

School of Information Management

# INFO 301 STRATEGIC INFORMATION SYSTEMS MANAGEMENT

Trimester 2, 2015

## COURSE OUTLINE

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### Names and Contact Details

	Staff	Room	E-mail & Telephone	Office Hours
Lecturer	Senay Yasar Saglam	RH415	<a href="mailto:senay.yasarsaglam@vuw.ac.nz">senay.yasarsaglam@vuw.ac.nz</a> 04 463-5266	meetings by appointment
SIM Undergraduate Support Team		RH502	<a href="mailto:simstudents@vuw.ac.nz">simstudents@vuw.ac.nz</a> 04 463 6998	Mon-Fri 10am-4pm or by appointment

### Trimester Dates

From Monday 13<sup>th</sup> July to Friday 16<sup>th</sup> October

### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24<sup>th</sup> July 2015.
2. The standard last date for withdrawal from this course is Friday 25<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' form including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

### Class Times and Room Numbers

Time: Monday 3:40pm – 5:30pm

Room: Rutherford House RHLT2

Test: Monday 17<sup>th</sup> August Take-Home Exam (Week 6)

### Course Delivery

**Lectures:** Lecture sessions will offer all or some of: discussions, cases, web examples, guest speakers, and lectures. Key points from lectures will be published on Blackboard; usually after the lecture. In some lectures guest speakers from organizations will introduce material which may form the basis for weekly case analysis assignments may be based.

**Tutorials:** Tutorial sessions operate as seminars with student discussion and analysis of articles, case studies, or other material which complements the lecture by highlighting particular aspects or of a topic. Some tutorials will include skills related to course assignments.

Please sign up for a tutorial session by **5pm Tuesday 14th July** as tutorials will start in Week 2. The tutorial signup system is called MyAllocator (see <https://student-sa.victoria.ac.nz> for details). Instructions are available on Blackboard.

**Online discussions:** Each tutorial group will have a blog for discussing readings and assignments. Students in the relevant tutorial group will be required to post weekly comments on the blog as part of the course assessment requirements.

**Blackboard:** Key course material will be posted on Blackboard, including the course outline and copies of all material required for course assignments.

**Note:** It is your responsibility to ensure you access your student e-mail to receive course alerts, or to set up a redirection from the VUW student e-mail account.

### **Group Work**

The group research project (see the assessment section) will be discussed in tutorials and some time will be allowed within tutorials to set up this project. Time will also be allocated for discussing issues in the Week 8 lecture. Additional group meeting time outside of class will be required; possibly around six hours, depending upon how the group decides to allocate and perform the work, and how they plan to merge ideas into a unified submission. Equal contributions to the group project are expected from each student, unless otherwise agreed between the group and the course supervisor.

### **Expected Workload**

You should expect to spend around 150 hours of time working on this course: this averages 9 hours of work per week in addition to the lectures and tutorials. You should plan to spend time on pre-lecture reading, preparation for weekly tutorials and assessments, as well as time working on assignments and meeting your groups. A suggested break-down of this additional weekly time follows. (However, you should expect your workload for the major assignments to vary across the course.)

Preparing assigned readings	1.5 hours/wk
Participation in blog discussion (includes reading others' comments)	1.0 hour/wk
Preparing weekly case assignments	2.0 hours/wk
Major assignments (group work, test preparation, individual research report)	4.5 hours /wk

### **Prescription**

A study of the strategic significance of IS and IT within organisations. The course examines the ways in which information technology and systems can be deployed to serve an organisation's strategic goals.

### **Course Learning Objectives**

By the end of the course, you should be able to:

1. Articulate the relationship between the business and its information systems at strategic, tactical, and operational levels.
2. Clearly describe and communicate how information technology and systems impact organisations, individuals within organisations, and business processes
3. Using appropriate models and frameworks, critically analyse, evaluate and communicate the role of information systems (including emerging technologies) in relationship to organisational issues and strategy.
4. Describe and discuss strategies, tactics, and operational approaches used by organisations to manage their IT resource, including funding, organisation, governance, project and portfolio management, sourcing, ethics, and best practice.

