



DIVISION OF ECONOMIC AND FINANCIAL STUDIES

GRADUATE ACCOUNTING AND COMMERCE CENTRE

ACCG822: Information Systems In Business

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UNIT OUTLINE

First Semester 2008

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1 Unit Outline

1.1 Overview

Today, in business, we see the emergence of a new digital firm. Global business opportunities afforded by electronic business and electronic commerce combined with the exponential change in technology power and capacity has fuelled the creation of this digital firm.

Every aspect of the firm is not only touched by the digital process, but transformed by it.

Managing information systems has become a task for all levels of managers and all functional areas of the business. In today's digital firm there is no escaping the opportunities (as well as the challenges) that technology brings.

This unit focuses on understanding the nature of the digital firm and the key issues in organizing and managing it. Managers of digital firms need to identify the challenges facing their firms; understand the technologies that will help them meet these challenges; design business processes to take advantage of the technologies; and create management procedures and policies to implement the required changes.

The effective use of Information Systems is important for day-to-day operations, for decision-making at all levels both by managers and other organisational members, and for strategic advantage.

Organisational members at all levels and in all functional areas use Information Systems in their work and require a working knowledge of IS.

This unit is designed to give students a focus on creation of business value by enabling business processes through the use of Information Systems.

Making extensive use of case studies (from the text and the lecturer's experience) it emphasises the 'value add' of Information Systems whilst reinforcing the basic concepts and/or technical perspectives.

1.2 Unit Objectives and Learning Outcomes

The objective of the unit is to increase the student's ability to recognise, describe, evaluate, analyse and 'design' Information Systems from a business professional's viewpoint.

Achievement of the unit's objectives will make students more able to play an effective part in the Information Systems development, management and use.

It will also help students to be more able to communicate effectively with Information Systems professionals.

1.3 Unit 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 60 'case studies' from both the text and the lecturer's experience.

Students will be expected to have thoroughly read the chapter of the prescribed text to be covered by the 'lecture' (refer 'Unit Schedule') and completed the homework – in advance.

The weekly lectures/seminars will involve 2 ½ hours:

- 'answering' the questions assigned for the current lecture (as given in the previous lecture),
- discussion of the current lecture's topics, and
- extensive discussion of the current lecture's case studies, which, like the 'questions' referred to above, the students should have thoroughly prepared for **prior to the lecture/class**.

1.4 Assumed Knowledge

This is not a hands-on computing unit. Students are expected to already have a level of knowledge of information systems/technology equivalent to at least one undergraduate computing unit.

Students would also benefit greatly from having had an appropriate level of work experience.

1.5 Relationship to ACCG812 Information Technology Management

Many students ask: “What is the difference between this unit and that of its ‘sister’ unit ACCG812 Information Technology Management?”

ACCG812 is designed to give students a managerial or executive perspective over a very broad range of Information Technology related subjects.

It emphasises the management of Information Technology whilst reinforcing the basic concepts and/or technical perspectives of information technology.

The current unit is focussed more on the use of Information Systems (Technology) in business to the advantage of the organization and the individuals within it. Special emphasis is also placed on Managing the Digital Firm.

The difference between the two units is perhaps best illustrated by the following:

- ACCG812 teaches students how to ‘manage’ an IT function
- ACCG822 teaches students how organisations are using Information Systems
 - ACCG822 also requires the students to read the chapter and do the homework **in advance** i.e. before the lecture
 - Good news = you can’t have done chapter 1 in advance so I have done it for you!

1.6 Required Textbook

Kenneth C. Laudon & Jane P. Laudon 2008. *Management Information Systems: Managing the Digital Firm, 10th Ed*, Pearson - Prentice Hall.

Note: Copies are available in the University bookshop and most technical bookstores worldwide as well as being available from online retailers.

1.7 Unit Timing and Location

- Thursday evenings commencing at 6 p.m. in room E4B316.

1.8 Unit Schedule – Summary

Week	Thursday	Chapter	Topics
1	28 February	1	Introduction to the Unit Information Systems in Global Business Today
2	6 March	2	Global E-Business: How Businesses Use Information Systems
3	13 March	3	Information Systems, Organisations and Strategy
4	20 March	5	IT Infrastructure and Emerging Technologies
5	27 March	7	Telecommunications, the Internet and Wireless Technology
6	3 April	8	Securing Information Systems
7	10 April	9	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
n/a	w/c 14 and 21 April	n/a	Mid semester break – no lectures
8	1 May	10	E-Commerce: Digital Markets, Digital Goods
9	8 May	12	Enhancing Decision Making
10	15 May	13	Building Systems
11	22 May	14	Project Management: Establishing the Business Value of Systems and Managing Change
12	29 May	6 -part	Foundations of Business Intelligence: Databases and Information Management Review of Unit
13	5 June	n/a	Exam at 6.00 p.m. in a computer lab at Macquarie's North Ryde campus It will be an online (typed) exam

1.9 Unit Grading – Summary

Students will be graded as follows:

• Class Participation	-	20%
• Group Class Presentation	-	10%
• Research Paper	-	20%
• Final Examination	-	50%
TOTAL		100%

Note: Students must receive at least a ‘pass’ mark in the exam to pass this unit.

