

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

ACCG812
Information Technology
Management (Online)
Summer Semester 2010-11

Department of Accounting and Finance

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE**

Year and Semester: Summer 2010-11

Unit Moderator: Yvette Blount

Unit Convenor: Michael Matthew

[Prerequisites / Corequisites:] None

Credit points: 4

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

- This unit enables students to understand information systems and technologies from a managerial perspective. Whether you work in accounting, marketing, finance, operations, human resources or any other business specialty, you will need to have the knowledge and skills to be able to utilise information technology to achieve competitive advantage. Information systems can facilitate increased productivity, the streamlining of business processes by cutting costs and being able to get a product or service to market more quickly than their competitors as well as other benefits.
- Information systems, including new technologies such as social networking, mobile devices and networks underpin business processes and interactions with customers. Organisations will become increasingly virtual, jobs will change and the way employees interact with customers will largely be facilitated by ubiquitous and sophisticated technologies. Successful business innovations will need information technologies to succeed.
- Knowledge of information systems will be crucial to your success in business. This unit will assist in providing the expertise in information systems to be able to help businesses achieve their goals and objectives.

TEACHING STAFF

- **Unit Coordinator :**

Mr. Michael Matthew

Email: mandm@bigpond.net.au

Phone: 61 (0)402 409 454

The unit is taught by visiting lecturer Michael Matthew.

Michael is contactable in your online (Blackboard) classroom in the discussion rooms and for 'private' (not relevant to other students) contact he is also contactable via the Mail feature within the unit's Blackboard site.

Michael is also contactable via email and phone.

CLASSES

Each new week starts on Monday mornings during the semester.

The 'location' is wherever you are – accessing your Blackboard classroom via the Internet.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- **Prescribed Text**

Information Systems Management in Practice; Barbara C. McNurlin, Ralph H. Sprague and Tung Bui 8th Edition, 2009, Prentice Hall International.

Note: Copies are available in the University bookshop and at all good technical bookstores including online.

The textbook covers all the essential topics in information technology and information systems.

- **Recommended texts, articles, publications, etc,**

In addition to the textbook, students are strongly encouraged to read widely in the area and to particularly use the World-Wide Web as a powerful source for research in this subject.

Students should be aware that apart from the conventional business, IT and marketing journals, there are many online journals and websites covering the latest developments in information technology and information systems.

TECHNOLOGY USED AND REQUIRED / UNIT WEB PAGE

- The web page for this unit can be found at: <http://learn.mq.edu.au/>. Consult the web page frequently. You will find important information posted there.

Students log into Blackboard using their Student ID Number and myMQ Portal Password.

Click on OLACCG812V2 to access this unit's resources.

This site contains copies of all the lecture notes / presentations.

It also contains other relevant presentations and other information.

In addition, it contains i-Lectures which are the actual 'face to face' lectures (audio only) which were recorded during 1st semester 2009.

Michael wants to express his thanks to the class from that semester.

