

School of Information Management

BBIS416 IT BUSINESS DEVELOPMENT

Trimester One 2010

COURSE OUTLINE

Name and Contact Details

Course Coordinator: David Mason
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Administration Mrs Kim Hann
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Trimester Dates

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

Withdrawal from Courses:

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

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

Withdrawal dates: refunds:

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

Class Times and Room Numbers

Lectures: ***Mondays, commencing 1 March 2010***
One two-hour class each week
No tutorials

Time: **Mondays 10:00 to 11:50**

Venue: **MY401**

Course Content

The course will be based around the issues that arise from the establishment and maintenance of new IT based businesses. Each student will be required to produce a formal business proposal and an academic article on an assigned topic.

NB.: The sequence of topics may have to be changed – changes to the lecture schedule will be announced in class and published on Blackboard.

	<i>Date</i>	<i>Content Lecture</i>		<i>%</i>
1	01Mar	Outline of the Business Plan project. Outline of the Research Topics requirements Group discussion of IT Business Development	Discussion	
2	08 Mar	Your IT Business Idea Proposal	Presentation	
		<i>Hand-in – business idea</i>		5%
3	15 Mar	Doing an IT business plan 1	Lecture & Discussion	
4	22 Mar	Doing an IT business plan 2	Lecture & Discussion	
5	29 Mar	Venture Capital Overview Feed back and criticism	Presentation	
		<i>Hand-in – VC outline</i>		5%
		<i>Mid Trimester Break</i>		
6	19 Apr	IT & Business: The big ideas.	Lecture & Discussion	
		<i>Hand-in – Most important topic - with evidence</i>		
7	26 Apr	Individual Research Topic Presentation Group discussion of implications for IT Business	Presentation	10%
		<i>Hand-in – Discussion outline</i>		
8	03 May	Individual Research Topic Presentation Group discussion of implications for IT Business	Presentation	“
		<i>Hand-in – Discussion outline</i>		
9	10 May	Individual Research Topic Presentation Group discussion of implications for IT Business	Presentation	“
		<i>Hand-in – Discussion outline</i>		
10	17 May	Individual Business Plan Presentations	Presentation	
		<i>Hand in – finished business proposals - all</i>		40%
11	24 May	Individual Business Plan Presentations	Presentation	
		<i>Hand in – finished research topic articles - all</i>		40%
12	31 May	Feedback and summary	Discussion	

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.

Course Delivery

There are very few traditional, formal academic lectures in this course – the learning is achieved through students’ active participation in analysis and practice.

Each meeting is a mixture of questions & answers, discussion and presentation, designed to provide some background (theoretical/conceptual and/or practical) to the business case discussion. You need to prepare for every discussion by reading about the topic area and bringing an outline of your ideas and questions to the class.

Expected Workload

To do well in this paper requires **continuous substantial effort**. For each week of the course participants should plan to spend

- **two hours** in lectures;
- between **two to three hours** preparing for the Monday class discussions;
- a further **three hours** per week, working on your business development plan and preparing for the class presentations;
- an additional **four hours** will need to be allocated towards the research topic assignment.

In total it is expected that this paper would require students to work around **twelve hours** on average every week.

Group work

There is no group work in this course.

Readings

There is no required textbook for this course. Students will be required to source their own readings from the library.

Materials and Equipment

No special materials or equipment are required for this course.

Assessment Requirements

The following table provides a summary of the assessment elements that apply to this course. Full details of the assessments and their marking criteria will be introduced/discussed in the first session and subsequently published on Blackboard.

NB: this course is assessed entirely on course work. There is no mid-term or final examination.

Research topics assignment

The topics for your individual research articles are:

1. How can you make a profit in a world where information goods are expected to be free?
2. What evidence is there for psychological influences on ecommerce?
3. How can websites sites be designed to suit different user personalities?
4. What creates trust for a new online seller? What mechanisms are there to establish trust for first time visitors?
5. What is search engine optimisation? How is it done?
6. How can the managerial psychology theories of Expectancy and Locus of Control be used for enabling ecommerce for rural or Maori communities?
7. How can organizations establish the payback from social networking sites?
8. What is viral marketing and how can small businesses use it?
9. Are ERPs largely a thing of the past?
10. What are the implications of FOSS for small organisation?
11. What is agile programming, and how can it be used in NZ organisations?
12. How should NZ organisations prepare for the EU's Gallileo program?
13. What is cloud computing?

