



School of Information Management
MMIM 502 MANAGING IN THE INFORMATION AGE

Trimester Two 2011

COURSE OUTLINE

COURSE COORDINATOR

Dr Beverley Hope, BSc, MBA Kansas; PhD Hawaii

Room: RH 404 (Pipitea Campus)

Email: beverley.hope@vuw.ac.nz

Phone: 463-5528

PROGRAM DIRECTOR

Dr Brian Harmer, MBA Massey, PhD Wellington

Room: RH 551

Email: Brian.Harmer@vuw.ac.nz

Phone: 463-5887

Trimester Dates

Monday 11 July - Friday 14 October 2011

Mid-term teaching break: Monday, 22 August to Friday, 2 September

Class Times and Room Number

Mondays 17:40 – 19:30 in GBLT4

KEEPING IN TOUCH:

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 VUW email 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:

1. Your fees will be refunded if you withdraw from this course on or before **22 July 2010**
2. The standard last date for withdrawal from this course is. **Friday 23 September**. 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.

COURSE CONTENT

Information and technology systems (ITS) are a support function in an organisation; they support production and management. Therefore, ITS must be managed to enhance organisational objectives. Management seeks to ensure the most effective and efficient use of resources 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 management 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 is to enable future IT 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.

COURSE-RELATED STUDENT LEARNING OBJECTIVES

On successful completion of the course, students should be able to:

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.

COURSE DELIVERY

Classes will usually include student presentations, a mini-lecture by the lecturer, and, sometimes, discussion of a case study. Valued student contributions include:

- Effective starting of a discussion
- Injection of a unique perspective into a discussion
- Inter-relating of various perspectives, i.e., the drawing together of ideas presented
- Relating discussion of new topics/concepts to those covered in previous sessions
- Presenting information beyond the confines of the prescribed readings (e.g. from other research or from relevant work experience)
- Awareness of the need to allow time for others to contribute is also valued

Student attendance in class is essential. Where absence is unavoidable, the lecturer should be informed in advance if possible; and after class where prior notice is not possible.

EXPECTED WORKLOAD

On average students can expect to spend 10 hours per week on course work, including preparation. Given that some students might be stimulated to pursue their own exploration of certain topics, actual times will vary. It is important to maintain a steady work pace and not fall behind. Some extra time may be required to prepare assignments, including time during the mid-semester break.

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 hours in group meeting time, and well-organised groups should require less face-to-face meeting time with discussions held online.

INDIVIDUAL WORK

Some assessments are strictly individual. Collaboration on these assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. **Do not** work together to formulate a response and **do not** lend others your completed assignments to others.

ACADEMIC ARTICLES FOR READING

Each week nominated students will (1) write a short critique of a designated article, (2) provide a brief overview to the class with the assumption that everyone has read the article, (3) prepare questions for class group discussions. Other nominated students will each contribute **one** additional academic article relating to the topic. Cautious use of newspapers and professional publications for up-to-date information is encouraged (in addition to the academic article) but is 'in addition to the academic article and not a requirement. Be aware of potential bias on the part of the authors.

Good journal resources

- MIS Quarterly
- MIS Quarterly Executive (easy-to-read practitioner articles on IS topics)
- Harvard Business Review (practitioner focussed with some IS-related articles)
- Communications of the ACM (easy-to-read practitioner articles on IS topics)
- Journal of Information Systems Management
- Journal of Strategic Information Systems
- Information Strategy: The Executive's Journal

Current practitioner articles relating to IS, maybe found in the weekly Info Tech section of the Dominion Post and reputable IT magazines and newspapers.

Useful Books

There is no assigned textbook for this course. Those seeking a useful text might choose from the following which have been requested to be available in the VUW Pipitea library

Pearlson, K.E., & Saunders, C.S. (2010). *Managing and Using Information Systems: A Strategic Approach*. Hoboken, NJ: John Wiley & Sons.

(This text is designed for MBA courses, and has been used in this course by other teachers.)

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.)

Robson, W. (1997). *Strategic Management & Information Systems* (2nd Ed.). Prentice Hall.

(This text contains useful material on selected topics of the course.)

ASSESSMENT REQUIREMENTS

Four assessments will be submitted these are summarised below.