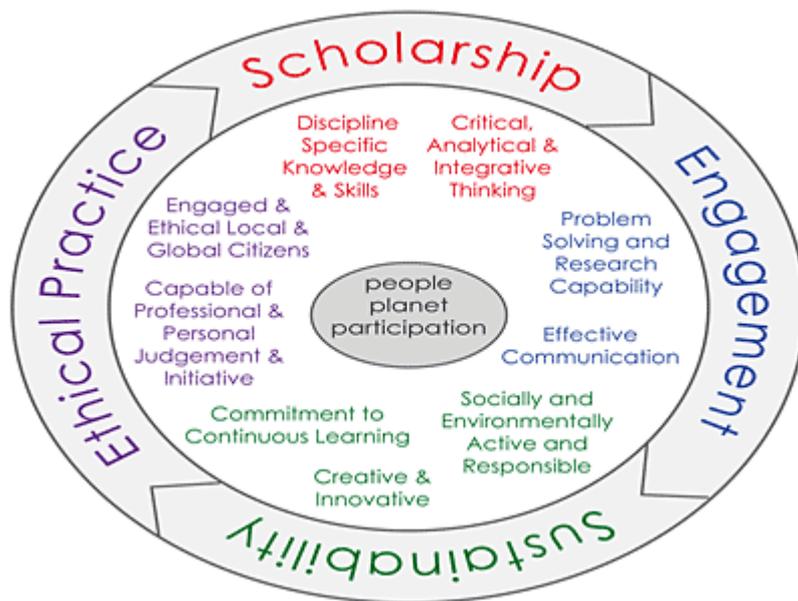
LEARNING OUTCOMES

- The learning objectives of this unit are to:
 - Explain how successful business professionals use information systems to achieve organisational goals and objectives.
 - Explain how information systems support business processes.
 - Evaluate how organisational strategy informs decisions about information systems structure.
 - Interpret competitive strategy, the value chain and how information systems provide competitive advantage in specific contexts.
 - Explain business process management in the context of information systems and service-orientated architecture (SOA).
 - Summarise the complexities involved in Web 2.0 as well as business benefits.
 - Recall the characteristics of business intelligence and data warehouses including the business purpose of these systems.
 - Explain the usefulness of the systems development life cycle (SDLC), its benefits and limitations.
 - Explain the IT function in an organisation, the IS functions and how organisations make decisions about investment in technology.
 - Be able to review security threats and the measures organisations can take to mitigate these threats.
- The learning outcomes of this unit are:
 1. Analyse how organisations make decisions about information systems.
 2. Critique the role information technology plays in organisational competitive strategy.
 3. Explain how knowledge and skills relating to information systems can assist your business career.

GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

These are referred to as graduate capabilities.



This unit contributes to this by developing the following graduate capabilities:

- 1 Discipline Specific Knowledge and Skills
 - a) developing computer and technology literacy to be able to better accomplish business goals and objectives in a business environment
 - b) developing an appreciation of critical issues such a privacy and security relating to managing and administering the Information Technology function
- 2 Critical, Analytical and Integrative Thinking
- 3 Problem Solving and Research Capability
- 4 Creative and Innovative
- 5 Effective Communication
- 6 Engaged and Ethical Local and Global citizens
- 7 Socially and Environmentally Active and Responsible
- 8 Capable of Professional and Personal Judgement and Initiative
- 9 Commitment to Continuous Learning

The unit is taught by lectures, case studies, interactive discussion and assignments that engage the student in the topics taught including a research based assignment. "Learning" means different things to different people. Säljö (1979)¹ classified the conceptions held by respondents in his interview-based study into five categories:

1. Learning as a **quantitative increase in knowledge**. Learning is acquiring information or "knowing a lot"
2. Learning as **memorising**. Learning is storing information that can be reproduced.
3. Learning as acquiring facts, skills and methods that can be **retained and used** as necessary.
4. Learning as **making sense** or abstracting meaning. Learning involves relating parts of the subject matter to each other and to the real world.
5. Learning as interpreting and **understanding reality in a different way**. Learning involves comprehending the world by re-interpreting knowledge.²

What we aim to achieve in ACCG812 is deep (as opposed to surface) learning. It has been argued that 1, 2 and 3 are views which underpin surface learning strategies, while 4 and 5 relate to deep learning. The aim in this unit is for you to be able to make sense of the issues and concepts and be able to apply them in the real world – a deep learning approach.

This lecture-based unit will use textbook readings, supplemental readings and extensive class discussion supported by 'homework' assignments. In addition to the usual 'theory' we will examine over 70 'case studies' from both the text and the lecturer's experience.

The weekly lectures/seminars will involve:

- answering a series of questions posted by the lecturer in the unit's Discussion Rooms (Blackboard).
- 'answering' the homework questions assigned, and
- discussion of the current lecture's topics as raised by you and your fellow students.

Students participate in the unit by listening to lectures, preparing for and taking part in discussions, completing assessment tasks and a final exam.

¹ SÄLJÖ R (1979) "Learning in the Learner's Perspective: 1: some commonplace misconceptions" *Reports from the Institute of Education*, University of Gothenburg, 76

² ATHERTON J S (2005) *Learning and Teaching: Deep and Surface learning* [On-line] UK: Available: <http://www.learningandteaching.info/learning/deepsurf.htm> Accessed: 14 July 2008

LECTURE SCHEDULE

Week	Commences	Chapter	Topics
1	6 December	1	Information Systems Management in the Global Economy
2	13 December	2	The Top IS Job
3	20 December	3	Strategic Uses of Information Technology
4	27 December	4	Strategic Information Systems Planning Assignment 1 due – January 2
5	3 January	5 6	Designing Corporate IT Architecture Managing Telecommunications
6	10 January	n/a 7 8	Review assignment 1 Managing Corporate Information Resources Managing Partnership-Based IT Operations
7	17 January	9	Technologies for Developing Effective Systems
8	24 January	10	Management Issues in Systems Development
9	31 January	11 12	Managing Information Security Supporting Information Centric Decision Making Assignment 2 due – February 6
10	7 February	13 14 15 n/a n/a	Supporting IT-Enabled Collaboration Supporting Knowledge Work The Opportunities and Challenges Ahead Review assignment 2 Course summary & feedback
11	18 February (to be confirmed)	n/a	Final Exam Time and venue = TBA (computer lab at Macquarie for Sydney based students) Non-Sydney students will be advised separately

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

There is no formal submitted individual homework but in order to contribute to class discussions students should have performed the indicated tasks at the end of each lecture.

