

School of Information Management

COMM101 Introduction to Communications and Information Management

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

Lecturer & Course Coordinator

Lan Anh Tran

Easterfield Building EA 233

Tel. 04 463 6887

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Office hours: Monday between 11:00 and 13:00

Tutor - TBA

Trimester Dates

- **Teaching Period:** Monday 13 July to Friday 16 October 2009
- **End of Year Study Period:** Monday 19 October to Monday 26 October 2009
- **Examination Period:** Tuesday, 27 October to Saturday 14 November 2009

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via

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

Class Times and Room Numbers

LECTURES (2 hours/week)

Monday	13:10-14:00	MY632
Wednesday	13:10-14:00	MY632

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

Monday	14:00-15:30
Wednesday	14:00-15:30

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 13 and 19 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.

Notes:

- * 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 35 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 Learning Objectives

On completion of this course, students will be able to:

1. understand the concepts of data, information, knowledge, and communication.
2. understand the function and value of information resources and services (such as electronic databases, digital resources, intranet and extranet services, multimedia resources, Internet and web resources, etc.).
3. locate effectively relevant items from bibliographic databases (ABI/Inform Global, ERIC, and New Zealand Index, etc.).
4. evaluate the websites in a business-to-business (B2B) context.
5. produce effective report writing.
6. present research findings to an audience of peers using standard presentation software.
7. create relational databases using MS Access.
8. create home pages and websites using Macromedia Dreamweaver, FireWorks, and Flash.

Course Delivery

Lectures will be delivered every week in the lecture room MY632.

Workshops/tutorials will be carried out during weeks 2-10 in the lab MY201.

Expected Workload

Students are *expected* to attend two hours in class every week, and eight workshops (1.5 hours/each) during the course. In addition, students are expected to spend about two hours working on your own per week.

Group Work

There is no group work.

Readings

COMM101 Textbook. 2008. Wellington: Victoria University of Wellington.

Materials and Equipment

- Students are required to have the textbook during the course.
- The final test is a CLOSED BOOK test. No aids other than hard-copy foreign language dictionaries are allowed. The use of unauthorized aids, including electronic aids of any kind, or any form of cheating, will lead to immediate failure of the test.

Assessment Requirements

	<u>%</u>	<u>Due Date</u>
Research Project	36%	7 September (4:30pm)
PPT Slides of Research Project	12%	7 September
Final Test	40%	14 October (50 minutes)
Tutorials/workshops	12%	As indicated in workshop schedule
TOTAL	100%	

Research Project: This will be a research paper, reporting your research findings on one of the topics listed below (see Appendix at the end of this course outline). 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 Monday 7 September 2009 in hardcopy unless an approved extension is granted. A marking sheet stating the criteria for marking research project will be available for downloading on Blackboard. You must declare the topic you will write on by 20 July 2009 or lose 5% of your final project mark (see the topic instructions in the last page). 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 of Research Project: You will be required to present the findings in your research project using PowerPoint slides. These PPT slides must be turned in by 4:30pm on Monday 7 September 2009 in hardcopy unless an approved extension is granted.

Workshops: Your mark will be your attendance and participation of the 8 workshops. You must show your tutor the completed assignment for every workshop.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Final Test: This will be a 50-minute test held in the normal lecture theatre during the normal lecture time on Wednesday 14 October 2009. The test questions are associated with the recommended readings in COMM101 Textbook, and materials covered in the lectures, and workshops. Details will be advised closer to the date.

Examinations

There is no exam.

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 project and PowerPoint slides
2. attended at least five workshops during the course
3. 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.

Use of Turnitin (if applicable)

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

T I M E T A B L E

Date	Lecture/ Workshop	Topic
WEEK 1		
Monday	Lecture 1	The Nature of Information
Wednesday	Lecture 2	Types of Information
WEEK 2		
Monday	Lecture 3	The Organization of Information
Wednesday	Lecture 4	Writing Reports
	Workshop	Creating Citations
WEEK 3		
Monday	Lecture 5	Oral Presentations
Wednesday	Lecture 6	Electronic Databases
	Workshop	Creating A Presentation Using MS PowerPoint
WEEK 4		
Monday	Lecture 7	Introduction to the Relational Database Model
Wednesday	Lecture 8	Applications of Information Technology
	Workshop	Creating a Database Using MS Access
WEEK 5		
Monday	Lecture 9	Digital Resources
Wednesday	Lecture 10	Multimedia Resources
	Workshop	Searching Databases
WEEK 6		
Monday	Lecture 11	Introduction to the Internet
Wednesday	Lecture 12	Introduction to the World Wide Web
	Workshop	Creating a Home Page Using Dreamweaver
Mid-trimester breaks		

WEEK 7		
Monday 7 September	<ul style="list-style-type: none"> • No lecture • Research Project and PPT Slides: Due, 4:30pm, COMM101 Box, Level 1 - Easterfield Building. 	
Wednesday	Lecture 14	The Semantic Web and Web 2.0
	No workshop	
WEEK 8		
Monday	Lecture 15	Evaluation of Business Websites
Wednesday	Lecture 16	Designing Websites: Part 1
	Workshop	Creating a Website Using Dreamweaver
WEEK 9		
Monday	Lecture 17	Designing Websites: Part 2
Wednesday	Lecture 18	Information Systems in Organizations
	Workshop	FireWorks Tutorials: Creating Graphics
WEEK 10		
Monday	Lecture 19	Introduction to Communication
Wednesday	Lecture 20	Introduction to Communication Practices
	Workshop	Flash Tutorials: Creating Animation
WEEK 11		
Monday	Lecture 21	Introduction to Information Policies
Wednesday	Lecture 22	Web Portals and Intranet Resources
WEEK 12		
Monday	Lecture 23	Course Review
Wed 14 Oct	Lecture 24	Final test in MY632 at 13:00

Appendix - Research Project: TOPIC INSTRUCTIONS

The primary objective of the research project is to enable the student to explore **one** topic presented in this course in more detail in order to gain practice in doing research. Students must write a research report and present findings using PPT slides on one of the following topics:

1. The organizational dimensions of information (refer to Haag, Cummings, and McCubbrey 2005).
2. The semantic Web technologies (refer to Antoniou and Harmelen 2008).
3. The Relational database management systems (refer to Westman 2006).
4. Three criteria of business websites include usability, information quality, interaction and service quality (refer to Stockdale and Liu 2008).
5. The protocols and programs for different uses in the web environment (refer to Moseley 2007).
6. Major areas of current information policy concern (refer to Lester, and Koehler 2007).

Detailed instructions of research project are available on Blackboard.