Failure to pass the final exam will result in the student being given a mark commensurate with their exam mark.

2 Unit Schedule – Detail

2.1 Lecture 1 – 28 February

2.1.1 Introduction to the Unit

The introduction to the unit covers a broad outline of the unit along with details of marking and other administrative matters.

2.1.2 Information Systems in Global Business Today

Text = Chapter 1

Learning Objectives

- Explain why information systems are so essential in business today.
- Define an information system from both a technical and a business perspective.
- Identify and describe the three dimensions of information systems.
- Assess the complementary assets required for information technology to provide value to business.
- Identify and describe complementary approaches to the study of information systems and distinguish between computer literacy and information systems literacy.

Outline

1.1 THE ROLE OF INFORMATION SYSTEMS IN BUSINESS TODAY

How Information Systems Are Transforming Business
Globalization Opportunities
The Emerging Digital Firm
Strategic Business Objectives of Information Systems

1.2 PERSPECTIVES ON INFORMATION SYSTEMS

What Is an Information System?
Dimensions of Information Systems
It Isn't Just Technology: A Business Perspective on Information Systems
Complementary Assets: Organizational Capital and the Right Business Model

1.3 CONTEMPORARY APPROACHES TO INFORMATION SYSTEMS

Technical Approach
Behavioral Approach
Approach of This Text: Sociotechnical Systems

2.2 Lecture 2 – 6 March

2.2.1 Global E-Business: How Businesses Use Information Systems

Text = Chapter 2

Learning Objectives

- Define and describe business processes and their relationship to information systems.
- Describe the information systems supporting the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources.
- Evaluate the role played by systems serving the various levels of management in a business and their relationship to each other.
- Explain how enterprise applications and intranets promote business process integration and improve organizational performance.
- Assess the role of the information systems function in a business.

Outline

2.1 BUSINESS PROCESSES AND INFORMATION SYSTEMS

Business Processes

How Information Technology Enhances Business Processes: Efficiency and Transformation

2.2 TYPES OF BUSINESS INFORMATION SYSTEMS

Systems from a Functional Perspective

Systems from a Constituency Perspective

Relationship of Systems to One Another

2.3 SYSTEMS THAT SPAN THE ENTERPRISE

Enterprise Applications

Intranets and Extranets

E-Business, E-Commerce and E-Government

2.3 Lecture 3 – 13 March

2.3.1 Information Systems, Organisations and Strategy

Text = Chapter 3

Learning Objectives

- Identify and describe important features of organizations that managers need to know about in order to build and use information systems successfully.
- Evaluate the impact of information systems on organizations.
- Demonstrate how Porter's competitive forces model and the value chain model help businesses use information systems for competitive advantage.
- Demonstrate how information systems help businesses use synergies, core competences, and network-based strategies to achieve competitive advantage.
- Assess the challenges posed by strategic information systems and management solutions.

Outline

3.1 ORGANIZATIONS AND INFORMATION SYSTEMS

What Is an Organization?
Features of Organizations

3.2 HOW INFORMATION SYSTEMS IMPACT ORGANIZATIONS AND BUSINESS FIRMS

Economic Impacts
Organizational and Behavioral Impacts
The Internet and Organizations
Implications for the Design and Understanding of Information Systems

3.3 USING INFORMATION SYSTEMS TO ACHIEVE COMPETITIVE ADVANTAGE

Porter's Competitive Forces Model
Information System Strategies for Dealing with Competitive Forces
The Internet's Impact on Competitive Advantage
The Business Value Chain Model
Synergies, Core Competencies, and Network-Based Strategies

3.4 USING SYSTEMS FOR COMPETITIVE ADVANTAGE: MANAGEMENT ISSUES

Sustaining Competitive Advantage
Performing a Strategic Systems Analysis
Managing Strategic Transitions

2.4 Lecture 4 – 20 March

2.4.1 IT Infrastructure and Emerging Technologies

Text = Chapter 5

Learning Objectives

- Define IT infrastructure and describe its components.
- Identify and describe the stages of IT infrastructure evolution.
- Identify and describe the technology drivers of IT infrastructure evolution.
- Assess contemporary computer hardware and software platform trends.
- Evaluate the challenges of managing IT infrastructure and management solutions.