The assignment due in week four provides an early diagnostic that provides students with the skills required to undertake the research project due in week ten. This provides an opportunity for students to develop their critical analysis skills, problem-solving skills and creative thinking skills that will be required to undertake the research assignment. It will also provide the unit teaching staff with feedback on students that may require further assistance to be successful in the unit.

The research assignment due in week ten will provide the opportunity for students to apply what they have learnt in class. Students should be able to make sense of the concepts and re-interpret knowledge to provide well-considered responses to questions. This provides further opportunity for students to develop their critical analysis skills, problem-solving skills and creative thinking skills from the case study assessment.

All assessment tasks further develop problem solving, information technology and communication skills.

Assessment summary

Item	Description	Value	Date Due
1	Weekly contributions to discussion rooms	Total: 20%	Each week
2	Assignment 1: Use of new technologies by traditional businesses.	10%	Due in class in week four: January 2.
3	Assignment 2: Change Management	20%	Due in class in week nine: February 6
4	Final Examination	50%	18 February (tbc)
Total		100%	

- The final grade will be determined after consideration of performance in all aspects of the course. Students must attempt all assessment tasks for performance to be satisfactory. It is essential for students to pass the final examination in order to achieve a passing grade.
- Instructions for the weekly activities, assignments are available on the unit website.
- Marking Guides that set out the criteria and the standards (assessment rubrics) are available on the unit website.
- The assignments will be returned to students within two weeks of submission with detailed feedback. The marks will be available under MyGrades in Blackboard
- Students are to submit their assignments at midnight (Sydney time) on the indicated day. If the assignment is handed in after this it will be marked late.
- Work that is submitted late will be penalised at the rate of 10 percent of marks per day or part thereof.
- Extensions are only granted by the unit convenor before the assessment task is due. The tutorial activities are random and if the student is not in class that particular day, marks will not be allocated.

- It is essential for students to pass the final examination in order to achieve a passing grade.
- The student numerical grade (SNG) is not a summation of the assessment components.

To be awarded a specific grade, students are required to perform at an equivalent standard in the final examination, as well as other assessments within the unit.

- ***All final grades in the Department of Accounting and Finance are determined by a grading committee and are not the sole responsibility of the Unit Coordinator***
- Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A two and a half (2.5) hour final examination for this unit will be held on Friday 18 February 2011 (to be confirmed).

You are expected to present yourself for examination at the time and place designated by the BEGC Online Program Manager.

You will be sent an email in Week 4 or 5 asking where you wish to sit the exam. Remember – it must be a place where Macquarie University has representation.

Sydney based students will sit their exam in a computer lab at Macquarie University's North Ryde campus.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

	Assessment Task 1	Assessment Tasks 2 & 3	Assessment Task 4
Title/Name	Discussion room contributions	Individual Assignments	Final Exam
Description	In-Class (Blackboard) contributions	<ol style="list-style-type: none"> Assignment 1: Use of New Technologies by Traditional Businesses Assignment 2: Change Management 	Covers all learning outcomes
Due date	Throughout the semester	<ol style="list-style-type: none"> Early diagnostic Week 4: January 2 Week 9: February 6 	Examination Period
% Weighting	Total: 20%	<ol style="list-style-type: none"> 10% 20% 	50%
Grading method	Refer to marking Rubric on unit Blackboard page	Refer to marking Rubric on unit Blackboard page	Final Examination Mark as per university policy and procedure (refer to handbook and faculty website)
Submission method	In-class	Upload to Blackboard and submission in-class	As per university policy and procedures (refer to handbook and faculty website)
Feedback (<i>type, method, date</i>)	Marking Rubric returned to students at end of semester	<p>Marking Rubrics returned to students within two weeks</p> <p>A review document will include lecturer's comments etc.</p>	As per university policy and procedures (refer to handbook and faculty website)
Estimated student workload (hours per week)	Reading and contributing to discussion rooms: 1 hour	3 hours	Discretion of the student (continuous learning throughout the semester and additional study in the weeks before the exam)
Learning outcomes assessed			
1	√	√	√
2	√	√	√
3	√	√	√
Graduate capabilities assessed			
1a	√	√	√
1b	√	√	√
2	√	√	√
3	√	√	
4	√	√	
5	√	√	

GRADES

Please refer to the Handbook of Postgraduate Coursework Studies 2010.

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy refer to:
<http://senate.mq.edu.au/rules/Guidelines2003.doc> or
<http://senate.mq.edu.au/rules/detailedguidelines.doc>

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at: http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

See also Postgraduate Information for the division that can be accessed at: <http://www.efs.mq.edu.au/PG/quicklinks>

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

