

School of Information Management

MMIM 522 ICT AND GLOBAL COMMERCE

Trimester 2, 2016

COURSE OUTLINE

Prescription

This course provides insights into the philosophical and technological roots of globalisation. It also explores the challenges organisations face as they move into international markets and need to ensure that their ICT policies and practices are appropriate for different host country cultures, regulatory environments, and technology ecosystems and infrastructure.

Course Learning Objectives

1. Identify and discuss the legal and regulatory considerations that may affect organisations' ability (and/or willingness) to extend their ICT policies into new geographic markets.
2. Evaluate the technology ecosystem and infrastructure of new geographic markets and the implications for organisational strategies and ICT policies.
3. Identify situations in which organisational strategies and ICT policies may need to be modified to accommodate cultural differences as companies enter new geographic markets.
4. Use conceptual models and theories to explain the forces pushing organisations toward globalisation (particularly in terms of their ICT policies and practices) and the ways in which globalisation may affect how firms are organised and managed.
5. Assess how the globalisation of commerce affects countries, cultures, and individuals.

Course Content

See topics and readings below.

Trimester Dates

From Monday 25th July to Tuesday 18th October.

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 5th August 2016.
2. The standard last date for withdrawal from this course is Friday 16th September 2016. 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](#).

Names and Contact Details

	Staff	Contact details	Room	Office Hours
Course Coordinator & Lecturer	Mary Ellen Gordon	021-449-252 maryellen.gordon@vuw.ac.nz	NA	Please schedule an appointment for a mutually agreeable time and place.
Programme Administrator	Usha Varatharaju	463-5309 usha.varatharaju@vuw.ac.nz	RH502 Rutherford House	9am-4pm Monday-Friday

Class Times and Room Numbers

				Wellington	Auckland
Module 1	Monday	25 July	5:40-8:30	AM103	KS50/410
Module 2	Monday	1 August	5:40-8:30	AM103	KS50/410
Module 3	Monday	8 August	5:40-8:30	AM103	KS50/410
Module 4	Monday	15 August	5:40-8:30	AM103	KS50/410
Module 5	Monday	5 September	5:40-8:30	AM103	KS50/410
Module 6	Monday	12 September	5:40-8:30	AM103	KS50/410
Module 7	Monday	19 September	5:40-8:30	AM103	KS50/410
Module 8	Monday	26 September	5:40-8:30	AM103	KS50/410

Course Delivery

This course will involve preparatory reading, a lot of in class discussion, and more formal presentation of some material.

Assessment for the course will include making and commenting on blog posts on a Medium publication set up for this course. **There will also be a project that will include both group assessment and an individual report.** See the assessment section for details.

The class will meet in person in Auckland in Wellington (you may attend in either location) with video conferencing between the two plus Blackboard for course communication.

