TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

MMIM 502 MANAGING IN THE INFORMATION AGE

Trimester Two 2010

COURSE OUTLINE

COURSE COORDINATOR
Dr Beverley Hope, BSc, MBA *Kansas*; PhD *Hawaii*
Room: EA 229 (Easterfield Building, Kelburn Campus)
Email: beverley.hope@vuw.ac.nz
Phone: 463-5528

PROGRAM DIRECTOR	**SENIOR ADMINISTRATOR**
Dr Brian Harmer, MBA *Massey,* PhD *Wellington*	**Usha Varatharaju (or Christine King)**
Room: EA 228	EA 121
Email: Brian.Harmer@vuw.ac.nz	Usha.Varatharaju@vuw.ac.nz
Phone 463-5882	463-5309 (or 463-5875)

Trimester Dates
Monday 12 July to Friday 15 October 2010
Mid-term teaching break: Monday, 23 August to Friday 3 September

Class Times and Room Numbers
Mondays 17:40 – 19:30 in GBLT4

COMMUNICATIONS:
Notices relating to the course will be announced in class or distributed via an email distribution list, and posted on Blackboard (http://blackboard.vuw.ac.nz). Emails will be sent to your VUW email address. Please arrange an automatic forward if this is not your preferred email address.

If you miss a lecture, make sure that when you ask your colleagues about the work and material missed you also ask about notices. The responsibility for remaining informed or obtaining copies of any handouts rests with the student. Basic course documents will be available on Blackboard.

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. **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.

COURSE INTRODUCTION

In recent decades information technology and systems have had a noticeable impact on organizations including their ability to gain and maintain a competitive advantage. It is, therefore, important that ITS be managed to enhance organisational performance.

In general, management is about ensuring the most effective and efficient use of resources in an organization to ensure the sustained existence, growth and competitiveness of the organization. In particular management is concerned with the optimal use of inputs and efficient transformation processes to maximise the quantity and value of outputs, within the context of a multitude of influential environmental factors. This course emphasizes how information technology and systems can be used effectively to assist in meeting these goals. In this course, the term "information systems" (IS) includes the technology, processes, people, and organisational culture employed in the conduct of business.

The goal of the course is to enable future managers (class participants) to become informed contributors to information systems decisions. To achieve this goal the course requires those enrolled to move beyond being "students" to become active participants in examining text materials, current or topical articles, and assigned case studies.

PROGRAMME OBJECTIVES (practiced in this course)

The course will provide students the opportunity to develop:

Oral, written and IS-related communication skills through
- active participation in class discussion
- the development and presentation of oral and written reports, using narrative, diagrammatic and other schema as forms of presentation
- formal and informal classroom debate

Critical and creative thinking skills through
- exercises and assignments requiring analysis, evaluation, interpretation and synthesis

Leadership skills through
- structuring independent study
- leading projects and group exercises
- fulfilling spokesperson duties, reporting on a group's activities or ideas to the class

COURSE-RELATED STUDENT LEARNING OBJECTIVES
On successful completion of the course, students should be able:

1. Identify and discuss the nature and importance of Information Systems and Technology (IST) for business organizations;

2. Describe, analyze, and discuss major current developments in IST.

3. Identify and discuss key managerial, organisational, and social issues arising as a consequence of IS selection, implementation and use;

4. Understand and describe the roles of various participants in the successful adoption, implementation and ongoing management of IST in organizational contexts;

5. Explain in depth at least one leading-edge information systems application.

EXPECTED WORKLOAD
On average students can expect to spend 10 hours per week on course work preparation. Given that this is an advanced degree and students might be stimulated to pursue their own exploration of certain topics, this time estimate will be variable. The important thing is to keep up a steady work pace and not fall behind. Extra time will be required to prepare and write assignments, including time during the mid-semester break.

INDIVIDUAL WORK

There are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is <u>not</u> allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

GROUP WORK

Students will submit one group project (see Assessment Requirements). Over and above class time, the group project should not entail more than 10–12 hours in group meeting time.

READINGS

Articles will be assigned for reading each week and will be available at least two weeks ahead of the associated lecture. Each week four students will each write a critique of one article, four will prepare questions relating to the case, and four will contribute **one** additional reading relating to the area.

Good journal resources for assignments are listed below; other useful sources may be found in online databases such as Proquest. Cautious use of newspapers and professional publications for up-to-date information is also encouraged, but be aware of potential bias on the part of the author.

- MIS Quarterly
- MIS Quarterly Executive (easy-to-read practitioner articles)
- Harvard Business Review (occasional IS-related articles)
- Communications of the ACM (easy-to-read practitioner articles)
- Journal of Information Systems Management
- Journal of Strategic Information Systems
- MIS New Zealand
- Information Strategy: The Executive's Journal
- You should also read current articles relating to IS, including the weekly Info Tech section of the Dominion Post and other newspapers.

There is no assigned textbook for this course. Those seeking a related text might choose from:

Piccoli, G. (2008). Information Systems for Managers. Hoboken, NJ: John Wiley & Sons.
(This text has been used by the course coordinator in another graduate course.)

Pearlson, K.E., & Saunders, C.S. (2010). Managing and Using Information Systems: A Strategic Approach. Hoboken, NJ: John Wiley & Sons.
(This text is often used in graduate courses, and has been used by the course coordinator in an upper undergraduate course.)

STUDENT PARTICIPATION

Students are expected to attend every class. Where absenteeism is unavoidable, the lecturer should be informed in advance as far as possible.