A course format (style) can be found on page 5 of this course outline.

Article Deliverables (20%)

Two articles will be assigned for reading each week. While everyone is expected to have read these, designated students will be assigned specified tasks for each week:

- (a) Sometimes you will submit a two page (max.) **critical review** of a designated reading and make a brief (around 10 minute) presentation to the class.
 - Diagrams to summarise content are welcomed both in the review and presentation
 - When you present, you will assume the class has read the paper. You will highlight key ideas, and relate these to other aspects of the course or your experience **(10%)**
- (b) Sometimes you will develop two **insightful questions** for small group discussions pertaining to one of the designated reading for that week **(3%)**
- (c) Sometimes you **will source one additional article** that relates meaningfully to the topic of the session. You will also provide **a half-page rationale** for your choice (why you liked it, how it complements or contradicts the assigned articles). **(7%)**

All materials (review, questions, additional articles) must be posted to Blackboard **by midday on the Saturday day prior to class**. Printed copies should be delivered at the start of class. A class roster for articles will be provided.

(These tasks address course objectives 1, 2, 3)

Individual research assignment (30%)

The individual assignment will be announced at least three 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. Assignment should be no more than 6 pages using the course format (page 5).

*secondary research: see http://en.wikipedia.org/wiki/Secondary_research

(This task address course objectives 1, 2, 3, 4, 5)

Case study analysis (30%)

The case study will be distributed at least three weeks in advance. The analysis should identify the key issues and challenges faced by the 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.

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

Group project (20%)

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

Develop a written report (**group, 15%**) and executive summary (**individual, 5%**) 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.

COURSE FORMAT FOR SUBMITTED ASSESSMENTS

Submission: soft copy (loaded to Blackboard) **and** hard copy (paper) to lecturer (in class).

Margins: 2.5 cm (Top, Bottom, Left) 3 cm (Right – *to allow for marker comments*)

Fonts: *Body of Text* = Times New Roman, 12pt; *Headings* = Arial 14 pt bolded

Line Spacing: 1.5

Running Head: Top of each page: assignment title (left), submitters name (right)

Hard Copy Print: Single-sided

Reference Format: APA http://www.waikato.ac.nz/library/learning/g_apaguide.shtml

Title Page: must include

- (a) assignment **type** (i.e. Individual Assignment, Case Study, Group Project)
- (b) chosen assignment **topic** (e.g. 2D barcodes, Ezibuy, ...).
- (c) 3-4 (or more) lines lower: **student ID and name** – font size 16 (or 18)

QUALITY ASSURANCE NOTE

Your assessed work may 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.

LATE SUBMISSION PENALTIES

In keeping with standards of professionalism appropriate to this programme, adherence to deadlines expected. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is 10% of the report's grade for each day late. Beyond ten days lateness, projects will not be accepted and will be awarded a mark of zero. If you have unavoidable cause for late submission, discuss your situation with the lecturer, preferably before the assignment is due. Employment pressure is not usually an acceptable excuse – plan to have the assignment complete the week before the designated due date.

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 changes will be conveyed by means of in-class announcements, Blackboard announcements, or e-mail. 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

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/>

Te Pūtahi Atawhai

Maori and Pacific Mentoring Programme

http://www.victoria.ac.nz/st_services/tpa/index.aspx

Proposed Lecture Schedule

Week	Date	Topic	Deliverables
1	11 July	IS as Technical and Social Systems: Automate Informate Transform	
2	18 July	Changing organizations, environments, and business models	
3	25 July	Value creation with information systems	
4	1 Aug.	Sustaining IT-related economic value	
5	8 Aug.	Managing people and IT-induced change	Individual assignment submission
6	15 Aug.	Leadership	
Mid-Semester Break			
7	5 Sept.	IT governance and asset management	Case study analysis submission
8	12 Sept.	Funding IT resources	
9	19 Sept.	Decision making	
10	26 Sept.	Legal and ethical issues	
11	3 Oct.	Trends in IS (1)	
12	10 Oct.	Trends in IS (Group Presentations)	Group project submission

Some changes to this schedule may be necessary, e.g., to accommodate the needs of guest speakers or to accommodate student learning needs (including student requests). Any changes will be notified in class.