

Victoria Management School
Te Kura Whakahaere

MMBA 507 INFORMATION SYSTEMS FOR MANAGEMENT

Trimester 1 2009

COURSE OUTLINE

COURSE COORDINATOR

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SENIOR ADMINISTRATOR

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Class Times and Room Numbers

Lecture: Wednesdays, 5.40-7.30 pm, RH LT2, Rutherford House

Trimester Dates: Monday 2 March to Wednesday 1st July 2009.

Withdrawal dates: Information available via

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

Communications:

Notices relating to this course will be announced in class, posted on Blackboard, or distributed via an email distribution list. Emails will be sent to the VUW email address. If this is not your preferred address, please arrange an automatic forward to your preferred email address. It will be crucial for you to regularly check Blackboard at <http://blackboard.vuw.ac.nz/>.

If you must miss a lecture, make sure that when you ask your colleagues about the work and material missed you also ask about any notices. The responsibility for remaining informed rests with the student. Similarly, obtaining copies of any handouts missed due to non-attendance is the student's responsibility. Basic course documents will be available on Blackboard:

Introduction

This course provides an introduction to information systems with an emphasis on understanding how information technology can be used effectively in organisations. Information Systems in this context include the technology, people, and processes needed to conduct business in today's interconnected world, but no prior, in-depth knowledge of information technology is presumed.

The goal is to enable future managers (class participants) to become informed contributors to information systems decisions affecting their areas of responsibility. This requires that these future managers have a sufficient understanding of information systems fundamentals so they feel confident and are able to ask the right questions. So, while the course examines some technologies, the emphasis is on how these are used to meet organisational goals.

To achieve this course objective the course will require those enrolled to move beyond being "students" to become active participants in class discussions of text materials, current or topical articles, and assigned case studies.

Programme and Course-related Learning Objectives

This course will provide students the opportunity to:

Develop oral, written and IS-related communication skills

- through active participation in class discussion
- through the development and presentation of oral and written reports, using narrative, diagrammatic and other schema as forms of presentation
- through formal and informal classroom debate

Develop critical and creative thinking skills

- through exercises and assignments requiring analysis, evaluation, interpretation and synthesis

Develop leadership skills

- through structuring independent study
- through leading projects and group exercises
- through fulfilling spokesperson duties, reporting on a group's activities or ideas to the class

Course-related Student Learning Objectives

On successful completion of the course, students should be able:

1. Identify and discuss the nature and importance of Information Systems and Technology (IST) for business organizations; (Topics 1, 2, 3)
2. Describe, analyze, and discuss major current developments in IST. (Topics
3. Identify and discuss key managerial, organisational, and social issues arising as a consequence of IS selection, implementation and use; (Topics
4. Understand and describe the roles of various participants in the successful adoption, implementation and ongoing management of IST in organizational contexts; (Topics
5. Explain in depth at least one leading-edge information systems application. (Assignment)

Expected Workload

Workload expectations for this course are 8-10 hours per week for the 12 teaching weeks. Extra time will be required to prepare and write assignments, including time during the mid-semester break, and to study for the final examination.

Individual Work

While the Victoria MBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

Readings

The required textbook is: Piccoli, G. (2008). Information Systems for Managers. Hoboken, NJ: John Wiley & Sons. The assigned chapters must be read before class each week and you should come to class prepared to discuss the chapter, assigned case studies, and designated end-of-chapter questions.

Other required readings will be provided. These form part of the course and must be read before the class meeting to which they relate. You will be asked to discuss assigned material in class.

Other resources: The university main library is located on the Kelburn Campus with the Commerce library on the Pipitea Campus - Railway Station West Wing. You may find the online databases useful, particularly PROQUEST and EMERALD. The library provides training on searching online databases. You should also make judicious use of quality Internet resources.

Assessment Requirements

Assignment	Title	Weight	Type	Date	
1.	One In-Class Test	5%	Individual	8 th April	
2.	Case Study	25%	Individual	29 th April	
3.	LISA Project	Presentation	5%	Individual	Various, weeks 6-11
		Report	15%	Group	13 th May
4.	Final Examination	50%	Individual	12 June – 1 July 2009	
	TOTAL	100%			

1. In-Class Test

Date: 8th April Marks: 5%

The test will comprise 5-10 short answers, 1 short essay style question, and a mini-case. The intent is to afford practice for the final examination and to assess understanding of foundational concepts and skills.

2. Case Study

Due: 29th April Marks: 25%

The case study will require an in-depth analysis of a business situation involving information systems. Students will be required to use materials and models of the course to perform an analysis, identify key issues, and posit some solutions. A detailed handout and marking schedule will be provided in class in (week 5) and questions answered in class on (weeks 6 and 7).