## Course Content

Week	Topic	Readings*	Notes
1 13 <sup>th</sup> July	Overview, Business Strategy & the Digital Revolution	See readings on Blackboard Week 1	Signup for tutorials this week*
2 20 <sup>th</sup> July	Strategic use of Information Systems, Analytical Frameworks	See readings on Blackboard for Week 2	<u>Tutorial 1</u> Signup for tutorial blog. Blogpost due 1 p.m. Monday Case analysis 1 due at start of tutorial
3 27 <sup>th</sup> July	Organisational Impacts and the Design of Work	See readings on Blackboard for Week 3	<u>Tutorial 2</u> Blogpost due 1 p.m. Monday Case analysis 2 due at start of tutorial
4 3 <sup>rd</sup> August	Organisational Impacts and the Design of Work	See readings on Blackboard for Week 4	<u>Tutorial 3</u> Blogpost due 1 p.m. Monday Case analysis 3 due at start of tutorial
5 10 <sup>th</sup> August	IS Sourcing/Emerging IS	See readings on Blackboard for Week 5	<u>Tutorial 4</u> Blogpost due 1 p.m. Monday Case analysis 4 due at start of tutorial
6 17 <sup>th</sup> August	TAKE-HOME TEST (worth 20%)		Groups to plan projects No Lecture No Blogpost No Tutorial
<b>Mid-trimester break</b>			
7 7 <sup>th</sup> September	Big Data Analytics	See readings on Blackboard for Week 7	<u>Tutorial 5</u> Blogpost due 1 p.m. Monday Case analysis 5 due at start of tutorial
8 14 <sup>th</sup> September	The Social Web	See readings on Blackboard for Week 8	<u>Tutorial 6</u> Blogpost due 1 p.m. Monday
9 21 <sup>st</sup> September	Making a Case for Strategic IS Investments	See readings on Blackboard for Week 9	<u>Tutorial 7</u> Blogpost due 1 p.m. Monday Group Presentations
10 28 <sup>th</sup> October	IS Governance	See readings on Blackboard for Week 10	<u>Tutorial 8</u> Blogpost due 1 p.m. Monday Group Presentations
11 5 <sup>th</sup> October	IT Careers Guest speaker on IT job market	NO Readings assigned Bring a draft CV	<u>Tutorial 9</u> Blogpost due 1 p.m. Monday Case analysis 6 due at start of tutorial
12 12 <sup>th</sup> October	Wrap Up / Emerging IS Revisited		No Tutorial Individual Research Project due 16 <sup>th</sup> October (5pm)

## Readings

Course readings are split between the textbook and additional material that is available from INFO 301 electronic course reserves (see below) or Blackboard (BB). Please check BB each Wednesday after 5 p.m. for up-to-date instructions on required readings, links, case analysis questions and preparation requirements for classes, tutorials and assessments.

**Course Textbook:**

The textbook is Pearlson, K.E. & Saunders, C.S. (2010). *Managing and Using Information Systems: A Strategic Approach* (4th Edition). New York, Wiley.

A custom version of this book (containing only the chapters used in this course) can be purchased from VicBooks for \$68.99: *Strategic Information Systems Management: Selected readings. Pearlson & Saunders. INFO 301*. Wiley.

**Other required weekly readings:**

These will be listed on a week-by-week basis on the Blackboard INFO 301 site.

**Assessment**

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

This course uses continuous assessment. The goal is to promote learning through ongoing engagement, reflection, discussion, and application of key themes and concepts.

