TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Management

MMBA507 INFORMATION SYSTEMS FOR MANAGERS

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator	
Name	Dr Hans Lehmann
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Contact hours	By appointment
Senior Administrator	
Name	Linda Walker
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Trimester Dates
Teaching Period: Monday 5 March – Friday 8 June
Study Period: Monday 11 June – Thursday 14 June
Examination Period: Friday 15 June – Wednesday 4 July (inclusive)

Withdrawal from Course

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 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 19:40 to 21:30 in RHLT2;
N.B.: in the week from 23 April the lecture will be held on **Thursday 26 April**
from 19:40 to 21:30 in RHLT2

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 below.

Session Topics, Readings and Comments
(Please note that the sequence of lectures may be changed)

Date	W#	Topic
7 March 2012	1	Anatomy if 507; IS/T and Management
14 March 2012	2	IT and Organizational change
21 March 2012	3	Strategic IS Planning
28 March 2012	4	Internet & Electronic Commerce
4 April 2012	5	From E-Commerce to M-Commerce
Mid trimester break: no lectures		
26 April 2012	6	Frameworks for the Management of IS
2 May 2012	7	Competing with IS
9 May 2012	8	Acquiring IS
16 May 2012	9	Supply Chain Management & Electronic Business
23 May 2012	10	Social Networking Systems & Business
30 May 2012	11	Knowledge Management
6 June 2012	12	*LEIT mini-Presentations*

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.

Course Learning Objectives

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 MBA LG1, LG2(a)]

2. Identify and explain the role of information technology and systems in organisations, articulate any problems, and suggest potential improvements. (All assessments)
   [Contributes to MBA LG1, LG2(a), LG4, LG5(a) and LG6.]

3. Write a coherent and focussed business report using professional style, structure and language. (All Assessments)
   [Contributes to MBA LG3, LG5.]

MBA Learning Goals and Objectives

Learning Goals	*Learning Objectives*
LG1 Creative Thinking Our graduates will be innovative and creative thinkers	(a) graduates will display innovative and entrepreneurial thinking (b) graduates will display creative thinking when proposing solutions to real business issues/problems
LG2 Critical Thinking Our graduates will apply critical and analytical thinking skills to business problems	(a) graduates will appraise and compare business problems using a case- and real-world scenarios (b) graduates will support business decisions using appropriate quantitative and qualitative techniques
LG3 Communication Our graduates will be effective communicators	(a) graduates will convey key business concepts concisely in an appropriate written format (b) graduates will display articulate oral communication skills (c) graduates will be able to co-operate in teams to effectively present business information
LG4 Global Perspective Our graduates will have a global perspective	(a) graduates will extend their knowledge of local and national business environments and construct business strategies from a global perspective
LG5 Leadership Our graduates will recognise, support and display leadership	(a) graduates will recognise, support and display leadership in group settings (b) graduates will recognise ethical dilemmas in business and diagnose appropriate courses of action
LG6 Management-specific skills Our graduates will acquire, integrate and utilise advanced knowledge of organisations, management and the business environment	(a) graduates will display a holistic appreciation of interrelationships and interdependencies of managerial and organisational functions

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 <u>not</u> 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

There is no required textbook in this course. Readings are supplied the course folder. Readings for the first half of the course will be distributed in the first lecture. The remainder will be distributed in the last lecture before the Mid-trimester break. In addition relevant articles, cases and other material will be supplied to the class throughout the course.

Assessment Requirements

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

Assessment	Weight	Type	Date
Information Systems Research Assessment - Individual Report	**20%**	Individual	Will be allocated throughout the term
Information Systems Research Assessment – Summary & Presentation	**10%**	Group Assessment	
Leading Edge Information Technology Assessment	**20%**	Group Work	28 May 2012
Final examination	**50%**	Individual	TBA

Information Systems Research Assessment - Report *(20% - individual)*
(Addresses course learning objectives 1, 3)

Each group will be allocated a specific week's lecture topic. Students are given the task of selecting a research article (not older than two years) from a set of prestigious journals. In not more than 10 pages they will be required to summarise their chosen article, develop its three key themes and critique it – with specific relevance to the 'classic' articles dealt with in the respective lecture. Guidelines for article selection, summary and critique, question formulation, as well as submission will be provided in the first lecture.

Information Systems Research Assessment – Summary & Presentation
(10% - Group Assessment(*)*)*
(Addresses course learning objectives 1, 3)

The group has the task of conceptualising the common elements from the research found in the individual articles and the critique carried out by the group members. Their findings will then be brought to the class in a concise presentation.

Leading Edge Information Technology (LEIT) Project
(20% - Group Work(*)*)*
(Addresses course learning objectives 1, 2, 3)

Groups carry out research into key leading edge information technologies/topics. Each group will prepare a report of no more than 15 pages that explains the technology and provides a critical evaluation. In addition, each group will give a short mini presentation on their LEIT assessment – where concise content and timekeeping will the major components of the mark. Copies of whatever electronic presentation material was used should also be submitted for evaluation.
The report carries 15% and the presentation 5% of the mark for this assignment.

Examination *(50%)*
(Addresses course learning objectives 1, 2, 3)

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 2-hour final examination for this course will be scheduled at some time during the Examination Period, i.e. between Friday 15 June and Wednesday 4 July 2012. 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.

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[*] in Group **Assessment** all group members are assessed equally;
[*] in Group **Work** students are assessed for their individual contribution;

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 students have to:

      i) Submit **all** assignments **by the due dates**

      ii) Obtain **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/

Te Putahi Atawhai
Maori and Pacific Mentoring Programme
http://www.victoria.ac.nz/st_services/tpa/index.aspx