

School of Information Management

COMM101 Introduction to Communications and Information Management

Trimester Two 2007

COURSE OUTLINE

Course Details

Credit Value: 18 points
Prerequisite: None
Restrictions: None
Dates: 9 July to 14 October 2007

Contact Details

Lecturer & Course Coordinator

Lan Anh Tran
Easterfield Building EA 233
Tel. 04 463 6887
lan.anh.tran@vuw.ac.nz
Office hours: Friday between 10:00 and 12:00

Tutor

Balsam Al-dabbagh
Email: balsam.aldabbagh@gmail.com

Class Times and Room Numbers

LECTURES (2 hours/week)

Tuesday	9:00-9:50	HULT220
Friday	9:00-9:50	HULT220

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

Monday	10:30-12:00
Wednesday	13:00-14:30 14:30-16:00

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 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.

Details of lectures and workshops in this course are available at the end of this course outline.

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 the 10 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.

Group Work

There is no group work in this course.

Required Textbook

COMM101 Textbook. 2007. Wellington: Victoria University of Wellington.

This Textbook contains recommended readings for COMM101. It also provides relevant references to the research report and the final test. (Available from Student Notes Centre)

Assessment Requirements

	<u>%</u>	<u>Due Date</u>
Research Report	35%	4 September (4:30pm)
PowerPoint slides	10%	4 September (4:30pm)
Research Presentation	10%	4 September (4:30pm)
Final Test	35%	12 October (50 minutes)
Tutorials/workshops	10%	As indicated in workshop schedule
TOTAL	100	

Research 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 Tuesday 4 September 2007](#) 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 2007](#) 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.

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.

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 7th 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.

Workshops: You will be given an assignment to complete each week during the tutorials/workshops. Your mark will be your attendance and participation of the 10 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.

Final Test: This will be a 50-minute test held in the normal lecture theatre during the normal lecture time on Friday 12 October 2007. Unless otherwise stated, all materials covered in the lectures, recommended readings, and workshops during the 12-week course will be assessable. Details will be advised closer to the date.

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.

Mandatory Course Requirements

To pass this course, students must have:

1. correctly enrolled in the course
2. submitted the research report and presentation slides
3. presented the research findings during their allocated time
4. attained at least 50% of the final test

Communication of Additional Information

Course information will be maintained on the VUW BlackBoard System. All students are required to access this at least twice per week. Email communication from students must be via their SCS email accounts. Email from other email accounts will be ignored.

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.

Notice of Turnitin Use

Student work provided for assessment in this course may be 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 may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be 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.

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.

T I M E T A B L E

Date	Lecture/ Workshop	Topic
WEEK 1		
Tues 10 Jul	Lecture 1	The Nature of Information
Fri 13 Jul	Lecture 2	Types of Information
	Optional Workshop	- Introduction to the lab, logging on, moving around different applications. - Using MS Word and Library Tour
WEEK 2		
Tues 17 Jul	Lecture 3	The Structure of Knowledge
Fri 20 Jul	Lecture 4	Writing Reports
	Workshop 1	Citation exercise
WEEK 3		
Tues 24 Jul	Lecture 5	Writing a Research Proposal
Fri 27 Jul	Lecture 6	Oral Presentations
	Workshop 2	Creating A Presentation Using MS PowerPoint
WEEK 4		
Tues 31 Jul	Lecture 7	Online and CD-ROM Databases
Fri 3 Aug	Lecture 8	Multimedia Resources
	Workshop 3	Database Searching
WEEK 5		
Tues 7 Aug	Lecture 9	Internet Resources
Fri 10 Aug	Lecture 10	Books and Literature on the World Wide Web
	Workshop 4	Internet Searching
WEEK 6		
Tues 14 Aug	Lecture 11	Intranet and Extranet Resources
Fri 17 Aug	Lecture 12	Introduction to Digital Resources
	Workshop 5	Library Catalogue Searching
20/08 - 2/09		Mid-trimester breaks

WEEK 7		
Tues 4 Sep	<ul style="list-style-type: none"> • Presentation of research papers during the weekly lecture and workshop times. • Research Report: Due, 4:30pm, COMM101 Box, Level 1 - Easterfield Building. 	
Friday 7 Sep	Lecture 14	Evaluating Information Quality
	No workshop	
WEEK 8		
Tues 11 Sep	Lecture 15	Designing Websites: Part 1
Fri 14 Sep	Lecture 16	Designing Websites: Part 2
	Workshop 6	Basic DreamWeaver Tutorial (Part 1)
WEEK 9		
Tues 18 Sep	Lecture 17	Applications of Information Technology
Fri 21 Sep	Lecture 18	Introduction to Communication Practices
	Workshop 7	Basic DreamWeaver Tutorial (Part 2)
WEEK 10		
Tues 25 Sep	Lecture 19	Introduction to Communication
Fri 28 Sep	Lecture 20	Information Systems in Organizations
	Workshop 8	FireWorks Tutorial: Creating Graphics
WEEK 11		
Tues 2 Oct	Lecture 21	Introduction to the Relational Model
Fri 5 Oct	Lecture 22	Introduction to Information Policies
	Workshop 9	Creating a Database Using MS Access
WEEK 12		
Tues 9 Oct	Lecture 23	Course Review
	Workshop 10	EndNote Tutorial
Friday 12 Oct	Lecture 24	Final test in HU LT220 at 9:00am

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. The 7 roles of information management.
Suggestion: You can use Rowley, J. and Farrow, J. 2000 (in COMM101 Course Book, Recommended reading for lecture 1) as one of your references.
2. A framework for the organizational information networks.
Suggestion: You can use Buyukozkan, G. 2004 (COMM101 Course Book, Recommended reading for lecture 2) as one of your references.
3. Knowledge management in pursuit of learning according to the knowledge cycle of Rowley (2001).
Suggestion: You can use Rowley, J. 2001 (in COMM101 Course Book, Recommended reading for lecture 3) as one of your references.
4. Multimedia applications in the field of education and training.
Suggestion: You can use Shuman, J. 2003 (COMM101 Course Book, Recommended reading for lecture 8) as one of your references.
5. The differences between the Internet and the World Wide Web.
Suggestion: You can use Shelly, Cashman, and Kosteba, 2006 (COMM101 Course Book, Recommended reading for lectures 9 and 10) as one of your references.
6. Using digital libraries to provide universal access to library collections.
Suggestion: You can use Witten, Ian H. 2005 (COMM101 Course Book, Recommended reading for lecture 12) as one of your references.