Assessment Item	Learning Objectives	%	Breakdown	Submission Deadline
Weekly tutorial work	1,2,3,4	45%	6 case analysis assignments 6% each	Start of tutorials Weeks 2,3,4,5,7,10
			Tutorial blog (15%)	1 p.m. Mondays (blog posts)
Take-home test: Case Analysis	1,2	20%	Short and long answers based on Week 1-5 themes	17 <sup>th</sup> August
Research Project	1,2,3,4	35%	Group presentation and reference list (15%)	Presentations in week 9/10 tutorials; Report due 16 <sup>th</sup> October by 5pm
			Individual report (20%)	

**(a) Weekly Tutorial Work (45%)**

Tutorials are a key part of this course. Participation is critical if you are to successfully meet the course objectives. In the tutorials, we will discuss assigned readings and cases, student questions, and forthcoming assessments. Each tutorial group will have its own blog for discussion of weekly readings and themes. Two kinds of deliverables are due most weeks (see the above schedule for details):

**(i) Blogposts (due Mondays at 1.00pm) 15%**

Before each lecture you will be asked to post a reflective, critical blogpost based on the readings, cases, or other work set by your tutor. This will be a constructive response to your tutor's questions about assigned readings/themes/cases, and to other students' comments. Your blogposts must be uploaded to your tutorial blog by 1p.m. each Monday. You are expected to read the other comments on your tutorial blog and be ready to discuss these at your tutorial.

**(ii) Case analysis (due at the start of tutorials): 30%**

Prior to the tutorials on weeks 2, 3, 4, 5, 7, and 10, you will prepare a typed mini-analysis of the assigned case. This analysis will address questions set out on Blackboard and may be in bullet point format. (Please use A4 paper, 2.5 margins top, bottom, left, right, single-spaced, Times New Roman 12 pt font; two-page maximum). Case 6 will be based on a presentation on week 10 lecture. Attendance to full tutorial is a requirement for grading the assignments. Exemplar answers will be posted on Blackboard early in the course.

**(b) Case Analysis Test: 20%**

On week 6 there will be a test on 17<sup>th</sup> August. The test will be made available on Blackboard at 9:00 a.m. It should be submitted no later than 5:00 p.m. You will analyze case study material according to the weekly themes and readings from weeks 1 – 5. Further details will be provided.

**(c) Research Project: 35%**

The research project has a group and an individual component. Based on a selection of topics provided, you will explore and predict the possible future impact of a new information technology/trend in relationship to a specific business setting, applying one or more analytical models and frameworks from the course to guide the analysis. The project will include a brief description of the technology or trend, a specific business problem which the technology can address, an exploration of how the technology could change the existing business models, and a discussion of the key issues to be considered by the business(es) in adopting the technology. Critical reflection and robust argument is expected.

***(i) Group Presentation (due on Weeks 9/10 tutorials): 15%***

Each group will give an original ten-minute presentation on their findings/projections using PowerPoint slides and/or video (e.g. YouTube). They will also provide a list of references used, including at least 5 academic sources. Five minutes will be allowed for questions.

***(ii) Individual Report (due Friday 16<sup>th</sup> October by 5pm): 20%***

Individuals will prepare a 2000 word report expanding on the ideas from the group presentation and taking into account any feedback received, as well as presentations from other groups. The report may elect a narrower focus than the group presentation (e.g. it might be about a specific organization rather than a sector or industry), or it may draw different conclusions. Marks will be awarded based on quality of analysis, the structuring of arguments, the substantiation of any claims made, and appropriate application of models and frameworks from the course.

**Penalties**

The penalty for late submission of work without a prior extension arrangement is a reduction of 10% of the available marks each calendar day, starting from the due date and time, up to 5 days after the due date. At the course coordinator's discretion, work handed in after 5 days may be assessed and feedback provided, but no grade will be assigned.

Personal extensions are granted only in special circumstances and supporting evidence such as a medical certificate may be requested by the course coordinator or SIM student support team.

**Materials and Equipment**

Regular computer/internet access is required.

**Mandatory Course Requirements**

Students must obtain an overall course mark of 50 or better, but do not necessarily have to achieve this for each individual assessment.

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)

### **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.

### **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**

Face-to-face, email and blackboard are the primary communication devices for this course.

### **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**

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.

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