communications will be via Blackboard**

## Course Objectives

The primary objective is to be able to design an educational or organisational learning 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 and organisations 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

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.

The course is divided into three UNITS:

UNIT 1 EDUCATION YESTERDAY (education revolution, communications in education, contemporary classroom, the old paradigm);

UNIT 2 EDUCATION TODAY (old media in education, computers and multimedia, e-learning, the internet)

UNIT 3 EDUCATION TOMORROW (virtual reality, HyperReality, virtual class, virtual school, virtual university, globalisation and commercialisation of education, localisation: the future of New Zealand education)

## Expected Workload

Students participating in MMIM 554/COMM 506 can expect to spend:

- Two hours per week in seminars;
- **10-14** hours per week on reading, researching, webbing, and assignments.  
COMM 506: **14-16 hours**

As the Seminars are based on collaborative discussions on readings, absences would result in the need for considerable catching up.

## Readings

### Required Text

John Tiffin and Lalita Rajasingham (2003). *The Global Virtual University* Routledge, London and New York (\$59.95), available from the University Bookshop at both Pipitea and Kelburn Campuses.

### 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 and contextualisation on education, information technology, and cost 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. There is a growing body of literature and texts on the costing E-Learning and virtual universities. Use a good search engine like Google and search for these keywords. Of special interest in this area is the work of Professor Greville Rumble.

We also hope to count on the presence of eminent international and national scholars and practitioners in the e-learning business. They will participate in person or as a telepresence via the Internet and add richness to MMIM 554/COMM 506.

### Assessment Requirements

This course is internally assessed. Course members will not be assessed against each other.

There are two assignments for MMIM 554 (50% each) and three assignments for COMM 506 (25%, 35%,40%). Due dates of assignments are indicated on the CD-ROM and all assignments will relate to the course objectives, lectures and readings. Extensions will be granted only in exceptional circumstances and on an individual case basis.

Grading schedule: 85-100% A+; 80-84% A; 75-79% A-; 70-74% B+; 65-69% B; 60-64% B-; 55-59% C+; 50-54% C (pass grade) 40-49% D; 0-40% E.

A grades are award 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.

There is strong emphasis on how you communicate. This accounts for approximately half the marks in any assignment (as distinct from what you communicate). How you communicate is not just the way you write. It includes formatting, presenting, referencing, observing deadlines and targeting the reader/audience.

### **Penalties**

Penalties will be incurred as follows: loss of 1 mark for each day an assignment is overdue; 5 marks for every 100 words for exceeding the word limit (will be progressive); and 0.25 marks for each minute (progressive) exceeding the time limit for oral presentations.

### **Mandatory Course Requirements**

- Attend no less than 8 of the 11 seminars, including the mandatory block course.

Student work submitted for assessment in this course maybe checked for academic integrity by the electronic search engine Turnitin.

### **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 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).

### **Notice of Turnitin Use**

Student work provided for assessment in this course maybe checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which maybe forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work maybe copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **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.

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

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

Fa'afoi Seiuli  
Pacific Support Coordinator  
Room 109 B  
14 Kelburn Parade  
Tel. (04) 463 5842  
Email: [Fafoi.Seiuli@vuw.ac.nz](mailto:Fafoi.Seiuli@vuw.ac.nz)

The Pacific Support Coordinator is also available on the Pipitea Campus, Room 212, Level 2, Railway West Wing, every Thursday, 1-4pm. No appointment is necessary. You can either come in, email or phone with any issue that you need help with. Fa'afoi links Pacific students to the services and support they need while studying at Victoria.