An important component of the course is the interaction and sharing of ideas and perspectives. Particularly valued will be:

- Effective starting of a discussion
- Injection of a unique perspective into a discussion
- Inter-relating of various perspectives
- Drawing together things learnt during the discussion
- Relating discussions on new topics to those already covered
- Researching and presenting information beyond the confines of the prescribed readings

- Article deliverables   20%
- Individual research assignment 20%
- Case study analysis   30%
- Group project
    - Group component   20%
    - Individual component   10%

Note: There will be no final exam.

The grade awarded will be a weighted average of all assessment marks.

An outline of each assessment requirements follows. Further information will be provided in handouts distributed in class and available on Blackboard.

Article Deliverables

Each class will contain a critical review of the two readings assigned for that session. While everyone is expected to have prepared these readings, individual students will be assigned certain tasks each session:

(a) Some will be required to provide a two page (max.) ***critical review*** of a specific reading, and to briefly summarize and critique it for the class (six minutes max.).
NOTE 1: See the designated course style at the bottom of page 5.
NOTE 2: Use of your own diagrams to summarise content is permitted.

(b) Some will be required to develop three insightful ***questions*** pertaining to a specific reading and to lead a short discussion.

(c) Some will be required to source one ***additional reading***, which relates meaningfully to the topic of the session. You will also provide a half-page (max.) ***rationale*** for its selection (why you liked it, how it contributes to our knowledge, how it complements or contradicts what has been read or discussed in class).

A list of when each student is responsible for a deliverable will be posted on Blackboard. The deliverables (***italicized above***) will be DUE BY EMAIL at or before midday on the Friday before class so it can be placed on Blackboard.
(These tasks address course objectives 1, 2, 3)

Individual research assignment

(Address course objectives 1, 2, 3, 4, 5)

The individual assignment will be announced at least two weeks in advance. It will be based primarily on secondary research with a strong emphasis on academic rigour.

More details regarding the topics of the assignments will be provided nearer the time. Each assignment should be no more than 3 pages using Times New Roman font, size 12 and Margins of 2.5 cm Left, Top, and Bottom, and 3 cm on the Right.

Case study analysis

(Addresses course objectives 2, 3, 4, 5)

The case study will be distributed at least two weeks in advance.

The analysis should identify the key issues and challenges faced by the manager decision makers in the case and should present a substantial argument for what they ought to do.

Guidelines for the analysis of case studies will be provided nearer the time and placed on Blackboard. The case study should be no more than 3000 words in length.

Group project

(Addresses course objectives 1, 2, 3, 4, 5, 6)

Develop a written report (group) and executive summary (individual) on a new or rapidly changing information systems application. This will include, at minimum, a brief description of the business problem being addressed, identification of candidate information technology solution(s) and selection of one (with justification), 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 application, and potential for creating and sustaining competitive advantage. Each individual will also submit an independently written Executive Summary
Details will be provided in a separate handout posted on Blackboard.

Format for Submitted Assessment Items
Assignments must be submitted to the Course Coordinator in both soft (electronic) and hard (paper) copy. They should be computer-generated using:

Font: Times New Roman, 12pt,
Line Spacing: 1.5
Margins: 2.5 cm (Top, Bottom, Left) and 3 cm (Right)
Print: Single-sided paper to allow for written comments on the paper.
Reference Format: APA http://www.waikato.ac.nz/library/learning/g_apaguide.shtml
Title Page: should include
   (a) assignment type (i.e. Individual Assignment, Case Study, Group Project)
   (b) new line: assignment topic (e.g. 2D barcodes, Ezibuy).
   (c) 3-4 (or more) lines lower: student ID and name – larger font than assignment titles
   (d) at the bottom left type an accurate word count, e.g. "Word Count 3,500"

Comment: Title page, table of contents, bibliography and appendices do not count toward the required assignment length. But no material in an appendix should be essential to the argument, it may add detail or example, but the whole should stand without the appendix.

Grading standards

All individual work submitted for assessment should be substantially the student's own, although discussion of developing ideas with other students is encouraged.

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.

Letter Grade	Number grade	Approx Distribution*	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** Fulfils 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

* The hypothetical percentage of students who would attain each level of performance, over several repetitions of the course, under similar conditions. It is recognized that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

All individual work submitted for assessment should be substantially the student's own work, although discussion of developing ideas with other students is encouraged.

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. The penalty is up to 5% of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g. serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the Course Coordinator as soon as possible.

Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.

Mandatory Course Requirements
Students are required to attend at least 75% of the classes in order to pass the course.

Communication of Additional Information
Additional information or changes will be conveyed by means of in-class announcements, Blackboard announcements, e-mail, and in urgent cases, telephonically. Please ensure that you check these communication channels regularly and that we have your correct contact details.

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/

Proposed Lecture Schedule

	Date	Topic	Deliverables
1	12 July	Introduction: Information Systems and the information age	
2	19 July	Changing organizations, environments, and business models	
3	26 July	Value creation with information systems	
4	2 Aug.	Sustaining IT-related economic value	
5	9 Aug.	Managing people and IT-induced change	Individual assignment submission
6	16 Aug.	Leadership	
		Mid-Semester Break	
7	6 Sept.	IT governance and asset management	Case study analysis submission
8	13 Sept.	Funding information technology and systems	
9	20 Sept.	Decision making	
10	27 Sept.	Legal and ethical issues	
11	4 Oct.	Trends in IS (1)	
12	11 Oct.	Trends in IS (2)	Group project submission

Some changes to this schedule may be necessary in extraordinary circumstances or to accommodate student learning needs.