

Victoria Management School

MMBA507 INFORMATION SYSTEMS FOR MANAGERS

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator	
Name	Dr Hans Lehmann
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Senior Administrator	
Name	Linda Walker
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Trimester Dates

Teaching Period: Monday 28 February – Friday 3rd June

Study Period: Monday 6 June – Thursday 9 June

Examination Period: Friday 10 June – Saturday 2 July (inclusive)

Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before 11 March 2011. The standard last date for withdrawal from this course is 14 May 2011. 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 Times and Room Numbers

Lectures are held on Wednesdays from 17:40 to 19:30 in GBLT4

Course Content

A brief outline of the course content (i.e. the topics or themes to be covered), including an indicative schedule for the order of coverage is given overleaf.

Session Topics, Readings and Comments

Note: The sequence of lectures may be changed

Date	W#	Topic	Readings	Comment
2 March 2011	1	Anatomy of 507; IS/T and Management		
9 March 2011	2	IT and Organizational change	Ch 1, 2 and 3; <i>Mellon case</i>	
16 March 2011	3	Internet & Electronic Commerce	Ch 4; Ch 9; <i>Lands End case</i>	LEIT presentations (as required)
23 March 2011	4	Strategic IS Planning	Ch 6	LEIT presentations (as required)
30 March 2011	5	From E-Commerce to M-Commerce	Ch 5; Guest (<i>To be confirmed</i>)	LEIT presentations (as required)
6 April 2011	6	Frameworks for the Management of IS	Ch 8	LEIT presentations (as required)
13 April 2011	7	Competing with IT	Ch 8; Ch 7; Guest (<i>To be confirmed</i>)	LEIT presentations (as required)
<p>Mid Term Break from 18 April to 1 May</p> <p><i>Case Study Assignment due Monday 2 May;</i></p>				
4 May 2011	8	Acquiring IS: Project Management	Ch 11	LEIT presentations (as required)
11 May 2011	9	Supply Chain Management	Ch 12 Case (<i>to be confirmed</i>)	LEIT presentations (as required)
18 May 2011	10	Knowledge Management	Readings to be supplied; <i>NASA case</i>	LEIT presentations (as required)
25 May 2011	11	Legal and ethical issues	Ch 13 ; Guest (<i>To be confirmed</i>)	LEIT presentations (as required)
1 June 2011	12	IS Security	Ch 13	LEIT presentations (as required)

Introduction

Within the last few decades information technology (IT) and information systems (IS) have had an enormous impact on organizations and their ability to gain and maintain a competitive advantage. Managers are expected to be able to contribute in an informed manner to information systems decisions affecting their area.

This course provides an introduction to information systems, and is designed to improve the students' understanding of information technology, its role in organizational performance, and the many managerial issues that surround its adoption and use. No prior, in-depth knowledge of information technology is presumed and while the course will examine some technologies, the emphasis will be on how these are used to meet organizational goals.

Programme and Course-related Learning Objectives

This course will provide students the opportunity to:

Develop oral, written and IS-related communication skills

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

Develop critical and creative thinking skills

- through exercises and assignments requiring analysis, evaluation, interpretation and synthesis

Develop leadership skills

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

Course-related Student Learning Objectives

On successful completion of this course students should be able to:

1. Identify and analyse academic material critically and identify the cores aspects of such writings
2. Communicate the findings of their research in a clear, logical and insightful manner
3. Analyse a business case in an insightful and well-informed manner
4. Explain in depth at least one leading edge IT/IS application

More broadly students should be able to:

5. Identify and discuss the nature and importance of IS for business organizations
6. Describe, analyse, and discuss major developments in IT/IS
7. Identify and discuss key managerial, organizational and social issues arising as a consequence of IS selection, implementation and use

Course Delivery

The course will be delivered in class sessions with lectures, student presentations and other interactive work by the course co-ordinator and guests.

Expected Workload

A total of 150 hours of work is expected from students in this course. That consists of approximately 24 hours of classes, approximately eight hours per week outside classes during teaching weeks spent reading, studying and writing assignments, and a further 30 hours revising during the mid-trimester break and study week .

