

Faculty of Commerce and Administration

School of Information Management

INFO 416 IT Business Development

Trimester One 2007

COURSE OUTLINE

Contact Details

		Room	Tel.	E-mail
Course Lecturer	Dr. Sitalakshmi Venkatraman	EA231	463 6885	Sita.Venkatraman@vuw.ac.nz
Course Lecturer	Mr. Mark Wilson	N/A		mark.wilson@esr.cri.nz
Notices	All formal notices relating to this course will be posted on the Blackboard system. http://blackboard.vuw.ac.nz You are expected to check for announcements on Blackboard on a regular basis. Please ensure that you have a user ID and a password to log in.			

(See office hours on Blackboard, under the Staff Information folder. Please make an appointment if you wish to see the Course Lecturers.)

Notes

- Please note that it is important to attend all lectures and tutorials for a better understanding of this course.
- If you have questions about lecture content or readings, please raise them with the Lecturer. The Lecturer will generally be happy to answer questions during lectures and tutorials or during the consultation hours.

Class Times and Room Numbers

LECTURES (2 hours/week) **EA 001**
 Friday 1:10-3:00pm

TUTORIALS (1 hour/week) **EA 004**
 Friday 12:00 – 12:50pm

Course Objectives

This course will examine the role of IT in modern business. It will deal 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 will be used to develop models of business practice in the digital world as a means of creating business development.

At the conclusion of this course students will:

1. understand the concepts and principles of developing businesses.
2. understand the significance of entrepreneurship using cases studies.
3. understand the strategic, tactical and operational IT processes in modern business.
4. be able to appreciate the role of IT in business communications.
5. be able to develop business plans/models for new as well as existing businesses.
6. be able to leverage on the state of art technology to improve business productivity and achieve process and product quality.
7. be able to adapt IT business best practices to achieve customer satisfaction and improve profitability of enterprises.

This is a "mixed-mode" course consisting of lectures and tutorials. Many course resources will be available on Blackboard, but the Blackboard materials are NOT intended to be a substitute for attendance at lectures and Tutorials. Regular attendance at all scheduled lecture and tutorial sessions is essential and therefore expected.

Lectures: Lectures will compliment the on-line material and the textbook but will NOT necessarily cover exactly the same material. The lectures will offer discussions, case studies, examples, critiques and alternative viewpoints on the topics. All lecture material is assessable in the form of three quizzes held during Lecture 3, 8 and 11.

Tutorials: Tutorials are compulsory. To obtain terms students must attend at least 8 tutorials. The tutorial exercises would be posted in blackboard a priori and you are required to come prepared with the answers to the tutorial sessions. This will be strictly adhered to. You would use Term 1 of the tutorials to work on two case studies, which you would complete as part of assessment. You will work on the assignment and other allocated tutorial questions during Term 2.

The course consists of three assessments, Quiz, Case Studies and Individual Assignment. The Quiz is aimed at testing the students' ability to comprehend the main concepts and cases discussed during lectures. The Case Studies and Individual Assignment are designed to facilitate students in applying the theories, models and practices to business case scenarios.

Course Content

Schedule

Note: Sessions may vary from those advertised.

Date	Lecture/ Tutorial	Topic
WEEK 1		
2 March (S)	Lecture 1	Introduction to Entrepreneurship
	<i>Reading</i>	Chapter 1 & 3 (Lambing)
	Tutorial	No Tutorial
WEEK 2		
9 March (S)	Lecture 2	Small Businesses and IT
	<i>Reading</i>	Chapter 2 (Lambing); Chapters 1 and 3 (Luftman)
	Tutorial 1	Introduction to Entrepreneurship
WEEK 3		
16 March (S)	Lecture 3	Business Plan – Introduction; Quiz 1
	<i>Reading</i>	The Business Plan: Introduction (Lambing)
	Tutorial 2	Entrepreneurship Case Study
WEEK 4		
23 March (M)	Lecture 4	Business Plan - Market Research and Analysis
	<i>Reading</i>	The Business Plan: Marketing (Lambing)
	Tutorial 3	Business Plan Case Study
WEEK 5		
30 March (M)	Lecture 5	Business Plan - Financial Analysis
	<i>Reading</i>	The Business Plan: Startup Costs and Financing; Projected Financial Statements (Lambing)
	Tutorial 4	Business Plan Case Study
WEEK 6		
6 April	Lecture 6 / Tutorial 5	No lessons – Good Friday
5 Apr		Submission of Case Studies – Due Thursday 5:00pm
6/04 – 22/04		Mid-trimester break

