

School of Information Management

BBIS401 CASE STUDIES IN INFORMATION TECHNOLOGY

Trimester 1 2012

COURSE OUTLINE

Name and Contact Details

Course Coordinator:

Name: Hans Lehmann

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Trimester Dates

Teaching Period: Monday 5 March 2012 – Friday 8 June 2012

Withdrawal from Courses:

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May.
3. 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

Class Times and Room Numbers

Lectures: **Wednesdays, commencing 7 March 2012**

Times: **Wednesdays 08:30 to 10:20**

Venue: **Wednesdays in RWW129**

Course Content

The table below sets out the session topics.

<i>Week</i>	<i>Lecture Date</i>	<i>Lecture Topic</i>
1	7 March 2012	Introduction: Why bother with 401? Demonstration Case: Greyhound Bus Line
2	14 March 2012	Creating and Implementing Information Systems Case 1: Australasian Produce Co-Operative
3	21 March 2012	Management of Change in Organisations Case 2: Mellon Investor Services
4	28 March 2012	Business Process re-Engineering Case 3: Charles Schwab Corporation
5	4 April 2012	Strategic Use of Information Technology Case 4: Land's End
<i>No Lectures: Mid-trimester Break 11 to 20 April 2012</i>		
6	25 April 2012	<i>No Lecture: ANZAC Day</i>
7	2 May 2012	Enterprise Resource Planning Case 5: Cisco - ERP and Web-Enabled IT
8	9 May 2012	Knowledge Management Case 6: NASA & Jet Propulsion Lab
9	16 May 2012	Electronic Business Case 7: Amazon.com
10	23 May 2012	Mobile & Wireless technology Case 8: WWW - Who Will Win Wireless
11	30 May 2012	Summary of all Cases and their Topic Theories: Questions and Answers
12	6 June 2012	Discussion and Q & A of your Individual Learning

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

Course Learning Objectives

The course aims

- To provide an understanding of the role of information technology in organisations – business and other;
- To provide an understanding of the influence that organisational and other factors have on the use and utility of information technology applications;
- To anchor this understanding in the main contexts, disciplines and technology areas that are pertinent to information technology projects and operations.

At the end of this course students should be able to:

1. Appropriately use analytic tools from the information systems literature in the analysis of business and information systems cases. (All assessments)
[Contributes to Information Systems Major Attributes 1, 2, & 3.]

2. Identify and explain the role of information technology and systems in organisations, articulate any problems, and suggest potential improvements. (All assessments) [Contributes to Information Systems Major Attributes 4, 6 & 7.]
3. Write a coherent and focussed business report using professional style, structure and language. (All Assessments) [Contributes to Information Systems Major Attribute 5.]

Information Systems Major Attributes

Upon graduation Information Systems Majors will be able to:

M1 Understand and manage the interplay between people, technologies and organizations that underlies information systems

M2 Demonstrate a sound understanding of IT and related organisational processes

M3 Analyse, design, develop, test, implement, and maintain information, strategies, systems, processes and applications for organisations

M4 Exploit opportunities created by technology innovations

M5 Communicate the technical and managerial aspects of information systems

M6 Understand, manage and control IT risks and security

M7 Explain the impact of IT on either social, economic, legal or ethical issues in organisations and society.

Course Delivery

There are very few traditional, up-front academic lectures in this course – the learning is achieved through students’ active participation in the analysis of practice oriented cases histories. The weekly lecture is usually split into two parts:

Part 1 is a mixture of questions & answers, discussion and presentation, designed to provide some background (theoretical/conceptual and/or practical) to the case discussion the following day. The readings recommended for these sessions are essential for those that do not have prior knowledge of the topic; building on this is

Part 2, an analysis of a classic, real-life case study from which we draw lessons – with student participation in the discussion providing the main educational value. For this reason preparation of the case to be discussed is absolutely essential. Therefore the weekly case analysis assignment, together with the quality of the contribution in class, forms the major part of the assessment in this course.

Expected Workload

To succeed in this paper requires continuous substantial effort. For each week of the course participants should plan to spend at least:

- Two hours in class
- Three hours reading, understanding, and internalising the assigned readings
- Three hours completing the case assessment and preparing for the class discussion.
- An additional six hours will need to be allocated to *each* of the two assignments; one due at mid-term the other at end-of-term.

While times required by individuals will vary, a student in this course should, therefore, expect to spend, on average 10 hours for every week of class.

Readings

There is **no** required textbook for this course. The details of compulsory cases and recommended preparatory readings are contained in Appendix A.

There are a number of different ways of obtaining the readings:

- A number of readings will be **available on Blackboard** for local download;
- The articles of recommended preparatory reading may be **obtained from the library or purchased online** from the publishers' web-sites, i.e. Sloan Management School at the Massachusetts Institute of Technology (MIT) and Harvard Business School (HBS);
- HBS Case Studies and HBS Notes may be **purchased/downloaded individually** from Harvard Business School On-line (at USD6.95 each, credit card required); alternatively,
- HBS Case Studies and HBS Notes may be bought as **one collective volume of Student Notes**, which may work out slightly cheaper and may also be more convenient than individual downloads (see Appendix A for what is in the Student Notes).

Materials and Equipment

No special materials or equipment are required for this course.

Assessment Requirements

This course is assessed entirely on course work. There is no mid-term or final examination. The following table provides a summary of the assessment elements that apply to this course. Full details of the assessments and their marking criteria will be introduced/discussed in the first session and subsequently published on Blackboard.

