

School of Information Management

**INFO 301**  
**STRATEGIC INFORMATION SYSTEMS MANAGEMENT**

Trimester Two 2009

**COURSE OUTLINE**

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**Names and Contact Details**

**Course Coordinator**    **Dr Beverley Hope**

Room:                    EA 229

Email:                    beverley.hope@vuw.ac.nz

Office hours:            Tuesdays, 1.00-1.30 and 2.30-3.00 pm (weeks 1-6)  
                                  Wednesdays, 2.30-3.00 pm (weeks 7-12)

**Lecturer (0.5)**            **Dr Val Hooper**

Room:                    EA 217

Email:                    val.hooper@vuw.ac.nz

Office hours:            Tuesdays, 1.00-2.30 and 2.30-3.00 pm (weeks 7-12)

**Senior tutor**            **Xiao Yi Guan**

Room:                    EA 111

Phone:                    463 6998

Email:                    xiaoyi.guan@vuw.ac.nz

Office hours:            Monday – Friday 10 am – 2 pm

**Tutors**

**Nishani Pereira**

nishani.pereira@vuw.ac.nz

**Rashidah Bolhassan**

Rashidah.Bolhassan@vuw.ac.nz

**Trimester Dates**

Teaching commences on Monday 13 July and concludes on Friday 16 October 2009 (mid trimester break 22 August -4 September).

**Withdrawal dates:** Information available via

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

**Class Times and Room Numbers**

**Lectures:** Tuesday 11.00 am -12:30 pm, KKL-301

**Tutorials:** Held on Wednesdays or Thursdays, commencing in the second week of the semester. Tutorial times available at the time of preparing this course outline are given next, but sessions may be added or deleted once the number of students enrolled is more accurately known. The procedure for joining a particular tutorial group will be advised in the first lecture (week 1) and a notice placed on Blackboard. Numbers in each tutorial are limited with places awarded on a 'first registered basis'; no pre-bookings are permitted.

### Tutorial Times (at time of printing)

Day	Time	Room	Day	Time	Room
Wednesday	09:00-10:50	MY806	Thursday	09:00-10:50	EA012
Wednesday	15:10-17:00	MY806	Thursday	11:00-12:50	MY631
Wednesday	15:10-17:00	MY303			

### Course Content

A study of the strategic significance of IS and IT within organisations. The course examines the ways in which information technology and systems can be deployed to serve an organisation's strategic goals.

### Course Learning Objectives

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

1. Articulate the relationship between the business and its information systems at strategic, tactical, and operational levels. (Assessments a, b, c, d)
2. Describe how information technology and systems impact organisations, individuals within organisations, and business processes (Assessments a, b, c, d)
3. Explain the link between information systems strategy, architecture and infrastructure (Assessments a, b, c, d)
4. Discuss issues relating to the ethical use of information systems and information technology (Assessments a, c, d)
5. Describe and discuss strategies, tactics, and operational approaches used by organisations to manage their IT resource, including funding, organisation, governance, project and portfolio management, and best practice (Assessments a, c, d)

### Course Delivery

**Lectures:** Lecture sessions will offer all or some of: discussions, cases, web examples, guest speakers, and lectures. Only key points from lectures will be published on Blackboard; usually after the lecture. All lecture material is open for assessment in the end-term test.

**Tutorials:** Tutorial sessions operate as *seminars* with student discussion and analysis of articles, case studies, or other material which complement the lecture by highlighting particular aspects or of a topic. Some tutorials will include skills related to course assignments. All tutorial material is open for assessment in the end-term test.

**Blackboard:** Key course material will be posted on Blackboard, including the course outline and copies of all material required for course assignments.

### Expected Workload

For each week of class, expect to spend 4 hours in lectures or tutorials, and 4-5 hours reading and preparing for tutorials. Additional time will be required for preparing assignments.

### Group Work:

The group research project will be discussed in tutorials and some time will be allowed within tutorials to set up this project. Additional group meeting time outside of class will be required for this assignment, possibly between 6 and 10 hours depending upon how the group decides to allocate and perform the work, and how they plan to merge ideas into a unified submission.