You will be allocated one of these and required produce an academic quality article formatted for publication. The written assignment is worth 40%. You will also be required to present your research to the class beforehand and have your work criticised (10%). You need to prepare for other students' presentations and have a summary ready for discussion.

Business Proposal Assignment

You are to create a business proposal/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 be required to present your initial ideas for evaluation and criticism in weeks two (5%) and five (5%). Attendance is mandatory. The presentation plus final product is worth 40%.

Assessment Requirements

The assessable tasks for this course are as follows:

Task	Due Date	Marks
Business Idea presentation	08 Mar 10	5%
Venture Capital outline presentation	29 Mar 10	5%
<i>Mid Trimester Break</i>		
Research topic Presentation Each student will present a detailed analysis of their assigned topic, and participate in the discussions.	26 Apr 10 or 03 May 10 or 10 May 10	10%
Business Plan Prepare a plan for the implementation of a technology enabled business ...	17 May 10	40%

Research topic 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	24 May 10	40%
		100

Letter Grades will be used to mark all course work assignments. The percentage/grade equivalents for each course work element are weighted and accumulated to generate the final grade for the course. Grades, percentage equivalents and descriptions used are supplied in the table below:

Grade	%Equivalent	Description	Extended Description
A+	Over 84	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	Excellent	Polished, original, demonstrating mastery
A-	75-79	Very Good	Some originality, exceeds all requirements
B+	70-74	Good	Exceeds requirements in some respects
B	65-69	Satisfactory	Fulfils requirements in general
B-	60-64	Acceptable	Only minor flaws. Unoriginal
C+	55-59	Pass	Mistakes, recapitulation of course material
C	50-54	Minimum pass	Serious mistakes or deficiencies
D	40-49	Marginal Fail	Little understanding, insufficient performance
E	00-39	Fail	Below the minimum required

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 keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. In this course, in nearly all instances, the content of the course work deliverable will be relevant to the topic of the class following the deadline. For this reason the penalties are very stringent. They are:

- Initial Business Idea:
 - failure to present a prepared business idea will result in zero marks. Your business idea will require no more than three powerpoint slides.
- VC overview:
 - failure to present a prepared VC overview idea will result in zero marks. Your VC presentation should be a Powerpoint presentation of not more than five slides.
- Topic Presentation
 - You will earn no marks if you do not do the presentation.
You will also lose marks if you have not prepared by reading up on the topic that the presenter is giving to the class. You need to bring some relevant articles you have read.
- Business Proposal Presentation

- You will earn no marks if you do not do the presentation. You may also lose marks if you do not contribute to the discussion and criticism of other people's business implementation plan.

However: unusual or unforeseeable circumstances (e.g. serious illness, family bereavement, or other aegrotat requiring incidents) may lead to a waiver of these penalties but need to be discussed with the paper coordinator as soon as possible.

There are also penalties for **excessive length of course work** deliverables. Word limits need to be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic. **Penalty percentages in proportion to the excess word count will be applied.** For example, an assignment has a word limit of 3,000 words. A delivered assignment with 3,300 words would incur a penalty of 10%. Penalties will be applied as a multiplier of $(1 - \text{Penalty}\%)$ to the grade percentage. For example, if the grade percentage before penalties was **82%** (grade **A**) and the penalty was 10%, then the final percentage will be **82%** multiplied by **0.9** (i.e. $1 - 0.1$) = **73.8%** and the final grade will reduce to **B+**.

Mandatory Requirements

In addition to achieving the minimum course mark (50%) required there is a **mandatory course requirement** that you must **attend not less than 9 of the lectures in order to pass the course**. This usually suffices for casual absences. Any other absences require sanctioning from the course co-ordinator and should be discussed with him as soon as possible.

Class Representative

A class representative will be elected in the first class. That person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Additional information or information on changes will be conveyed to students by announcement in class, on Blackboard, and/or by email to all class members.

General Information

For the following important information please follow the links provided:

Academic Integrity and Plagiarism

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

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.

General University Policies and Statutes

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

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/
