

School of Information Management

**MMIM 532 INFORMATION POLICY**

Trimester Two 2010

**COURSE OUTLINE**

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**Names and Contact Details**

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**Trimester Dates**

Teaching Period: From July 12 (the first day of trimester) to 14 October 2010

**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 (*assuming it has 12 weeks of lectures, otherwise modify accordingly*) 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 and Room Numbers**

Class Times: Monday evenings between 19:40 and 21:30  
Room Location: Railway West Wing Room RWW128

**Course Content**

In MMIM532 we examine the nature of information policy. Information policy covers a very wide range of issues. In this course, we will look at the political economy of information, the policy development process and we will examine international information policy issues, such as standards for telecommunications network interconnections and the transfer of information across borders. We will also focus on national issues, like the Digital Strategy 2.0, and government information management. Organisational issues, such as the retention and

disposal of the organisation's records, and staff access to the Internet, will also be topics in our examination of information policies.

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### Course Schedule

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Week	Date	Topic
1	12 July	Introduction to information policy; International, national and organizational levels; Introduction to information policy and strategy: Read from course textbook by Orna - Preliminary details and Chapter 1: pp. 7-18, and other assigned articles
2	19 July	Information policy at the organizational level; The audit and needs assessment; The audit and needs assessment – Establishing the ground: Read Orna - Chapter 2: pp. 19-44, and other assigned articles; Introduction to case study analysis
3	26 July	The political economy of information; Information auditing: from initial analysis to doing the audit: Read Orna - Chapter 3: pp. 45-72, and other assigned articles; Case study 1
4	2 Aug	Government information & E-Government; Information auditing - interpreting and presenting the findings: Read Orna - Chapter 4, pp. 73-92, and other assigned articles
5	9 Aug	Cybercrime – the example of Australia - Tony Hooper to take this class; Read assigned articles
6	16 Aug	Intellectual property issues - Keitha Booth from SSC to take class; Read assigned articles
7	6 Sept	Privacy Issues; From information audit to policy: Read Orna - Chapter 5, pp. 93-101, and other assigned articles; Case study 2
8	13 Sept	Censorship; Developing and using an information strategy: Read Orna - Chapter 6, pp. 102-116, and other assigned articles
9	20 Sept	Telecommunications policy issues; Developing and using an information strategy: Read Orna - Chapter 7, pp. 117-147, and other assigned articles; Case study 3.
10	27 Sept	The Digital Strategy 2.0, including the digital divide – exclusion & information literacy & training issues; Practical advice on dealing with problems on the way: Read Orna - Chapter 8, pp. 148-156, and other assigned articles
11	4 Oct	Globalisation, Transborder data flow: Information policy/strategy – practical advice - Recapitulating the main ideas. Read assigned articles
12	11 Oct	Wrap up & presentations: Information audits and policy recommendations

### Course Learning Objectives

At the end of MMIM532, students will be able to:

1. Explain the nature of and issues involved in information policy at all levels;
2. Identify the key players and processes involved in information policy development; and,
3. Apply the principles and practice of information policy development at the organizational level.

Assignment 1 relates to course objectives 1 and 2

Assignment 2 relates to course objective 3

### **Course Delivery**

This course will be delivered by face to face interactive seminar sessions. There will be weekly readings from the course textbook and from journal articles which will be discussed in the interactive seminars. There will also be practical case studies discussed in several of the seminar sessions. Online discussion on Blackboard will be used to augment the face to face discussion.

### **Expected Workload**

Students will be expected to work between 10 to 12 hours per week based on the following weekly averages:

- Reading course material: 4-5 hours;
- Assignment preparation including: Case studies; Discussion Board contributions on Blackboard; and Information audit exercise and report: 4-5 hours;
- Attendance at classes: 2 hours.

Note that students who leave preparation for the assignments to the last minute will find that the number of hours spent on the course will dramatically increase immediately before the assignment due dates – therefore it is important to start preparing for assignments well before the due dates whenever possible.

### **Group Work**

Group work will be required for the Information audit assignment. It is anticipated that the group work will require students to spend approximately 3-4 hours per week over a five week period leading up to the submission of the final assignment. Details are provided below under assessment requirements: Information Audit.

### **Readings**

The textbook for this course is *Information strategy in practice* by Elizabeth Orna, published in 2004 by Gower Publishing. **VUW bookstore has copies of the book in stock at \$107.47.**

The additional weekly reading material will be available online from the MMIM532 Blackboard site under Course Resources. There will be a separate folder for each week.

### **Assessment Requirements**

This course will have three types of assignments:

- In-class participation and online discussion of weekly topics (worth 20%)
- 3 case study analysis reports (worth 10% each for a total of 30%)
- An information audit in two parts (Part I worth 15%; Part II worth 35%). Details are provided below.

(fuller details of each type of assignment are provided below)

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.

### **In-class participation and online discussion of weekly topics (worth 20% of final grade)**

Each week you must contribute to the in-class and online Blackboard discussion about the week's topics and/or the case studies. The purpose of the discussion is to help prepare for the class and to continue discussion of important topics. The course coordinator will create a thread to start the ball rolling each week – but you should feel free to add new threads as you see fit.