### Textbook and Readings

Pearlson, K.E. & Saunders, C.S. (2010). *Managing and Using Information Systems: A Strategic Approach* (4th Edition). New York, Wiley (Available from VicBooks, \$81.95).

Supplementary readings for tutorials will be available on Blackboard. The readings are typically recent practitioner-focussed academic articles or case studies. These must be downloaded, printed, read, and brought to the tutorial together with your notes.

## Assessment Requirements

	Outcomes	%	Due
(a) Tutorial Tasks and Leadership	1,2,3,4,5	20	Weekly submission at tutorial session
(b) Research Project	1,2,3,4,5	20	Written Reports: 11 August, 10.45 am Presentations: in the week 6 Seminar
(c) Case Study	1,2,3,4,5	25	Friday, 11 September, 10.45 am
(d) Comprehensive End Term Test	1,2,3	35	13 October, in class

### (a) Tutorial Tasks and Leadership

Tutorials are an integral part of this course and attendance is critical if you are to successfully meet the course objectives. Because tutorial groups are smaller, students can more easily debate issues and ask questions. In most weeks, tutorials will follow a three phase format: (1) article and case discussion; (2) textbook end-of-chapter questions or other questions; (3) student questions and/or tutor briefs

Every student will submit to the tutor a typed brief that highlights key aspects of (1) and (2) above.

This will be on A4 paper, 2.5 margins top, bottom, left, right, single-spaced, Times New Roman 12 pt font). Tutorial briefs will be accepted **only** from those attending the full tutorial. Because of the nature of this assessment there will be no extensions.

Tutorial Mark Allocation: (i) Leadership and participation, e.g. article discussions and activities 5%

(ii) Weekly submitted brief that discusses (1) and (2) above 15%

### (b) Research Project (2000 words) and individual Executive Summary (300 words):

Develop a written report and oral presentation on a designated new or changing information technology and its application in a business setting. This will include, a brief description of the technology, a business problem which the technology can address, 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 technology. 15% of the grade will be awarded for the group report; 5% for an individual executive summary. The group mark will be based on the quality of the written report and the group presentation as set out in the assessment guide placed on Blackboard. Writing good reports will be discussed in tutorials in weeks 3 and 4. Presentations will be made in tutorials week 6.

### (c) Case Study (3000 words maximum; less may be better)

Case Studies are written descriptions of situations in real organisations. You will be required to analyse and report on an assigned case. Case analysis techniques and models will be discussed in the week 3 and 4 lectures, and most tutorials will involve some, albeit briefer, case study and analysis. Questions about the assignment case analysis will be heard in the Week 5 tutorial. Detailed instructions are given in the

### (d) End Term Test (Comprehensive)

A two-hour test. You may bring to the test three sheets of A4 paper with the knowledge of your choice written on each side (total 6 sides). The summary must be your own and no photocopies or duplicates will be permitted. It must be named and handed in with your exam script, but will not be graded. Further details regarding the test will be advised in class and placed on Blackboard closer to the date and questions about the examination will be heard in class in week 11.

### Standards:

The Research Project and Case Study are to be presented to a standard appropriate to a management document, that is, concise, precise, typed, good English (spelling checked), logical structure, and high quality tables and graphics (where used). All work submitted for assessment is to be your own (or your group's). To earn a passing mark, you will need to start these two exercises early.

*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.*

## Penalties

In fairness to other students, work submitted after the stipulated deadlines will incur a penalty of 5% (of the mark awarded) for each day or part-day it is overdue. Late assignments must be submitted to staff in the SIM office for stamping and verification of receipt. In the event of bereavement or prolonged illness affecting your ability to meet a deadline, discuss your situation with the Course Coordinator. You must verify your claim, e.g., produce a medical certificate. In doing so, you consent to your supporting documenting being checked by the Course Coordinator. Extensions will be granted only under these conditions.

