

School of Information Management

BBIS 416: IT Business Development

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Mary Tate
RH 504, Rutherford House
463 5265
mary.tate@vuw.ac.nz

Trimester Dates

Monday 28 February – Friday 3 June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Time and Room Numbers

Time: Wednesday 15:40 – 17:30

Venue: RWW 127

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 and organisational issues arising as a consequence of IS selection, implementation and use;
3. Understand and describe the roles of various participants in successful IT/IS investment and ongoing management 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

Course Delivery

Learning objectives are achieved primarily through students' active participation in analysis and practice. Session may include lectures, questions & answers, discussion, class exercises, presentations, guest speakers, or other formats (TBA), and are designed to provide some background (theoretical/conceptual and/or practical) to the assessments. You need to prepare for classes by reading about the topic area and bringing an outline of your ideas and questions to the class.

An indicative schedule of classes/topics is attached at the end of this outline.

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;
- approximately **eight to twelve hours** a week on independent research, preparing assignments or class presentations;

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. However, presenters in weeks 8-11 are expected to coordinate with each other to provide a coherent set of presentations and discussion questions and avoid overlaps

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 provides an overview and summary of the assessment elements that apply to this course. Full details of the assessments, indicative word-length and marking criteria will be introduced/discussed in the first session and subsequently published on Blackboard.

RFP response assignment (25%)

You are required to write sections of a response to an RFP. The RFP is genuine and sourced from an RFP database.

RFP Scoring assignment (10%)

Scoring responses to the RFP will be conducted as a class role-playing exercise. You will be required to score the responses produced for the "RFP response" assignment according to the role you have been assigned and the criteria included in the RFP.

White Paper outline, sources and strategies (15%)

The focal areas for your white-paper articles are:

- Infrastructure, virtualisation and the cloud
- Business Intelligence
- Sustainability
- Managing the customer experience, social networking
- Other (by negotiation with the course co-ordinator)

In this assignment students will submit their suggested topic, the sources they have consulted, the search strategies they used, and an outline of their final deliverable for feedback.

White paper presentations and discussion leadership (5% + 5%)

During weeks 8-11 students will be presenting their white papers as business seminars and answering questions. Industry mentors may be invited to attend and participate in questions and discussions.

White Paper Assignment (40%) or (55%) see below:

The final mark for the white paper will be calculated either as:

55% on the final white paper assignment

OR 15% for the outline, sources and strategies plus 40% for the final assignment, whichever is higher.

The focal areas for your white-paper articles are:

- Infrastructure, virtualisation and the cloud
- Business Intelligence
- Sustainability
- Managing the customer experience, social networking
- Other (by negotiation with the course co-ordinator)

Guidelines, examples and marking criteria will be made available, but the format of the papers may vary slightly depending on the topic selected by each student.

The assessable tasks for this course are as follows:

Task	Due Date	Marks
RFP response	23 March	25%
RFP Scoring	29 March	10%
White paper outline, sources and strategies	14 April	15%
White Paper	03June	40%
White Paper Presentations and Discussion Leadership	continuous	5%+5%
		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:

<i>Grade</i>	<i>%Equivalent</i>	<i>Description</i>	<i>Extended Description</i>
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

Late submission is not possible for the RFP response, RFP scoring, white paper presentation and white paper discussion leadership assignments. Work not submitted by the due date will not be marked.

Late penalties of 5% per business day will apply to the other assessments

Mandatory Course 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 sessions in order to pass the course.**

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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.

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/

Indicative schedule

	<i>Date</i>	<i>Topic</i>		<i>%</i>
1	01Mar	Managing Technology Organisational structures, the role, relationships and challenges of the CIO Introduction to the RFP Assessment	Lecture & Discussion	
2	08 Mar	Managing technology for business development and alignment 1 (relationships of the CIO): Technology strategy; budgets and expenditure; governance; prioritisation	Lecture & Discussion	
3	15 Mar	Managing technology for business development and alignment 2 (economics of IS): Return on investment; Total Cost of Ownership; Benefits realisation; Managing your technology portfolio	Lecture & Discussion	
4	22 Mar	Managing technology for business development and alignment 3 (processes for investing in IS): Business cases; RFIs, RFPs; development, response, evaluation	Lecture & Discussion	
		Hand-in – RFP response		25%
5	29 Mar	RPF Response Scoring	Discussion and Role Play	
		Hand-in – RFP scoring		10%
6	19 Apr	Current issues in technology investment Introduction to white paper assignment	Lecture & Discussion	
7	19 Apr	Industry Guest Speaker: Government IT Sourcing (TBC)	Presentation & Discussion	
		Hand-in – white paper outline, white paper sources & strategies		15%
		<i>Mid Trimester Break</i>		
8	26 Apr	Infrastructure, virtualisation and the cloud	Presentations & Discussion	
9	03 May	Business Intelligence	Presentations & Discussion	
10	10 May	Sustainability	Presentations & Discussion	
11	17 May	Customer experience and social networking	Presentations & Discussion	
		Hand in – White Paper		40%
12	31 May	Summary and Feedback	Discussion	
		Continuous – White Paper Presentations		5%
		Continuous – Responding to Topic Questions		5%

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