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School of Information Management

**MMIM 520**  
**E-business management and strategy**

Trimester Three 2009/2010

**COURSE OUTLINE**

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**Names and Contact Details**

<b>Contact Details</b>	
<b>Paper Coordinator:</b>	<b>Tony Hooper</b> Room 216, Easterfield Building, Kelburn Parade, Wellington Ph:- 463 5015 Email: tony.hooper@vuw.ac.nz <b>Appointments:- If you would like to meet with me, the simplest approach is to arrange a time and place via email first. Use can also be made of Blackboard for communications with both me as well as other members of the class.</b>
<b>Programme Administrator:</b>	<b>Tiso Ross</b> Room 121, Easterfield Building, Kelburn Parade, Wellington Ph:- 463 5309 e-mail :- Tiso.Ross@vuw.ac.nz
<b>Dates:</b>	<b>Monday 16 November to Friday 18<sup>th</sup> December 2009.</b> <b>Monday 4 January 2010 to Friday 12 February 2010</b>
<b>Mid-term break</b>	<b>21<sup>st</sup> December 2009 to 4<sup>th</sup> January 2010</b>
<b>Times:</b>	<b>Wednesdays – 17.40 – 19.30</b>
<b>Venue:</b>	<b>RWW 315</b>

**Withdrawal from Courses:** Last day to withdraw with a refund from this course is 25<sup>th</sup> November 2009.

**Withdrawal dates:** Late withdrawals with Associate Dean (Students) permission 22<sup>nd</sup> January 2010

(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

**Course Content**

This course deals with the management tasks in an e-business: planning, managing teams, outsourcing, external relationships, work flows, security, business processes. It is intended to sensitize students to strategic and managerial issues that that impact on decision-making in a technology-driven

information age. Modules will more or less equate to lectures, depending on progress made each week. The lecture schedule is shown in the table below:-

Week No.	Date of lecture	Topic	Syllabus Reference	Assessments Due
1	18 Nov	An overview of this course. Killer apps		
	28 Nov	Tutorial - Finding and using management literature and writing your academic assignments		
2	25 Nov	Competitive advantage & alignment in information systems management		Assign. 1
3	2 Dec	Inter-organisational systems and globalisation.		
4	9 Dec	Supply chain management, cultural issues and outsourcing		Assign. 2
5	16 Dec	Case study test		Case ass. 1
	23 Dec	Study Break		
	30 Dec	Study Break		
7	6 Jan	Strategy – Val Hooper		Assign. 3
8	13 Jan	Open Source Software – Don Christie Risk, security, surveillance & human rights		
9	20 Jan	Ethical issues and their impact on business		
10	27 Jan	Contracts and other legal issues		
11	3 Feb	Mergers and acquisitions and their impact on information systems management		
12	10 Feb	Final class case study		Case ass. 2
		Concluding remarks		

### Course Learning Objectives

This course explores the strategic and managerial impact of information technology and provides students with the opportunity to develop a wider appreciation of decision-making for competitive advantage. In many ways the course is intended to place the content of many other courses in the MIM into a strategic and decision-making context. Graduates will be able to recognize the strategic relevance of information technologies, to analyze the implications of IT applications, and to manage the alignment between an organization's business strategy and its IT strategy.

More specifically stated the course objectives are:

1. To create an opportunity for students to explore strategic and decision-making issues arising from the availability and use of a variety of information technologies.
2. To understand how strategy and technology relate to one another, and therefore how IT is driving competitive advantage and strategic decision-making.

3. To create awareness of the problems associated with legal, social and cultural considerations and their implications for e-business management and electronic commerce.
4. To understand the role of national jurisdictions in these international concerns.

### **Course Learning Outcomes**

The primary focus of the course is a general manager's and entrepreneur's perspective on the application of current information management techniques to business. Most of the lessons are also applicable to the not-for-profit sector. By the end of this course students should be able to:

1. Undertake library and Internet research and record their findings according to standard academic requirements.
2. Discuss some of the important principles upon which businesses are building their strategic response to information and communications technological in order to promote sustainable competitive advantage.
3. Effectively participate in management decision-making concerning the implementation of e-business strategies.
4. Locate managerially relevant information on a specific e-business technology from a variety of sources and make a convincing buy/not buy recommendation.
5. Access current information about the strategies and performance of an e-business, for example, a competitor, and prepare a useful report on the strategic direction of that company, its future moves and likely success.
6. Evaluate the opportunities and limitations that this places upon managers both within New Zealand and elsewhere.
7. Demonstrate masters-level understanding of the subject through the ability to integrate technological developments and company strategies within a sound theoretical framework.

