

School of Information Management

MMIM 581 - Communications, Culture and Information Management

Trimester One 2008

COURSE OUTLINE

Contact Details

Course Coordinator:	Name	Associate Professor Lalita Rajasingham		
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		Preferred contact method is email, and every effort will be made to respond within one working day. Face to face meetings by appointment		
Programme Coordinator		Tiso Ross		
	Room	EA 121		
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Class Times		Thursdays	5.40-7.30	
Room Number	RWW	129		

NB: There will be no seminars during the mid term break.

Course Description

This course examines the background and development of communications theories in parallel with recent advances in the information and communications technologies. The impact of old media and new media on diverse sociocultural and management contexts are examined at interpersonal, group, cultural, and global levels.

15 pts (P) MMIM 581

Course Objectives

1. Students will be able to apply the relevant body of information theory to communication and information phenomena of any kind, and recognise the different ways they can be used in diverse sociocultural environments.

2. Students will be able to select and present culturally appropriate models to apply to communication phenomena at the level of interpersonal communication, group communication and organisational communication.
3. Students will demonstrate a conceptual understanding of the impact of mass communications such as the internet and multimediated communications, and the ability to develop effective management skills for decision-making at cultural, intercultural, global and virtual environments.

Course Content

DATE	TOPIC
	UNIT 1 METATHEORIES (Message design)
28 February	Overview of course; explanation of assessments, assignments, marking criteria. Neo-Vygotskyian approach: (a) what you learn (b)problem you face (c) the knowledge you need
6 March	Communications and Information Information Theory and Cybernetics
13 March	Systems Theory, social and IT networks. Changing paradigms; culture
20 March	Managing communications in information phenomena of any kind in ICT environments (learning organisations as knowledge systems and networks)
	UNIT 2 HUMAN COMMUNICATIONS (Relationship building)
27 March	Selection of culturally appropriate theories and models that apply to interpersonal and group communication in today's changing environments
3 April	Survey of Organisational Communication . The role of information, persuasion, and meanings in organisations. Topics include organisational culture, leadership, decision-making, networks, power, diversity and the global workplace.
10 April	Managing virtual teams in changing business environments (Ass.1 due)
14-28 April	MID-TRIMESTER BREAK
1 May	(Ass. 2). Class presentations: From a given list, each student will select and apply a theory to a communication phenomenon at a level of human communications
8 May	Class presentations As above
	UNIT 3 MEDIATED COMMUNICATIONS (Managing cultural complexity in virtual environments)
15 May	Impact of New Media on society: Internet, virtual reality, HyperReality, clever clothes, wearable computing, nanotechnology, artificial intelligence and mobile communications
22 May	Intercultural Communications (Sociological, linguistic, and semiotic

	approaches; organisational cultures and managing decision-making in mediated communications and virtual teams	
29 May	Managing national and global communications issues in government, business and education; the development of cadre of professionals to solve global issues such as pandemics, terrorism and environmental degradation (ASS 3 Due)	

NB: This schedule is subject to change in consultation with students, for academic or other reasons, such as availability of visiting international experts; public talks etc.

Learning Outcomes

- **Communication, Culture and Information Design** - Graduates will be able to locate, select, and apply knowledge to real life problems using traditional and modern communications technologies in culturally appropriate ways.
- **Critical thinking and Decision making** - Graduates will develop communications and analytical skills to successfully manage knowledge as a critical business resource, and interact across borders locally and globally in culturally appropriate ways in virtual environments.

Expected Workload

Typically, students should plan to spend 12.5 hours per week on any 15 point course. Two of these hours are spent in seminars, and the remainder of the time is available for assigned readings, completion of assignments, preparation for presentations, and browsing the Web for additional readings and resources to enrich the topics covered.

Readings

The set Text TBA

Extensive use will also be made of the Internet to obtain additional study material. Student assignments will also be prepared from information available in the library and on the Internet, but care should be taken to ensure that only authoritative sources are used. Because the topics dealt with change so fast, where appropriate, readings will be handed out to students. Course communications will be via Blackboard.

Materials and Equipment

It is expected that students will have ready access to a personal computer as well as Internet access. This will be necessary for receiving and sending course-related email, and for accessing course information on Blackboard.

Assessment Requirements

The course is internally assessed. All assignments relate to the course objectives, lectures and readings.

Marking Criteria:

- Content (breadth and depth of treatment)
- Style (presentation, format, syntax, referencing etc)
- Organisation (structure of argument/thesis)
- Impact (on reader, audience, and for publication)

Assignment 1 Relates to Objective 1	Select ONE theory from Information theory, Cybernetics, Systems theory. Discuss its relevance to your organisation	Approximately 3000 words. Marks: 30% Due 10 April Criteria: Content: 10 Style: 5 Organisation: 5 Impact: 10
Assignment 2 Relates to Objective 2	From a provided list of theories in Unit 2, select and apply a theory to a communication phenomenon at a level of human communications	Class Presentation: 30 minutes+10 minutes discussion Marks: 30% Due: Various dates to be negotiated beginning on 12 April Criteria: Content: 10 Style: 5 Organisation: 5 Impact: 10
Assignment 3 Relates to Objective 3	Write a case study addressing intercultural communications issues that you have encountered in an organisation or event, and suggest how they were or could be resolved	Approximately 5000 words Marks: 40 Due: 29 May Criteria: Content: 10 Style: 10 Organisation: 10 Impact: 10

Penalties

Word limits are offered as guidelines and will not incur penalties unless variations are significant. However, time limits for presentations, (assignment 2) must be adhered to.

Late submissions are not acceptable unless they have been agreed with the coordinator prior to the date on which they are due. Unsignalled lateness will result in the available marks being reduced by 5% per day.

Mandatory Course Requirements

Students must submit all required assessment tasks and obtain a pass grade (C) for each. 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.

Communication of Additional Information

Teaching materials will be made available under the course resources section of the relevant course in Blackboard. Students who do not habitually use their VUW student address should contact ITS so that their student account will automatically forward messages from Blackboard to whatever email address is in common use by the student.

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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.victoria.ac.nz/home/about/policy/students.aspx

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

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

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 students 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 penalized 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: www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.