### **Important Comments: on Assessments**

*No extensions are possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*

*You must back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (e.g. on hard drive or USB).*

*Do not leave printing, to the last minute – The lab printers can be overloaded (especially on the day an assignment is due). Be smart and print BEFORE due date. Extensions will not be granted if your file is languishing in the print queue!*

*Be careful to place your assignment in the right box. If it is placed in the wrong box it will not be marked! If your assignment is LATE, you must present it to the SIM office on Easterfield level 1 for acceptance and stamping.*

*Working together – You are encouraged to discuss aspects of assignment work with others. However, when it is time to develop your solution & write your assignment, **the words you use must be ENTIRELY your own.** In this way, we will have your perspective on the topic - not someone else's! Markers have been instructed to check for signs of plagiarism and joint efforts*

## Mandatory Course Requirements

There are no mandatory requirements for this class. However, tutorial briefs for assessment will be accepted only from those who attend and participate in all of a given tutorial.

## Communication of Additional Information

Additional information or changes will be advised in lectures and placed on blackboard. Any significant change may also be emailed to all students registered in the class using the student's @myvuw.ac.nz email address. If you do not use your VUW email address, please arrange a forward to your preferred email address.

## 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 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.

**For the following important information follow the links provided:**

**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>

**Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

**Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)

## Proposed Schedule

	Date	Topic	Ch	Tutorial Events
1	14 July	Course Introduction (text pp. 1-18), and Some foundational models (pp. 19-37)	0,1	No tutorial this week For lecture: p.41 Q1,3,4 and p.43 Q 1-4 (case)
2	21 July	Strategic use of information resources.	2	Text p.72 Q2,5,7 Text p.75 Q 1-4 (case) <b>Establish groups</b>
3	28 July	Organisational impacts of information systems, + <b>Response lag drivers and sustaining IT-enabled competitive advantage</b>	3	Text p.94 Q 1-3 Text p.96 Q1-4 (case) <b>How to research a topic</b>
4	04 Aug	IT and the design of work <b>Acceptable referencing in research reports</b>	4	Text p.130 Q2, 4, 5 Text p.133 Q 1-4 (case) <b>Effective writing &amp; research projects</b>
5	11 Aug	IT and changing business processes <b>Research Report Due at 10:45 am (student drop box level 1 Easterfield Building.)</b>	5	Text p. 158 Q1,5,6 Text p. 159, Q1-3 (case) <b>Analysing a case</b>
6	18 Aug	IT careers and IT research, and IT Architecture and Infrastructure	6	Text p. 187 Q2-4 <b>Research project presentations</b>
Break				
7	08 Sept	Information Systems Sourcing <b>Case Study Due Friday (11<sup>th</sup>) at 10:45 am (student drop box level 1 Easterfield Building.)</b>	7	Text p. 213 Q 1,3,4 Text p. 217 Q 1-3 (case)
8	15 Sept	Governance of the IS organization	8	Text p. 242 Q 3-5 Text p. 243 Q1-4 (case) <b>Preparing for tests</b>
9	22 Sept	Using Information Ethically	9	Text p. 274+ Situat. 4-6 Text p. 277 Q 1-3 (case)
10	29 Sept	Funding IT	10	Text p. 306 Q 2, 3 ,6 Text p. 308 Q 1-4 (case)
11	06 Oct	Knowledge Management <b>Questions on the end-term test will be heard and answered.</b>	12	Text p. 371, 1-3 Text p. 372, 1-3 (case) <b>Preparing for tests (2)</b>
12	13 Oct	<b>In class comprehensive end-term test</b>		No Tutorial

NOTE 1: For the assigned text questions in the “Tutorial Events” column”  
a hyphen (-) means you should do all the questions in the range, e.g. Q2-4 is three questions  
a comma (,) means you need only do the numbered questions

NOTE 2: An article is also assigned to be read each week; these can be downloaded from Blackboard.  
Although we intend to adhere to this schedule as closely as possible, unexpected events or new developments may necessitate some change or additions. Remember to check for announcements on Blackboard regularly (say weekly) and read or forward your ...@vuw.ac.nz email.