Course participants are expected to pre-read and attend lectures, and participate actively in activities and class discussions during the lecture. It is further expected that assessment components are handed in on time, and that each student does their fair share in the group work. The extent and quality of participation will be assessed. In this course we will learn from one another - as a collective exercise. We will also learn from research, thinking and assignments. The focus will be on active learning. With a more active approach, you will learn far more than a few theories and interesting case studies,

### **Course Delivery**

The course will be delivered in the form of nine lectures and a three hour tutorial with class discussions during the lectures wherever appropriate. The fifth and twelfth classes will be allocated to in-class case study tests.

**Note that there will be a mandatory tutorial on Saturday 28<sup>th</sup> November on finding and using information for academic assignment writing and the application of citation conventions. This tutorial will ensure that students are aware of the criteria by which their assignments will be marked and how to optimise their work plans and assignment submissions. This tutorial is probably the most valuable part of the course – according to feedback from students in previous courses. Students who miss this tutorial could**

**have serious problems in preparing and delivering their course assignments according to specifications, with consequences for their final grades.**

Instead of a final course examination, there are two Case Studies – one to be held in the 5th class on Wednesday 16<sup>th</sup> December 2009. The second Case Study will be dealt with in the final class on 10<sup>th</sup> February 2010. In both cases students will be given a case to read in preparation for the exercise and will be allowed to bring into the class their lecture notes and any other materials they consider they might need. These are open book assessments of student understanding of the material covered in class.

Research has shown that students learn more from their peers than they do from the lecturers. To optimise that process, each student will be given a topic on which they will make a presentation in class. These class presentations, and student class participation, will count for 10% of the total course grade.

### **Expected Workload**

This is a 15 point course. One point should equate to 10 hours of work, which means a total of 150 hours for a 15-point course. Preparation time for assessment items is expected to be as given in the table below, although allowance should be made for individual variations:-

<b>Assessment item</b>	<b>For detailed instructions see</b>	<b>%age of total grade</b>	<b>Expected time allocation</b>
Initial discussion		6	3 hours
Annotated bibliography		10	6 hours
Class presentation		14	15 hours
Written research assignment		30	40 hours
First Case study		20	10 hours
Final Case study		20	10 hours
Total		100	84 hours

This leaves an additional 36 hours for additional reading, study and class preparation.

### **Group Work**

Any group work will occur in class and will not contribute to course grades.

### **Set work**

The setwork for this course is

Gray, P. (2006) *Managers guide to making decisions about information systems*. Hoboken, NJ: John Wiley & Sons.

The book is available from Vic Books.

### **Materials and Equipment**

Networked mobile devices in any form may not be used in class or in class tests.

## Assessment Requirements

Class tests are designed specifically to assess how students have assimilated material dealt with in class and in other assignments and what they make of that material. Rather than assessing memory, assignments are intended to assess student thinking and understanding. The ability to communicate that understanding therefore becomes a critical success factor.

*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.*

### Assessment:

- |   |     |
|---|-----|
| • Class discussion – 25 November 2009         | 6%  |
| • Annotated bibliography – 9 December 2009    | 10% |
| • Class presentation – according to schedule  | 14% |
| • Individual written project – 6 January 2010 | 30% |
| • Mid-term case study – 16 December 2009      | 20% |
| • Final case study – 10 February 2010.        | 20% |

### Mandatory course requirements

- Attendance at 75% of lectures.
- Completion of all assignments on time and in format required
- A minimum of 45% for both the mid-term and the final case studies

### Grading standards:

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

\* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognised that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

\*\* The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

### **Examinations**

There is no final examination for this course. Course grades will be derived from the assessment items identified above.

### **Penalties**

All written assignment deadlines have been specified and will be assessed by the date and time recorded on the email to which the assignment was attached when submitted to the Course Convenor. Because meeting deadlines is a critical factor in the assessment of tenders, job applications and other business negotiations, applications for extensions of time for the completion of assignments will not be entertained. The decision to submit an assignment late can be made by the student concerned, bearing in mind that there will be a 5% per day penalty for late delivery to a maximum of 25%. Students submitting their assignment late will be considered to have made an executive decision to do so and accept the penalty consequences. Assignments delivered more than 5 days late will not be marked.

### **Communication of Additional Information**

Additional course information will be conveyed to students in class, by email or by posting the information to the course Blackboard site. Please monitor your email and the course Blackboard regularly.

### **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.

**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/)