TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

MIMM512 STRATEGIC INFORMATION MANAGEMENT

Trimester 2, 2015   CRN 27181 (Auckland)

COURSE OUTLINE

Names and Contact Details

Course Coordinator	Professor Pak Yoong
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Office hours:	By appointment
Lecturer	Dr Jocelyn Cranefield
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Auckland Senior Tutor	Dr Li Wang
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Trimester Dates
Trimester period Saturday 25 July - Friday 23 October 2015
Teaching period Saturday 25 July – Saturday 10 October 2015

Withdrawal from Course
1. Your fees will be refunded if you withdraw from this course on or before **Monday 10 August 2015** (non-standard course).

2. The standard last date for withdrawal from this course is **Monday 5 October**. 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 or online.

Class Times and Room Numbers
Sessions 1 and 2 (Pak Yoong)
Saturday 25th July 2015   9:00am – 12:00pm; 1:00 – 4:00pm

Sessions 3 and 4 (Pak Yoong)
Saturday 15th August 2015   9:00am – 12:00pm; 1:00 – 4:00pm

Sessions 5 and 6 (Jocelyn Cranefield)
Saturday 19th September 2015   9:00am – 12:00pm; 1:00 – 4:00pm

Sessions 7 and 8 (Jocelyn Cranefield)
Saturday 10th October 2015   9:00am – 12:00pm; 1:00 – 4:00pm

Venue: **Room 410, 50 Kitchener St, The Chancery (Level 4)** Entry on Kitchener Street/Bacons Lane corner

Course Delivery
*Lectures***:** Lecture sessions will offer all or some of: discussions, cases, web examples, guest speakers, and lectures.
*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.

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. You should plan to spend time on pre-lecture reading 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	2 hours
Preparing in-class assignments	2.5 hours
Major assignments (group work, individual research report, etc.)	4.5 hours

Prescription
The strategic use of information and information systems in management of an organisation. Topics will be selected from: corporation-wide information architecture, the alignment of information services with the corporate environment, intra-organisational systems, strategic alliances, sustaining innovation, IT for strategic advantage.

Course Learning Objectives

	On completion of this course, students will be able to:	LG	MA
1	Articulate the relationship between the business and its information systems at strategic, tactical, and operational levels.	LG1	MA1
2	Clearly describe and communicate how information technology and systems impact organisations, individuals within organisations, and business processes	LG2	MA1, MA2
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.	LG1 LG2	MA3, MA4
4	Describe and discuss strategies, tactics, and operational approaches used by organisations to manage their IT resource, including funding, organisation, governance, portfolio management, sourcing, ethics, and best practice.	LG4	MA1 MA4 MA7

Course Content

(This provisional schedule is subject to change but students will be informed as far in advance as possible of any changes)

Topic	Lecturer	Readings	Deliverables
Saturday 25th July			
Session 1: 9.00 -12.00 Introduction to the course Information Systems Strategy Triangle Assignment 1	PY	Textbook: Introduction chapter and Chapter 1 Supplementary reading: Turban, E., Volonino, L. & Wood, G. (2015). Restaurant Creates Opportunities to Engage Customers. In E. Turban, L. Volonino and G. Wood (Eds.), *Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance* (pp. 31-32). NJ: John Wiley.	
Session 2: 1.00-4.00 p.m. Strategic Use of Information Resources Organisational strategy and IS	PY	Textbook: Chapters 2 and 3 Supplementary reading: Lee, H; *Farhoomand, A. &* Phoebe, H. (2004). Innovation through supply chain reconfiguration. *MISQ Executive, 3*(3), 131-42.	
Saturday 15th August			
Session 3: 9.00 -12.00 IS and the Design of Work	PY	Textbook: Chapter 4 Supplementary reading: Zara Case: Fast Fashion from Savvy Systems. Retrieved from: http://www.gallaugher.com/Zara%20Case.pdf	

Session 4: 1.00-4.00 p.m. IS for Managing Business Processes	PY	Textbook: Chapter 5 Supplementary reading: Ranganathan, C; Krishnan, P. & Glickman, R. (2007). Crafting and Executing an Offshore IT Sourcing Strategy: GlobShop's Experience. *Journal of Information Technology*, 22, 440-450.	**Assignment 1: 5.40 pm, Friday 21 August**
Trimester break: 24 August to 4 September 2015			
Saturday 19th September			
Session 5: 9.00 -12.00 The Business of IT	JC	Textbook: Chapter 7 Supplementary reading: Huang, C. D., & Hu, Q. (2007). Achieving IT-business strategic alignment via enterprise-wide implementation of balanced scorecards. *Information Systems Management*, *24*(2), 173-184.	
Session 6: 1.00-4.00 p.m. IS Sourcing Managing IT Projects	JC	Textbook: Chapters 9 and 10 Supplementary reading: Please review the Globshop case from session 4 together with the following paper: Ranganathan and Balaji (2007). Critical Capabilities for Offshore Outsourcing of Information Systems. *MISQ Executive 6* (3), 147-164.	
Saturday 10th October			
Session 7: 9.00 -12.00 Strategic Knowledge Management	JC	Textbook: Chapter 11 Supplementary reading: Remus, U. (2012). Exploring the Dynamics behind Knowledge Management Challenges—An Enterprise Resource Planning Case Study. *Information Systems Management, 29*(3), 188-200.	

Session 8: 1.00-4.00 p.m. Business Intelligence and Analytics	JC	Textbook: Chapter 11 Supplementary reading: Elgendy, N., & Elragal, A. (2014). Big data analytics: a literature review paper. *In Advances in Data Mining. Applications and Theoretical Aspects* (pp. 214-227). Springer International Publishing. Duhigg, C. (2012) How companies learn your secrets. *New York Times*, Feb 16, 2012.	**Assignment 2: 5.40 pm, Friday 23 October**

Readings

There is a required textbook for this course:

Keri E. Pearlson & Carol S. Saunders (2013). *Managing and Using Information Systems: A Strategic Approach*. **Fifth Edition (5/e)**. John Wiley. Available from Vic Books Pipitea

Supplementary Course Readings will be provided on *Blackboard* and announced in class.

Materials and Equipment

Regular computer/internet access is required.

Assessment

There are two major assignments for this course (subject to minor changes). Details of the assessment requirements will be specified within each assignment document. See Blackboard for details.

Assessment	Description	Due date	%
1	Assignment 1	5.40 pm, 21 August	50
2	Assignment 2	5.40 pm, 23 October	50

To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

The Assessment Handbook will apply to all VUW courses, see
http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf.

Penalties

In fairness to other students, work submitted after the stipulated deadlines will incur a penalty of 5% (of the mark awarded) for each day or part-day it is overdue. Late assignments must be submitted to staff in the SIM office for stamping and verification of receipt. In the event of bereavement or prolonged illness affecting your ability to meet a deadline, discuss your situation with the Course Coordinator. You must verify your claim, e.g., produce a medical certificate. In doing so, you consent to your supporting documenting being checked by the Course Coordinator. Extensions will be granted only under these conditions.

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
In order to pass the course students must:

1. have attended at least seven normal 3-hour lectures (note: there are eight normal lectures), and
2. gain a minimum of 40% on each assignment and a weighted average of 50% across all assignments.

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

Any student who is concerned that they have been, or might be, unable to meet any of the mandatory course requirements because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

Communication of Additional Information
Additional information will be communicated to students via the Blackboard system and through announcements in lectures.

Student feedback
Student feedback on University courses may be found at
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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