

School of Information Management

COMM 101 :

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Lecturer & Course Coordinator

Nicole Braun
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Office hours: Monday & Wednesday 14:00-15:00
EA 207

Trimester Dates

- **Teaching period:** Monday 12 July - Friday 15 October 2010
- **End of year study period:** Monday 18 October - Thursday 21 October 2010
- **Exam period:** Friday 22 October - Saturday 13 November 2010 (inclusive)

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 from Courses

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

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

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times & Room Numbers

LECTURES (2 hours per week)

Monday	13:10-14:00	MY LT 102
Wednesday	13:10-14:00	MY LT 102

Workshops (1 hours per week)

Wednesday	10:00-10:50	MY 219
Wednesday	11:00-11:50	MY 219

Workshop Allocation Procedure

You will be able to sign up for a workshop time on Blackboard during the first week of lectures (12-18 July 2010). Detailed instructions will be on Blackboard. If you do not have access to blackboard, please contact the course coordinator. If you have not signed up by that time, please contact the tutor. You may only sign up for one tutorial time. If you have signed up more than once, please contact the tutor or they may allocate you to one of the workshops. Once you have signed up for a workshop it is your responsibility to know when your workshops are and where they are located.

Notes:

- Make sure to look at your timetable to ensure that the workshop you sign up for does not clash with other classes. It will be up to the discretion of the tutor to let you change workshop times.
- If your name appears on more than one workshop list, the tutor may place you in the workshop of their choice.
- Each workshop can take up to 25 students. When a list is full, it will be locked and no more students can sign up. Please look to make sure a workshop is not full prior to signing up. All workshops are available on a first come, first serve basis.
- If you have any serious problems with your assigned time, please see the course coordinator.

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, 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, including: website design, the creation and manipulation of databases, and storage, retrieval, and manipulation of a variety of information resources. This course will increase students' confidence in undertaking research, organising information quickly and efficiently, and presenting research in written and oral forms.

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. effectively locate relevant items from bibliographic databases.
4. evaluate websites in a business-to-business (B2B) context.
5. effectively produce written assignments.
6. present research findings to an audience of peers using standard presentation software.
7. create relational databases using MS Access.

Course Delivery

Lectures will be held on Mondays and Wednesdays in the assigned lecture room (MY LT 102).

Workshops will take place starting in week 2 as noted on the schedule at the end of the course outline.

Expected Workload

Students are expected to attend all of the lectures and at least 8 out of 10 workshops during the course. In addition, students are expected to spend additional time on their own each week working on the material for the course. A total of 150 hours of work is expected for this course. This includes lectures and workshops. Students should also spend approximately 8 hours per week outside of class preparing, reading, and writing assignments. In addition, students should expect to spend additional time preparing for the final test.

Group Work

There is no group work in COMM 101. All workshops and assignments should be completed individually.

Readings

Readings will be posted on Blackboard each Friday. Students are expected to check Blackboard regularly in order to download the required reading.

Materials and Equipment

- Students are required to have the readings for the week's lectures these should be brought with during the lectures. It is expected that the readings will be completed prior to each lecture.

Assessment Requirements

	Learning Objective	%	Due Date
Research project	2, 3, 5	30%	6 September, 4:30pm
Presentation	2, 3, 6	10%	8 September
Powerpoint Slides	6	5%	Electronic: 6 Sept. 4:30 Hard copy: 8 Sept.
Tutorials / Workshop	4, 7	10%	As indicated
PeerWise Quizzes	5	5%	As indicated
Final Test	1, 2, 4	40%	13 October

Research Project: The research project is a research paper reporting your findings on one of the topics listed at the end of the course outline. You must select your topic prior to **23 July 2010** and email your selected topic to the course coordinator. If you have not selected a topic by **23 July 2010**, you will lose 2% of your final project mark. Any changes to your selected topic must be approved by the course coordinator. The completed report must be 2000 words (+/- 10%) and follow APA guidelines. The final report must be submitted in both hard copy and as an electronic copy via Blackboard. The paper must be handed in by **4:30pm on 6 September 2010** unless an approved extension is granted. A marking sheet stating the criteria for marking will be available for download on Blackboard closer to the date of the assignment.

Presentation: As part of your research you will give a 4 (minimum) - 5 (maximum) minute presentation on the topic you selected for your research project. The presentation must include Powerpoint slides. A marking sheet will be available on Blackboard. Presentation will take place in Week 7 during the workshop and lecture times. Information about presentation times will be provided closer to the date of the presentations.

Powerpoint Slides: As part of your presentation, you are expected to use Powerpoint (or equivalent) slides. A hard copy of your slides must be handed in at the time of your presentation. An electronic copy of your slides should also be submitted with your research report. Please submit your Powerpoint slides in .ppt format.

Tutorials / Workshops: Your mark for your workshops will be based on your attendance at the tutorials and your completion of the assignment. You are required to attend at least 8 of the 10 tutorials. In order to gain full marks for the tutorials you must attend and complete all the tutorials.

PeerWise Quizzes: Throughout the course you will be expected to participate in PeerWise Quizzes. Participation is expected in the form of contributing questions and answering questions on the PeerWise site, found here: <http://peerwise.cs.auckland.ac.nz/>. A handout will be available on Blackboard about how to sign up and use PeerWise. You are expected to contribute a minimum of **6** questions to the question pool, and answer at least **10** questions (3 questions must be submitted and 5 answered prior to 23 August 2010. The

remaining 3 submitted and 5 questions answered must be completed prior to 8 October 2010).