Date	Lecture & Tutorial	Topic
WEEK 7		
27 April (S)	Lecture 7	Business Enterprise Structure
	<i>Reading</i>	The Business Plan: The Legal Section (Lambing)
	Tutorial 6	Business Plan Case Study - Solution
WEEK 8		
4 May (S)	Lecture 8	Roles of Information Management & IT Business Processes; Quiz 2
	<i>Reading</i>	Chapters 2-6 (Luftman)
	Tutorial 7	Business Enterprises Structure
WEEK 9		
11 May (M)	Lecture 9	IT Business Communications
	<i>Reading</i>	Chapters 12, 13 and 14 (Luftman)
	Tutorial 8	Roles of Information Management & IT Business Processes
WEEK 10		
18 May (M)	Lecture 10	Creativity and Innovation
	<i>Reading</i>	TBA on Blackboard
	Tutorial 9	IT Business Communications; Assignment
18 May		Submission of Assignment – Due Fri 5:00pm
WEEK 11		
25 May (S/M)	Lecture 11	IT Business Best Practices; Quiz 3
	<i>Reading</i>	TBA on Blackboard
	Tutorial 10	Assignment Presentations
WEEK 12		
1 June (S/M)	Lecture 12	Assignment Presentations
	Tutorial 11	Assignment Presentations

Expected Workload

You are expected to devote a total of 9 hours per week for this course. This is an average workload, and the workload will vary from week to week during the trimester.

Attendance: Students are expected to attend all lectures and tutorials and to complete the recommended readings, weekly.

Group Work

There is no group work and all assessments are based on individual work.

Readings

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

1. Peggy A. Lambing and Charles R. Kuehl (2003) Entrepreneurship, 3/E; Prentice Hall. ISBN: 0-13-097116-2.
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 are expected to have the following for each Tutorial:

- A computer account by the 1st week of term
- Have read the chapter(s) and tutorial materials prior to their allocated tutorial time
- Have prepared the answers to the tutorial exercises prior to their tutorial sessions
- **Lecture slides and the tutorial exercises posted on Blackboard to be brought to the tutorials.**

Assessment Requirements

<u>Assessment Components</u>	<u>%</u>	<u>Due Date</u>
Quiz (1,2 and 3)	30	During Lecture 3, 8 & 11
Case Studies	30	5 Apr 5 p.m.
Individual Assignment	40	18 May 5 p.m.
TOTAL	100	

Important Notes:

- No extension is possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.
- You are expected to back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on USB drive or CD, for example). You should upload “work in progress” to your course web-site regularly.
- Do not leave submitting your work to the last minute – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.
- Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, **the work must be ENTIRELY your own.** In this way, we will have your perspective on the topic - not someone else's!

Assessment Submission

Material for assessment must be submitted to the Digital Drop Box of Blackboard. You are required to name the file with your ID and the first page should contain your name and ID as well.

An automatic 10% penalty will be applied to assignments that are not submitted correctly, or that do not open correctly, regardless of the circumstances.

Penalties

In fairness to other students, work submitted after the deadline will incur a 10% penalty (of the marks achieved for the project) for each day (within 24 hours) late. This will be monitored through a check on the drop box, date/time stamps etc. In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the Lecturers. You must verify your claim, e.g., produce a medical certificate. Extensions will only be granted under these conditions.

Plagiarism and Cheating

Plagiarism is not acceptable in any form by any university. Plagiarism takes many forms and includes:

- Submitting for one course, a piece of your own work which has been written or submitted for another course;
- Copying text, diagrams, images, or code directly from textbooks, the Internet, and other sources without using quotation marks or otherwise acknowledging your source.
- Not acknowledging the sources you have used in your work (i.e., you must cite all references);
- Deliberately copying another student's work.

Work, that shows evidence of plagiarism, will be penalised in line with the seriousness of the case. Minor breaches will result in lowered grades. Deliberate cheating will result in University academic disciplinary procedures being invoked with possible expulsion from the course.

Lab Access

Information Systems and Electronic Commerce students have access to a range of computer lab facilities for you to work on the case studies and assignment submissions. This means that you can still undertake this course even if you don't have a computer at home.

Like all university students you are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either of the SCS helpdesk in the library or the Murphy building.

The lab offers 24-hour access via student ID cards unless booked for another class. Students should check the booking schedules on the lab doors before entering a laboratory to ensure

- (a) they are not interrupting a class and
- (b) they can finish their work before the next scheduled class. You may be asked to leave by the lab supervisor if the machine you are using is required for a scheduled class.

Mandatory Course Requirements

To pass this course, students must have:

1. correctly enrolled in the course
2. attended at least 8 out of 10 tutorials
3. attained a weighted average over all assessments of at least 50%

Communication of Additional Information

All formal notices relating to this course will be posted on the Blackboard system, <http://blackboard.vuw.ac.nz>. You are expected to check for announcements on Blackboard on a regular basis. Please contact the Senior Tutor in order to have a user ID and a password to log in.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.