3. Leading edge Information Systems Application (LISA) research project

Due: 13th May Marks: 20% (5% individual; 15% group)

Develop a written report and oral presentation on a new or rapidly changing information systems application. This will include, at minimum, a brief description of the business problem being addressed, identification of candidate information technology solution(s) and selection of one (with justification), an exploration of how the technology will or could change business models, and discussion of the key issues to be considered by businesses adopting the LISA

4. Examination

Date: 12 June- 1 July Marks: 50%

Examination dates for trimester one are Friday 12 June to Wednesday 1 July 2009 (inclusive). Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. All textbook chapters covered in the course and all assigned readings are examinable in a 3-hour exam. The exam will include short answer questions (to give coverage), short essay style answers (to assess understanding and interpretation), and a case study (to assess application of concepts). The case for examination will be distributed in the final class session, and you will be asked questions which require you to draw on material of the course to discuss issues and options.

Handing in assignments:

Assignments should be submitted at the start of class on the designated dates.

Expectations and Mandatory Course Requirements

Students are expected to attend all course sessions, read assigned materials, and contribute to discussions. An attendance register will be kept.

To meet Mandatory Course Requirements, students are required to:

- a. participate fully in the LISA group project; and
- b. obtain at least 40 per cent of the final examination marks available.

Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the marks earned per day of lateness. Assignments more than one week late will not be accepted and a “zero” mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the course controller prior to the deadline date.

Victoria MBA Grading Standards are as follows:

Excellent Category

A- (75 – 79%) to A (80 – 84%) to A+ (85% and above): The learning is demonstrated to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master’s level.

Very Good Category

B+ (70 – 74%): The learning is demonstrated at a high standard. Students have reached a level that clearly exceeds “competency”.

Good Category

B (65 – 69%): The learning is clearly demonstrated without being exceptional in any way. Students can be thought of as fully competent.

Satisfactory Category

B- (60 – 64%): The learning is demonstrated without being exceptional in any way. Students can be thought of as competent.

Marginal Category

C (50 – 54%) to C+ (55 – 59%): The learning is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to “fail” the student.

Unsatisfactory / Failure Category

E (0 – 39%) to D (40 – 49%): The learning is absent or performed to a very low level, or the performance is seriously flawed.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site

(<http://www.vuw.ac.nz/library/research/reference/referencingguides.aspx>).

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 mis-referencing, 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.

MMBA 507 TIMETABLE

Week	Date	Topic	Text	Notes
1	04 Mar	INFORMATION SYSTEMS AND THE ROLE OF MANAGERS	1	Always read assigned chapters before class
		<i>Course Introduction; Chapter 1; Analysing and Preparing Case Studies Questions 1-4 p.5: Study questions 1-3 p.19.</i>		
2	11 Mar	INFORMATION SYSTEMS AND ORGANISATIONS	2, 3	
		<i>Questions 1-3 p.22: Study questions 1,4,5 p.41: Case pp. 42-46. Questions 1-3 p.49: Study questions 2, 4, 5 pp. 63-64.</i>		
3	18 Mar	E-COMMERCE, M-COMMERCE <i>Guest: Assoc Prof Hans Lehmann</i>	5	Recommend you also read Chap 4 this week
		<i>Questions 1-3 p.128: Study questions 2-5 p.149.</i>		
4	25 Mar	COMPETING IN THE INTERNET AGE	4	
		<i>Questions 1-2 p.83: Study questions 1,3,6-10 p.122: Case pp. 124-125.</i>		
5	01 Apr	STRATEGIC INFORMATION SYSTEMS PLANNING	6	Assessment case distributed
		<i>Questions 1-4 p.154: Study questions 1-3, 5 p.172: Case pp.173-188.</i>		
6	08 Apr	Mid-Term Test: 5:40-6:30 pm. Assessment case questions heard	7	Read pp. 189-190 and pp. 203-207.
		<i>Questions 1-3 p.190: Questions 6-8 p.207</i>		
MID-TERM LECTURE BREAK				
7	29 Apr	VALUE CREATION WITH INFORMATION SYSTEMS	8	
		<u>DUE: Case Study Analysis (20%)</u>		
8	06 May	APPROPRIATING IT-ENABLED VALUE OVER TIME	9	LISA
9	13 May	FUNDING INFORMATION SYSTEMS	10	LISA
		<u>DUE: LISA Project Written Reports</u>		
10	20 May	CREATING INFORMATION SYSTEMS	11	
		<i>Guest Lecturer: Dr Brian Harmer</i>		
11	27 May	INFORMATION SYSTEMS TRENDS <i>Exam questions heard</i>	12	LISA
12	03 June	SECURITY, PRIVACY, AND ETHICS <i>Exam questions heard</i>	13	
	tba	Exam - Date to be advised	All	

Although we intend to follow the schedule as closely as possible, variations may be necessary. Any changes will be discussed in class and noted on blackboard.