<i>Assessment</i>	<i>Mark</i>	<i>Description</i>	<i>Learning Objective</i>
1. Weekly Case Analysis 8% for each of 8 case evaluations (Weeks 2 to 10)	64%	Analysis of each week's assigned case study. Page limit^(*): 2 pages <u>Due</u> each Wednesday at the start of class (8:30 am) in paper copy	1,2,3
2. Quality of Participation in Class Discussion	20%	Assesses the quality of participation in discussion over all class sessions in the course. This implies attendance (7%), preparedness (7%), and contribution.	1, 2
2. Learning Journal	16%	A summary of your journal-recorded reflections on learning experiences and the insights you have gained. Page limit^(*): not less than 6 pages, not more than 8 pages <u>Due</u> Wednesday, 6 June 2012 (the last lecture of the term) in paper copy	1,2

^(*) **Page limits** are based on single spacing, 2.54cm margins (top, bottom, left, and right), Times New Roman 12 pt font, and one blank line between paragraphs.

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:

Grade	%Equivalent	Description	Extended Description
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.

Examinations

The course is assessed entirely on course work. There is no mid-term or final examination.

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. In this course, in nearly all instances, the content of the course work deliverable will be relevant to the topic of the class following the deadline. For this reason the penalties are very stringent. They are:

- Weekly Case Analysis:
 - failure to hand in the paper copy before/at the beginning (i.e. before or at 8:30) of the Wednesday lecture will receive a penalty of 10% of the marks;
 - N.B.: case analyses will **not** be accepted after 10:30 on Wednesday (i.e. after the lecture); any later delivery will be considered a **non-submission** and will attract a mark of **0% (zero)**;
- Learning Journal Summary:
 - the penalty is 10% for each day the deadline of 8:30 on Wednesday 6 June 2012;
 - N.B.: assignments will **not** be accepted after 08:00 on Monday, 11 June; this will be considered a **non-submission** and will attract a mark of **0% (zero)**;

However: unusual or unforeseeable circumstances (e.g. serious illness, family bereavement, or other aegrotat requiring incidents) may lead to a waiver of these penalties but need to be discussed with the paper coordinator as soon as possible.

Furthermore, in conjunction with learning Objective 3/M5, there are also penalties for **excessive length of course work** deliverables. Page limits need to be adhered to. **Penalty**

percentages in proportion to the excess length will be applied. For example, the page limit is 8 pages; an assignment with 10 pages would incur a penalty of 25%. This will be applied as a multiplier of (1- Penalty%) to the grade percentage. For example, if the grade percentage before penalties was **82%** (grade **A**) and the penalty was 25% then the final percentage will be **82%** multiplied by **0.75** (i.e. $1 - 0.25$) = **61.5%** and the final grade will reduce to **B-**.

Mandatory Requirements

There are no mandatory requirements in this course.

Class Representative

A class representative will be elected in the first class. 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

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.

General Information

For the following important information please follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.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.

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 Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>

Appendix A: Schedule of required readings

Week	Topic	Readings ^(*)
1	Introduction	Please study the Course Outline and prepare any questions you might have about the course and it's administration.
	Demo Case	The Greyhound Bus Lines case will be available on Blackboard (BB) and in class.
2	IS Creation	BCS Report ; please download from Blackboard (BB)
	Case	Australasian Produce Co-Operative (BB)
3	Change Management	1. 'A framework for managing IT-enabled change'; Benjamin, Robert I; Levinson, Eliot; <i>Sloan Management Review</i> ; Summer 1993; 34, 4; pg. 23 2. 'Change Management 101 – A Primer'; Fred Nickols, 2004 (BB)
	Case	Mellon Investor Services ; Harvard Business School Case 9-402-036
4	Business Process Re-Engineering	1. 'Reengineering Work: Don't Automate, Obliterate'; Michael Hammer; <i>Harvard Business Review</i> , July-August 1990 2. 'Reengineering a Business Process' Harvard Business School Note 9-396-054
	Case	Charles Schwab Corp. (A) ; Harvard Business School Case 9-300-024
5	Strategic IS	1. 'How Information Technology Gives You Competitive Advantage'; Michael Porter; Victor Millar; <i>Harvard Business Review</i> , July-August 1985 2. 'Coupling Core Competencies - Wiring Information Technology into the Business' Hans Lehmann, 1994; (BB)
	Case	Custom Made Apparel And Individualized Service At Lands' End (BB)
7	Enterprise Resource Planning	1. 'IT Doesn't Matter' Nicholas Carr, <i>Harvard Business Review</i> , May 2003 2. 'Enterprise Resource Planning – Technology Note' Harvard Business School Note 9-699-020
	Case	Cisco Systems Architecture: ERP and Web-enabled IT Harvard Business School Case 9-301-099
8	Knowledge Management	1. Turban, McLean, & Wetherbe <i>Information technology for Management</i> ; (2004); Chapter 10 (BB) 2. 'A Note on Knowledge Management' Harvard Business School Note 9-398-031
	Case	Managing Knowledge and Learning at NASA and the Jet Propulsion Laboratory (JPL) Harvard Business School Case 9-603-062
9	Electronic Business	Will be advised later in the term
	Case	Amazon.com; Exploiting the Value of Digital Business Infrastructure ; Harvard Business School Case 9-800-330
10	Wireless	Will be advised later in the term
	Case	WWW – Who Will Win Wireless? Harvard Business School Case 9-802-012

(*) (**BB**) material will be on *Blackboard*; these readings are contained in the Student Notes; these articles will be available in the Library