Group Work

While this course has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of assignment

questions. Please do not formulate shared responses to questions and do not loan out completed assignments or borrow them. VUW takes plagiarism seriously and electronic checks such as turnitin.com monitor across a class and against previous year's classes for rote copying.

Readings

The required textbook is:

Piccoli, G. (2008). *Information systems for managers: Texts & cases*. Hoboken, NJ: Wiley.

In addition relevant articles, cases and other material will be supplied to the class throughout the course.

Assessment Requirements

There will be four different assessments, one of which consists of two parts.

<i>Assessment</i>		<i>Weight</i>	<i>Type</i>	<i>Date</i>
Article selection, summary and critique		15%	Individual	Week to be allocated
Leading Edge Information Technology (LEIT) project	Presentation	5%	Group	Week to be allocated
	Report	10%	Group	
Case study		20%	Individual	Monday, 2 May 2011
Final examination		50%	Individual	TBA

Article selection (10%)

(Addresses course objectives 1, 2, 5, 6, 7)

Each student will be randomly allocated the task of selecting an article pertaining to a specific week's topic. In not more than 3 pages they will be required to summarise their chosen article, develop its three key themes and critique it.

Guidelines for article selection, summary and critique, question formulation, as well as submission will be provided in the first lecture.

Leading Edge Information Technology (LEIT) project (20% - 5% individual, 15% group)

(Addresses course objectives 1, 2, 4, 5, 6, 7)

These are group presentations to the class on key leading edge information technologies or topics. Groups will be randomly assigned to a week for their presentation. Each presentation should last no more than 15 minutes in total (10 minutes for the presentation, 5 minutes to answer questions). Each group will prepare a 5-page paper on the LEIT for submission to the Course Coordinator for evaluation. Copies of whatever electronic presentation material was used should also be submitted for evaluation. The presentation and the 5-pager will be assessed as the group components and each group member will receive the same mark for each component.

Case study analysis (20%)

(Addresses course objectives 2, 3, 5, 7)

The case study will be distributed in Week 4.

The analysis should identify the key issues and challenges faced by managers/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 and discussed nearer the time. The case study analysis has a word limit of 3000 words.

Examination (50%)

(Addresses course objectives 3, 5, 6, 7)

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

An open-book 3-hour final examination for this course will be scheduled at some time during the Examination Period, i.e. between Friday 10 June and Wednesday 29 June 2011. In accordance with Victoria MBA programme policy, students must obtain a minimum of 40% of the marks available for the final examination in order to pass the course.

Please note that 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 fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the marks earned per day of lateness. Assignments more than one week late will not be accepted and a “zero” mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the Course Coordinator. Exceeding the word limit of an assignment attracts a percentage penalty applied to the mark in proportion to the word limit excess.

Expectations and Mandatory Course Requirements

Students are expected to attend all lectures, read assigned material and contribute to class discussions. They are also expected to participate fully in the LEIT project.

To meet mandatory requirements, - comprise:

- i) submission of **all** assignments **by the due dates**
- ii) obtaining **at least 40%** (out of 100% or 20/50) in the exam.

Failure to meet mandatory requirements does not prevent a student completing other pieces of assessment, including any final examination. (See section 2 of the Assessment Handbook).

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 - Blackboard

Additional information or information on changes will be announced in class, posted on Blackboard and/or e-mailed to students, depending on the situation. It is imperative that students monitor Blackboard regularly as well as their student e-mail accounts.

Victoria MBA Grading Standards are as follows:

Excellent Category A- (75 – 79%) to A (80 – 84%) to A+ (85% and above): The learning is demonstrated to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master's level.

Very Good Category B+ (70 – 74%): The learning is demonstrated at a high standard. Students have reached a level that clearly exceeds “competency”.

Good Category B (65 – 69%): The learning is clearly demonstrated without being exceptional in any way. Students can be thought of as fully competent.

Satisfactory Category B- (60 – 64%): The learning is demonstrated without being exceptional in any way. Students can be thought of as competent.

Marginal Category C (50 – 54%) to C+ (55 – 59%): The learning is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to “fail” the student.

Unsatisfactory / Failure Category E (0 – 39%) to D (40 – 49%): The learning is absent or performed to a very low level, or the performance is seriously flawed.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/research/reference/referencingguides.aspx>).

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

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/