#### **Criteria for assessment**

The mark will be on the scale:

- A+ to A-: regular contributions of high significance
- B+ to B-: regular contributions
- C+ to C: irregular contributions
- D: very few contributions
- E: No contributions

#### **Significance is judged through:**

- Relevance of postings to the topic
- Willingness to take risks, brain-storm, problem-solve, and to ask questions
- Integration of new material, course readings, and class discussion
- Evidence of critical thinking/understanding of concepts, as appropriate
- Degree of support to other students in your responses to their postings
- Clarity of communication

### **Case analysis reports (worth 30% of final grade):**

**Background:** In 3 of the 12 weeks in this course, you will be required to submit a report of your analysis of the key elements of the case that has been selected for discussion in the weekly seminar session. In week 2, we will have a practice run on a case, so that everyone can become familiar with the case method of teaching and have an opportunity to clarify any aspects of the style and content for the case analysis reports that are to follow.

**Deadlines for submission:** The case analysis reports are to be prepared prior to the start of class in weeks 2 (practice run), 3, 7, and 9. After each of these classes you will be given until the following Thursday morning to revise your analysis so that the report you submit electronically can take into consideration anything new that you learned during the class or in the online discussions. You must submit each revised case report electronically by 9:00 a.m. on the Thursday after the relevant class, i.e., on:

- 22 July for practice case study in Week 2;
- 29 July for Case 1 in Week 3;
- 9 September for Case 2 in Week 7; and
- 23 September for Case 3 in Week 9

**Wordcount:** Each of the three reports will be a maximum of 800 words (approximately 4 pages of double spaced text). Reports for Cases 1-3 will each be worth 10% of the final grade.

**Description of report content:** The cases used in each week will describe an organisation, a group of organisations, or an information policy initiative — and the information policy—

related situation faced by the decision-maker(s). Sometimes the cases will also present the decisions that the decision-makers made. In analysing a case, you will need to re-visit or re-consider the problem and issues (and the decisions made). In your analysis, you will need to examine the problem and discuss what you would do (or would have done) if you were in the decision-makers' shoes ... and why. The most important aspect is your justification of your analysis. Try to work in appropriate principles, frameworks, etc., which you have learned in this and other MIM courses. You may wish to include materials and references from other books, articles, web resources, etc. It is quite appropriate to include a list of references in your report as well.

In addition, each student will be required to present one of the weekly cases or part of a weekly case to the class. We will discuss the procedure for this component of the course in the second class.

**Criteria for assessment:**

You will be assessed on the following criteria:

- Evidence that understand the problem under discussion.
- The quality of the decisions you would (or would have) made.
- The justification in your analysis.
- Clarity of communication, including acknowledgement of sources.

**Information Audit: Two parts (50% of final grade):**

**Background:** This is a two part assignment in which you will be required to work in a small team to conduct an information audit (Part I) and then on your own to make recommendations for an information policy based on an analysis of that audit (Part II).

Students will be formed into teams prior to the commencement of the assignment. For Part I of the assignment, each team will conduct an information audit of an organisation (or a part of an organisation) and to present the audit and in a written group report to be submitted electronically for grading on 7 October, 2010 and in a group presentation to the class in week 12. For Part II, each student will also be required to submit an individual report electronically to make recommendations based on the findings of the audit, due on 14 October, 2010.

The purpose of an information audit is to: identify (1) the knowledge and information that an organisation needs to achieve its objectives; and (2) how it needs to use that knowledge and information. Our course textbook (pp. 55-57) lists five key areas that are relevant to any information audit:

1. Information resources (both content and containers);
2. Guardians and stakeholders;
3. Information flow and interactions;
4. Technology and systems to support the use of information;
5. How the cost-effectiveness of information is assessed.

During the course, we will discuss these areas and the types of questions that need answering in an information audit.

**Deadline for submissions:** This assignment must be submitted electronically via Blackboard in two separate parts. The deadline for submission of Part I is 11:59 pm on Thursday, 7

October 2010, and the deadline for submission of Part II is 11:59 pm on Thursday 14 October, 2010.

### **Part I: Information Audit (15%)**

Your report must provide a brief description of the organisation and its objectives, along with a summary of the responses you received to the set of questions related to each of the key areas (listed above) that you asked of the relevant people within the organisation.

#### **Criteria for Assessment for Part I:**

You will be assessed on:

- the quality of the audit (including who was consulted, the questions that were asked, and the findings), and
- the clarity of communication in the report.

### **Part II: Policy recommendations (35%)**

Each student will submit an individual report in which he or she must analyse the findings of the audit performed in Part I, and make recommendations for an information policy based on that analysis. The report will be addressed to the Chief Information Officer (or person with equivalent responsibilities) in the organisation that he or she audited. Part II should be approximately 1500 words in length (2000 word maximum).

#### **Criteria for Assessment for Part II**

Your report will be assessed on

- the logic and depth of your analysis of the audit,
- the quality of your policy recommendations, and
- the quality of presentation of the report including the clarity of communication.

### **Penalties**

**Late assignments:** Assignments submitted after the deadline on the due date will have a 5% penalty per day imposed unless an extension has been granted by the course coordinator.

**Word count:** All work submitted MUST contain a word count, easily available from your word-processing program. The word count should appear under your name. (Note: your name should appear only on the back of the last page of the assignment.) A penalty of up to 5% will be imposed for going over the maximum word count or for not including a word count with your paper.

**Mandatory Course Requirements:** Students must attend a minimum of 9 of the 12 classes in MMIM532 and submit all of the pieces of assessment by the due dates.

### **Communication of Additional Information**

Additional information including changes to class times/locations will be conveyed via Blackboard and via email. Make certain that your email addresses are up-to-date so that communication sent via the Blackboard system will reach you.

**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](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/](http://www.victoria.ac.nz/st_services/mentoring/)