



**Business Development**

The course will provide students with a solid foundation in business development, covering the key areas of business strategy, marketing, sales, and customer service. The course will be delivered through a combination of lectures, seminars, and practical exercises. Students will be encouraged to participate in group projects and presentations, and to develop their own business plans. The course will be delivered in English, and students will be expected to attend every class.

## **Course Content**

The course will be divided into two sections.

1. In the first section (weeks 1-7), we will review academic literature relevant to the course topics.
2. In the second part of the course weeks (9-12), students will have the opportunity to apply this knowledge to a technology management situation or decision of their choice. These findings will be presented and discussed in class

Week	Class	Topic	Resources
1	14 July	Introduction to the course, topics and assessments  Challenges in managing emerging technologies The changing role and function of the CIO	See reading list
2	21 July	Business value creation with IS	See reading list
3	28 July	The changing nature of IS in organizations	See reading list
4	4 August	Technology evaluation and value management	See reading list
5	11 August	Managing IS security	See reading list
6	18 August	Managing IS human resources	See reading list
		25 August – 5 September 1 September, Essay assessment due	Mid-trimester Break
7	8 September	IS governance	See reading list
8	15 September	In-class test This will be an essay-style test covering the material presented in weeks 1-7.	In-class test
9	22 September	Tech talk (Student presentations)	Technology Topic TBA
10	29 September	Tech talk (Student presentations)	Technology Topic TBA
11	6 October	Tech talk (Student presentations)	Technology Topic TBA
12	13 October	Tech talk (Student presentations)	Technology Topic TBA
		27 October White Paper assignment due	

## **Readings**

There is no textbook for this class. See Blackboard for required readings.

## Assessment

<b>Requirement</b>	<b>Due Date</b>	<b>Weight</b>
<b>Essay</b> (Learning Objective 1-3)	1 September, via Blackboard drop-box	30%
<b>In-class test</b> (Learning Objective 1-3)	15 September (in-class)	30%
<b>Tech Talk based on White Paper</b> (Learning Objective 1-4)	Individual schedule (in-class)	15%
<b>White Paper</b> (Learning Objective 1-4)	27 October, via Blackboard drop-box	20%
<b>Class contribution</b> (Learning Objective 1-4) Participation consists of listening carefully to your colleagues' ideas, and then thoughtfully building upon them. It also includes offering new and unique insights, clarifying issues and complexities, reframing and extending ideas in meaningful ways, and offering a perspective that helps the group integrate and synthesize readings, ideas, and topics.		5%

Note: Detailed assignment guidelines will be provided on/through Blackboard and in class.

## Test

Barring unusual circumstances, no exceptions will be made for a missed test. To request a deferred test, you must notify the instructor in advance of the test, and provide proof of a legitimate reason for the absence. Make-up tests are granted at the sole discretion of the course coordinator.

## **Indicative Technology Topics (for Presentation/White Paper assignment)**

- Business intelligence/Big data
- ERP management
- Virtualization
- Cloud Computing: IaaS, PaaS, SaaS
- Collaboration and workflow tools
- Social media
- Mobile and wireless technologies
- Customer relationships management
- Cybersecurity
- Data governance
- The changing role of the CIO
- Or topic of your choice negotiated with the course co-ordinator

## Expected Workload

This is a 15-point course. One point equates to approximately 10 hours of work, for a total of 150 hours for the course. With 12 two-hour classes, a total of 24 in-class hours are required. The remaining 126 hours will be spread over the 12 teaching weeks and the mid-trimester break. The following breakdown estimates the required time for each task, giving you a rough idea of how much time you may need to spend

- Preparation for classes: 60 hours
- Writing assignments (2 in total): 56 hours
- Studying for test: 10 hours

### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 25<sup>th</sup> July 2014.
2. The standard last date for withdrawal from this course is Friday 26<sup>th</sup> 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.

### **Penalties**

Late submission of work will be penalised. Deadlines for each assignment are clearly listed beside the course requirements in the Assessment section above. Any work submitted late will be penalised by 10% for *each* 24-hour period past the deadline.

### **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 submitted to Turnitin. A copy of submitted materials will be retained 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.

### **Mandatory Course Requirements**

To pass this course, you must gain an overall course mark of 50 or better.

If you cannot complete an assignment or sit a test or examination, refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

### **Academic Integrity & Plagiarism**

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

### **Student feedback**

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

### **Link to general information**

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

### **Note to Students**

1. 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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
2. This course outline provides a general plan for the course; deviations may be necessary.

\*\*\*\*\*