TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

COMM101 Introduction to Communications and Information Management

Trimester Two 2008

COURSE OUTLINE

Name and Contact Details
Lecturer & Course Coordinator
Dr Lan Anh Tran
Easterfield Building EA 233
Tel. 04 463 6887
lan.anh.tran@vuw.ac.nz
Office hours: Monday and Friday between 10:00 and 12:00

Tutor
Name: Nicole Braun
Email: nicole.braun@vuw.ac.nz

Trimester Dates
Monday 7 July to Saturday 8 November 2008

Class Times and Room Numbers

LECTURES   (2 hours/week)

Monday	9:00-9:50	**HULT220**
Friday	9:00-9:50	**HULT220**

WORKSHOPS (1.50 hours/week)   **MY201**

Monday	10:00-11:50
Friday	10:00-11:50

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 7 and 13 July. Please contact the tutor if you have not signed up by that time. Detailed instructions for signing up are in the Discussion Board 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 Tutor reserves the right to put you in the workshop of her choice.
* Each workshop can take up to 40 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 Content

This course introduces students to the nature of information, knowledge and communication, and develops skills in using a wide range of electronic databases, digital resources, 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; graphics and animation design; project management; the creation and manipulation of 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 research results in written or oral form.

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

Course Objectives

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

1. Understand the concepts of data, information, knowledge, and communication.
2. Understand the function and value of various information resources and services (such as electronic databases, digital resources, intranet and extranet services, multimedia resources, Internet and web resources, etc.).
3. Be familiar with and to use, various information resources (as described above).
4. Search effectively for relevant items from various databases.
5. Evaluate the websites in a business-to-business (B2B) context.
6. Produce effective report writing.
7. Present research findings to an audience of peers using standard presentation software.
8. Create and manipulate bibliographic databases using EndNote, and create relational databases using MS Access.

9. Create home pages and websites using Macromedia Dreamweaver, FireWorks, and Flash.

Expected Workload
Every week students are *expected* to attend two hours in class, and about two hours in workshop, and to complete the recommended readings from *Course Notes* during the course. In addition, students are expected to spend eight to eleven 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.

Reading
COMM101 Textbook. 2008. 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

	%	Due Date
Research Report	35%	1 September (4:30pm)
Research Presentation	15%	1 September
Final Test	40%	10 October (50 minutes)
Tutorials/workshops	10%	As indicated in workshop schedule
TOTAL	100	

Students with examinations are obliged to be present at university until the end of the examination period. Examination dates for trimester two: Friday 17 October to Saturday 8 November 2008.

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 <u>4:30pm on Monday 1 September 2008</u> in hardcopy unless an approved extension is granted. A marking sheet stating the criteria for marking will be distributed in class. <u>You must declare the topic you will write on by 18 July 2008 or lose 5% of your final report mark (see the topic instructions in the last page)</u>. 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.

Research Presentation: You will be required to present the findings in your research report to your classmates in a 10-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 10 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 <u>Friday 10 October 2008</u>. 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. submitted the research report and PowerPoint slides
2. presented the research findings during their allocated time
3. attended at least 8 out of ten workshops
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

<u>Railway West Wing (RWW) - FCA Student and Academic Services Office</u>
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.

<u>Easterfield (EA) - FCA/Education/Law Kelburn Office</u>
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.

Use of Turnitin

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: including the work of others will not be considered plagiarism as long as the work 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:

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.

TIMETABLE

Date	Lecture/ Workshop	Topic
WEEK 1		
Monday	Lecture 1	The Nature of Information
Friday	Lecture 2	Types of Information
		No Workshop
WEEK 2		
Monday	Lecture 3	The Organization of Information
Friday	Lecture 4	Writing Reports
	Workshop 1	Citation exercise
WEEK 3		
Monday	Lecture 5	Oral Presentations
Friday	Lecture 6	Electronic Databases
	Workshop 2	Creating A Presentation Using MS PowerPoint
WEEK 4		
Monday	Lecture 7	Introduction to the Relational Database Model
Friday	Lecture 8	Applications of Information Technology
	Workshop 3	Creating a Database Using MS Access
WEEK 5		
Monday	Lecture 9	Digital Resources
Friday	Lecture 10	Multimedia Resources
	Workshop 4	Searching Databases
WEEK 6		
Monday	Lecture 11	Introduction to the Internet
Friday	Lecture 12	Introduction to the World Wide Web
	Workshop 5	Dreamweaver Tutorials: Creating a Home Page
		Mid-trimester breaks

WEEK 7		
Monday 1 September	• **Presentation of research papers during the weekly lecture and workshop times.** • **Research Report: Due, 4:30pm, COMM101 Box, Level 1 - Easterfield Building.**	
Friday	Lecture 14	Web 2.0 and the Semantic Web
	No workshop	
WEEK 8		
Monday	Lecture 15	Evaluating Websites
Friday	Lecture 16	Designing Websites: Part 1
	Workshop 6	Dreamweaver Tutorials: Creating a Website
WEEK 9		
Monday	Lecture 17	Designing Websites: Part 2
Friday	Lecture 18	Information Systems in Organizations
	Workshop 7	FireWorks Tutorials: Creating Graphics
WEEK 10		
Monday	Lecture 19	Introduction to Communication Practices
Friday	Lecture 20	Introduction to Communication
	Workshop 8	Flash Tutorials: Creating Animation
WEEK 11		
Monday	Lecture 21	Introduction to Information Policies
Friday	Lecture 22	Web Portals and Intranet Resources
	Workshop 9	Dreamweaver Tutorials: Using Cascading Style Sheets and Codes
WEEK 12		
Monday	Lecture 23	Course Review
	Workshop 10	EndNote Tutorial
Friday 10 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 and discussions on one of the following topics:

1. Information, information technology, and people are considered as three key resources of management information systems (MIS) (refer to Haag, Cummings, and McCubbrey 2005).
2. Three types of database design (refer to Kroenke 2006).
3. The transition from today's Web to the semantic Web (refer to Antoniou and Harmelen 2008).
4. Policies on dissemination and distribution of, and access to information (refer to Lester and Koehler 2007).
5. The critical issues of digital library technologies (refer to Garson 2008).
6. The approaches for organizing information in non-library environments include the database management system (DBMS), expert systems, the Internet, intranets and the Web, and so on. (refer to Chowdhury, G. and Chowdhury, S. 2007).