
School of Information Management

BBIS 416 IT BUSINESS DEVELOPMENT

Trimester One 2009

COURSE OUTLINE

Names and Contact Details

Course Coordinator / Senior Lecturer (Second half)	Dr Brian Harmer Easterfield 228 Ph 463 5887 Email: brian.harmer@vuw.ac.nz
Senior Lecturer (First Half)	Dr David Mason Easterfield 238 Ph 463 7435 Email: david.mason@vuw.ac.nz
Course Administrator	Ms Meryl Roberts Easterfield 121 Ph 463 5446 Email: meryl.roberts@vuw.ac.nz

Trimester Dates

Monday March 2nd – Wednesday 1 July, 2009

Class Times and Room Numbers

The initial meetings for part one will be in EA103. Given the very small size of the class, seminars may be conducted elsewhere as notified by the lecturer from time to time. Full classes will be held every second week, and each member of the class will be required meet individually with the lecturer in the intervening weeks.

Full seminars will be held on 3 March, 17 March, 31 March, 27 April, 11 May, 25 May. Students are required to make an appointment to see the lecturer in the intervening weeks to explore progress.

Course Content

The course will be based around the issues that arise from the establishment and maintenance of new IT based businesses. To this end, each student will be required to produce a formal business proposal.

Course Learning Objectives

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

1. Identify and discuss the nature and importance of Information Systems (IS) for business;
2. Identify and discuss key managerial, organisational, and social issues arising as a consequence of IS selection, implementation and use;
3. Understand and describe the roles of various participants in the successful adoption and implementation and ongoing management of IS in business contexts;
4. Discuss in depth, the processes by which Information Systems may be successfully deployed to enhance the success and profitability of a business, and be able to produce a credible business plan for a technology based business.

Expected Workload

This 15 point course should require the student to commit 12 to 14 hours per week for this course, regardless of what other courses are being taken. Of the 150 hour total, 18 hours will be spent in six formal seminars, and six hours in direct supervision with the lecturer in intervening weeks. This leaves ten hours per week in which the student is expected to engage in finding and reading relevant academic and practitioner articles as guided by the lecturer.

Readings

No text book is prescribed for this course. Instead, students are expected to be able to access and use Proquest and other database tools to find, read and critique appropriate scholarly articles.

Learning Schedule

	<i>Day</i>	<i>Content/Lecture</i>
Part 1:		
Week1	03 Mar	Outline of the Business Plan project. Outline of the Research Topics requirements Plenary discussion of ecommerce and IT
Week 2	10 Mar	Individual supervision
Week 3	17 Mar	Business plan presentations Feed back and criticism Plenary discussion of ecommerce and IT
Week 4	24 Mar	Individual supervision
Week 5	31 Mar	Business plan presentations Feed back and criticism Plenary discussion of IT and Business Development
Week 6	07 Apr	Individual supervision
		<i>No lectures</i>
		<i>Mid Trimester Break</i>
Part 2:		
Week 7	28 Apr	Introduction to the second assignment, and an exploration of the topics that might gain acceptance by reviewers Plenary discussion of the role of business thinking in the establishment of IT based business
Week 8	05 May	Individual supervision
Week 9	12 May	Article critiques Feedback and criticism

		Plenary discussion of Entrepreneurship and IT based business
Week 10	19 May	Individual supervision
Week 11	26 May	Article critiques Feedback and criticism Plenary discussion of mobility and IT based business
Week 12	02 Jun	Individual supervision

This schedule is subject to change.

The Part 1 research topics assignment

The topics for part one are:

- How can you make a profit in a world where information goods are expected to be free?
- What evidence is there for psychological influences on ecommerce?
- How can websites be designed to suit different user personalities?
- What creates trust for a new online seller? What mechanisms are there to establish trust for first time visitors?
- How can what is known about personal psychology be used in search engine optimisation strategies?
- How can the managerial psychology theories of Expectancy and Locus of Control be used for enabling ecommerce for rural or Maori communities?

You are to choose one of these and produce an academic type article formatted for publication. This assignment is worth 20%.

Part 1 Business Plan Assignment

You are to create a business plan for an online business of your own invention. You will need to demonstrate that you have considered all aspects of the entrepreneurial cycle: marketing, feasibility, finance, presentation, technical, legal, societal, etc. The exact form of the business plan is up to you, and may consist of mixed media. You will have the whole of the course period to finish this, but you will be required to present your initial ideas for evaluation and criticism in weeks three and five. Attendance is mandatory. This assignment is worth 30%.

Assessment Requirements

The assessable tasks for this course are as follows:

Task	Due Date	Marks
Part 1 Research Topic Article (Addresses Objectives 1 and 2)	10 Apr 09	20
<i>Mid Trimester Brea</i>		
Presentation Each student will present a detailed critique of one assigned article and lead a class discussion on another (addresses objectives 1 and 3)		10
Journal Article Write an article not greater than 3,000 words, suitable for publication in a journal of the kind used in the preparation for this course. A detailed specification will be provided	3 July	40

(Addresses objective 4)		
Business Plan Prepare a plan for the implementation of a technology enabled business ... (Addresses Objectives 1,2,3,4)	29 May 09	30
		100

Examinations

There is no examination associated with this course.

Penalties

Late work will be penalised by a the loss of 10% of the available marks per working day, unless prior arrangements are made. Extensions will not be given without good reason and supporting documentation

Mandatory Course Requirements

For part one, attendance in weeks three and five is mandatory.

For part two, attendance in weeks seven, nine and eleven is mandatory.

Both major assignments must be submitted, and at least two of the minor tasks.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

Communication of Additional Information

Communications for this course will be via a class mailing list

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.

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.