Readings

Date	Topic and Readings (available via Blackboard)
25 July	<p>Globalisation</p> <p>McKinsey Global Institute (2016), <i>Digital Globalization: The New Era Of Global Flows</i>.</p> <p>Abdulsomad, K. (2014). The transformation of multinational corporations (MNCs) from an innovation perspective: some notes on the theories of MNCs. <i>AI & society</i>, 29(3), 415-426.</p> <p>Jorgenson, D. W., & Vu, K. M. (2016). The ICT revolution, world economic growth, and policy issues. <i>Telecommunications Policy</i>, 40(5), 383-397.</p>
1 Aug	<p>Global technology infrastructure</p> <p>Kshetri, N. (2014). Big data's impact on privacy, security and consumer welfare. <i>Telecommunications Policy</i>, 38(11), 1134-1145.</p> <p>Brown, T., & Brandt, D. (2014). How high growth economies impact global information technology departments. <i>AI & society</i>, 29(2), 241-247.</p> <p>Hilbert, M. (2016). The bad news is that the digital access divide is here to stay: Domestically installed bandwidths among 172 countries for 1986–2014. <i>Telecommunications Policy</i>, 40(6), 567-581.</p>
8 Aug	<p>Economic and financial considerations for societies</p> <p>Rohman, I. K. (2013). The globalization and stagnation of the ICT sectors in European countries: An input-output analysis. <i>Telecommunications Policy</i>, 37(4), 387-399.</p> <p>Ceccobelli, M., Gitto, S., & Mancuso, P. (2012). ICT capital and labour productivity growth: A non-parametric analysis of 14 OECD countries. <i>Telecommunications Policy</i>, 36(4), 282-292.</p> <p>Ernst, D., Lee, H., & Kwak, J. (2014). Standards, innovation, and latecomer economic development: Conceptual issues and policy challenges. <i>Telecommunications Policy</i>, 38(10), 853-862.</p>
15 Aug	<p>Economic and financial considerations for firms</p> <p>Miao, M., & Jayakar, K. (2016). Mobile payments in Japan, South Korea and China: Cross-border convergence or divergence of business models? <i>Telecommunications Policy</i>. 40 (2016) 182–196.</p> <p>Clark, Don (2015), China's Moves Won't Help U.S. Tech Firms, Wall Street Journal, 28 August.</p> <p>Kuchler, Hannah (2016), Facebook, Google and the race to sign up India (2016), Financial Times, 18 March.</p>

5 Sept	<p>Cultural and social considerations for societies</p> <p>Memmi, D. (2015). Information technology as social phenomenon. <i>AI & Society</i>, 30(2), 207-214.</p> <p>Choi, J., Jung, J., & Lee, S. W. (2013). What causes users to switch from a local to a global social network site? The cultural, social, economic, and motivational factors of Facebook's globalization. <i>Computers in Human Behavior</i>, 29(6), 2665-2673.</p> <p>Pew Research Center (2015) Internet seen as positive influence on education but negative on morality in emerging and developing nations. 19 March.</p>
12 Sept	<p>Cultural and social considerations for firms</p> <p>Hwang, Y., & Grant, D. (2011). Behavioral aspects of enterprise systems adoption: An empirical study on cultural factors. <i>Computers in Human Behavior</i>, 27(2), 988-996.</p> <p>Cyr, D., & Head, M. (2013). Website design in an international context: The role of gender in masculine versus feminine oriented countries. <i>Computers in Human Behavior</i>, 29(4), 1358-1367.</p> <p>Cyr, D. (2013). Website design, trust and culture: An eight country investigation. <i>Electronic Commerce Research and Applications</i>, 12(6), 373-385.</p>
19 Sept	<p>Political and legal considerations for societies</p> <p>Graef, Inge and Wahyuningtyas, Yuli and Valcke, Peggy (2015). Assessing data access issues in online platforms. <i>Telecommunications Policy</i>, 39(5), 375-387.</p> <p>Castronova, E., Knowles, I., & Ross, T. L. (2015). Policy questions raised by virtual economies. <i>Telecommunications Policy</i>, 39(9), 787-795.</p> <p>Taneja, H., & Wu, A. X. (2014). Does the Great Firewall really isolate the Chinese? Integrating access blockage with cultural factors to explain Web user behavior. <i>The Information Society</i>, 30(5), 297-309.</p>
26 Sept	<p>Political and legal considerations for firms</p> <p>Majoo, Frahad (2016). Why the World Is Drawing Battle Lines Against American Tech Giants - <i>The New York Times</i>, June 1.</p> <p>Dilger, Daniel (2016), After Apple's objections, UK removes encryption backdoors from Investigatory Powers Bill before passing. <i>Apple Insider</i>, 7 June.</p> <p>Bhatia, Rahul (2016), The inside story of Facebook's biggest setback, <i>The Guardian</i>, 12 May.</p>

Please complete the readings before each class meeting as they will be discussed during the sessions. Some readings are considerably longer than others, so don't wait too long to start the reading or at least get a sense of the volume of reading required for that week.