Final Test: The final test will be a 50 minute, closed-book test held in the normal lecture theatre during the normal lecture time on the last day of class (8 October 2010). All lecture materials, readings, and workshop materials may be assessed. Details will be advised closer to the date.

The final test is **CLOSED BOOK**. No aids other than hard-copy foreign language dictionaries are allowed. The use of unauthorised aids, including electronic aids of any kind or any form of cheating, will lead to immediate failure of the test.

Please 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.

Examinations

The final test for this course will be held during the final lecture period.

There will be no exam held during the examination period.

Penalties

In fairness to other students, work submitted after the due date will incur a 10% penalty (of the value of the project) for each calendar day late. In the event of a bereavement or prolonged illness affecting your ability to meet the deadline, you can discuss this with the course coordinator. In the case of illness, you may be asked to produce a medical certificate.

Mandatory Course Requirements

Students must:

1. Submit the research project and Powerpoint slides
2. Complete the presentation
3. Attend at least 8 of the 10 workshops
4. Answer at least 10 questions on PeerWise and contribute 6 questions on PeerWise.
5. Attain at least 40% on the final test
6. Attain at least 50% for the course

Class Representative

A class representative will be elected in the first class, and 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

Course information will be posted on the VUW Blackboard site. Students need to check the site at least twice per week. Email from students must be from their SCS account. Other email accounts may be ignored.

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>

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/

Lecture / Workshop Topics

Date	Lecture / Workshop	Topic
Week 1		
	Lecture 1	Introduction to communication
	Lecture 2	Introduction to communication practices
Week 2		
	Lecture 3	Nature & types of information
	Lecture 4	Evaluating information quality
	Workshop 1	Citation exercise
Week 3		
	Lecture 5	Digital resources
	Lecture 6	Organising information
	Workshop 2	Database & online searching
Week 4		
	Lecture 7	Presenting oral reports
	Lecture 8	Writing reports
	Workshop 3	Creating a Powerpoint presentation
Week 5		
	Lecture 9	Structure of knowledge
	Lecture 10	Transferring knowledge
	Workshop 4	EndNote
Week 6		
	Lecture 11	The internet, web 2.0 & the semantic web
	Lecture 12	Effective web design
	Workshop 5	Designing a webpage using Dreamweaver
Mid-trimester break (23 Aug - 3 September)		
Week 7		

Date	Lecture / Workshop	Topic
	Lecture 13	Evaluating business websites RESEARCH PROJECT DUE - 6 September (Hardcopy and electronic copy due by 4:30pm)
	Lecture 14	Presentations during Lecture
	Workshop 6	Presentations during Workshops
Week 8		
	Lecture 15	Collaborative communication
	Lecture 16	Challenges & benefits of collaborative communication
	Workshop 7	Web site evaluation exercise
Week 9		
	Lecture 17	Introduction to information policies
	Lecture 18	Applications of information technologies & virtual teams
	Workshop 8	Collaborative communication
Week 10		
	Lecture 19	Information systems in organisations
	Lecture 20	Introduction to relational databases
	Workshop 9	Designing a database using Access
Week 11		
	Lecture 21	Picking the most effective way to communicate
	Lecture 22	Current issues in communication
	Workshop 10	Communication method selection exercise
Week 12		
	Lecture 23	Course review
	Lecture 24	Final Test - MY LT 201 at 13:00

Research Report: Topic Instructions

The primary objective of the research report is to enable the student to explore one topic presented in this course in more detail in order to gain practical experience in presenting information. Students must write a research report and present their findings on one of the following research topics:

Topic	Suggested Reading
<p>1. Identify and discuss the 6 stages of learning with the Knowledge Cycle. Explain how the Knowledge Cycle can be applied in a university environment.</p>	<p>Rowley, J. (2001). Knowledge management in pursuit of learning: the Learning with Knowledge Cycle. <i>Journal of Information Science</i>, 27(4), p. 227-237.</p>
<p>2. Identify and discuss 5 potential problems in virtual teams and ways that these problems can be avoided and addressed.</p>	<p>Montoya-Weiss, M., Massey, A. & Song, M. (2001). Getting it together: temporal coordination and conflict management in global virtual teams. <i>Academy of Management Journal</i>, 44(6), p. 1251-1261.</p>
<p>3. Discuss the differences between formal and informal communication networks. Explain the benefits and how and when they should be used.</p>	<p>Johnson, J., Donohue, W. & Atkin, C. (1994). Differences between formal and informal communication channels. <i>Journal of Business Communication</i>, 31(2), p. 111-122.</p>
<p>4. Explain what is meant by Web 1.0, Web 2.0, Web 3.0 and the Semantic Web. Discuss which stage we are currently at and how we can transition into the next stage.</p>	<p>Kambil, A. (2008). What is your Web 5.0 strategy? <i>Journal of Business Strategy</i>, 29(6), p. 56-58.</p>
<p>5. An effective business website should address usability, information quality, interaction, and service quality. Explain what each criteria is and discuss how to plan the content for a business website that addresses each of these issues.</p>	<p>Cappel, J. & Huang, Z. (2007). A usability analysis of company websites. <i>Journal of Computer Information Systems</i>, Fall(2007), p. 117-123.</p>