Mandatory course requirements

- Make your first blog post before 1 August.
- Make at least one blog post between 1 August and 14 August
- Make at least one blog post between 15 August and 11 Sept.

- Make at least one blog post between 12 Sept. and 25 Sept.
- Comment on at least two blog posts before 8 August.
- Comment on at least two blog posts between 9 August and 21 August
- Comment on at least two blog posts between 22 August and 18 Sept
- Comment on at least two blog posts between 19 Sept and 1 Oct.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

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

Expected Workload

~ 150 hours total

- 24 hours of class meetings (3 hours a week in weeks when the class meets)
- ~ 40 hours of reading (3-7 per week in weeks when the class meets, but you can read ahead if that helps manage your time)
- ~ 50 hours writing, reading, and commenting on blog posts (this can be spread across weeks when the class meets and when it does not).
- ~ 36 hours on the individual report part of the project (this can be spread across weeks when the class meets and when it does not).

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

Assessment	Value	Due Date	Learning Objectives
Blogposts	35 % writing posts 25% making comments	Ongoing	1,2,3,4,5
Project: Group component	15%	Ongoing (in class)	1,2,3,4,5
Project: Individual report	25%	18 th October	1,2,3,4,5

Bloggng: 60% (35% writing / responding to comments on your own posts, 25% commenting on the posts of others)

- You will choose a specific topic within the area of ICT and global commerce to focus on. Examples could include encryption, P2P commerce, IOT, net neutrality, new payment methods, virtual / augmented / mixed reality, etc. Please feel free to discuss your ideas if you're having trouble choosing a topic or deciding if a given topic is appropriate.
- All blogs for the course will be hosted within a Medium publication.
- You need to post a minimum of 4 times during the course (see course requirements for specific dates).
 - The first post must identify your topic area, explain why it's of interest to you, and discuss aspects of the topic you want to explore in greater detail in the weeks ahead.
 - Subsequent posts should discuss those different aspects and how they and the topic as a whole relate to articles we're reading in the course and to current events.
- You also need to comment on blog posts from other members of the class. See the course requirements for details.

- Blog posts should be between 500 and 1500 words, but both the posts and the comments will be evaluated primarily on their contribution to the topic and clarity of expression rather than length.
- This assessment relates to all of the previously stated course objectives.

Project: 40%

- Group assessment (15%)
 - Part of this project will be completed in groups of 4.
 - Each group will choose either a company or a country to focus on.
 - Each class meeting, groups will consider how the topic for that session relates to their company or country and give a short (~5 minute) summary of their initial ideas.
 - All group members that participate will receive the same marks.
- Individual report (25%)
 - The full written report (~2000 - 2500 words) will be completed individually and must be submitted by 18 October, 2016.
 - Those who choose a company will need to complete a report, written as though it has been commissioned by the CEO, about the technological implications of globalisation for that company. The report should include sections on the major topic areas covered in the course.
 - Those who choose a country will need to complete a report, written as though it has been commissioned by the government, about the technological implications of globalisation for that country. The report should include sections on the major topic areas covered in the course.
- This assessment relates to all of the previously stated course objectives.

Penalties

Late blog posts or comments will only be accepted for three days after the deadline and will incur 10% penalty for each day they are late.

Late written reports will only be accepted for five days after the deadline and will incur a 10% penalty for each day they are late.

If a group misses or declines to give a preliminary brainstorm presentation, they will forfeit all marks associated with that presentation.

Group Work

The group work part of the project will take place during class time.

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. 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.

Materials and Equipment

Bringing a device (computer or tablet) that can be used for creating and giving presentations, accessing the Internet for work on the group project, and referring to notes, presentations, and articles is recommended.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php.

This course has not been taught for several years and has been recreated based on more recent developments in ICT and global commerce, so previous course surveys are unlikely to be particularly relevant.

Feedback as the course progresses is very welcome.

Communication of Additional Information

Additional information or changes will be communicated using Blackboard.

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.