Outline

5.1 IT INFRASTRUCTURE

Defining IT Infrastructure
 Evolution of IT Infrastructure: 1950–2007
 Technology Drivers of Infrastructure Evolution

5.2 INFRASTRUCTURE COMPONENTS

Computer Hardware Platforms
 Operating System Platforms
 Enterprise Software Applications
 Data Management and Storage
 Networking/Telecommunications Platforms
 Internet Platforms
 Consulting and System Integration Services

5.3 HARDWARE PLATFORM TRENDS AND EMERGING TECHNOLOGIES

The Integration of Computing and Telecommunications Platforms
 Grid Computing
 On-Demand Computing (Utility Computing)
 Autonomic Computing and Edge Computing
 Virtualization and Multicore Processing

5.4 SOFTWARE PLATFORM TRENDS AND EMERGING TECHNOLOGIES

The Rise of Linux and Open-Source Software
 Java Is Everywhere
 Software for Enterprise Integration
 Ajax, Mashups, Web 2.0, and Web-Based Software Applications
 Software Outsourcing

5.5 MANAGEMENT ISSUES

Dealing with Infrastructure Change
 Management and Governance
 Making Wise Infrastructure Investments

2.5 Lecture 5 – 27 March

2.5.1 Telecommunications, the Internet and Wireless Technology

Text = Chapter 7

Learning Objectives

After reading this chapter, you will be able to:

- Describe the features of telecommunications networks and identify key networking technologies.
- Evaluate alternative transmission media, types of networks, and network services.
- Demonstrate how the Internet and Internet technology work and how they support communication and e-business.
- Identify and describe the principal technologies and standards for wireless networking, communication, and Internet access.
- Assess the business value of wireless technology and important wireless applications in business.

Outline

7.1 TELECOMMUNICATIONS AND NETWORKING IN TODAY'S BUSINESS WORLD

Networking and Communication Trends
What Is a Computer Network?
Key Digital Networking Technologies

7.2 COMMUNICATIONS NETWORKS

Signals: Digital vs. Analog
Types of Networks
Physical Transmission Media
Broadband Network Services and Technologies

7.3 THE INTERNET

What is the Internet?
Internet Addressing and Architecture
Internet Services
The World Wide Web
Intranets and Extranets
Technologies and Tools for Communication and E-Business

7.4 THE WIRELESS REVOLUTION

Wireless Devices
Cellular Systems
Wireless Computer Networks and Internet Access
RFID and Wireless Sensor Networks

2.6 Lecture 6 – 3 April

2.6.1 Securing Information Systems

Text = Chapter 8

Learning Objectives

- Analyzing why information systems need special protection from destruction, error, and abuse.
- Assess the business value of security and control.
- Design an organizational framework for security and control.
- Evaluate the most important tools and technologies for safeguarding information resources.

Outline

8.1 SYSTEM VULNERABILITY AND ABUSE

Why Systems Are Vulnerable

Malicious Software: Viruses, Worms, Trojan Horses, and Spyware

Computer Crime and Cyberterrorism

Internal Threats: Employees

Software Vulnerability

8.2 BUSINESS VALUE OF SECURITY AND CONTROL

Legal and Regulatory Requirements for Electronic Records Management

Electronic Evidence and Computer Forensics

8.3 ESTABLISHING A FRAMEWORK FOR SECURITY AND CONTROL

Risk Assessment

Security Policy

Ensuring Business Continuity

The Role of Auditing

8.4 TECHNOLOGIES AND TOOLS FOR SECURITY

Access Control

Firewalls, Intrusion Detection Systems, and Antivirus Software

Securing Wireless Networks

Encryption and Public Key Infrastructure

2.7 Lecture 7 – 10 April

2.7.1 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications

Text = Chapter 9

Learning Objectives

- Demonstrate how enterprise systems achieve operational excellence by integrating and coordinating diverse functions and business processes in the firm.
- Demonstrate how supply chain management systems coordinate planning, production, and logistics with suppliers.
- Demonstrate how customer relationship management systems achieve customer intimacy by integrating all customer information and making it available throughout the firm.
- Assess the challenges posed by enterprise applications.
- Describe how enterprise applications can be used in platforms for new cross-functional services.

Outline

9.1 ENTERPRISE SYSTEMS

What Are Enterprise Systems?
Enterprise Software
Business Value of Enterprise Systems

9.2 SUPPLY CHAIN MANAGEMENT SYSTEMS

The Supply Chain
Information and Supply Chain Management
Supply Chain Management Applications
Supply Chain Management and the Internet
Business Value of Supply Chain Management Systems

9.3 CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS

What Is Customer Relationship Management?
Customer Relationship Management Software
Operational and Analytical CRM
Business Value of Customer Relationship Management Systems

9.4 ENTERPRISE APPLICATIONS: NEW OPPORTUNITIES AND CHALLENGES

Enterprise Application Challenges
Extending Enterprise Software

2.8 Lecture 8 – 1 May

2.8.1 E-Commerce: Digital Markets, Digital Goods

Text = Chapter 10

Learning Objectives

- Describe the unique features of e-commerce, digital markets, and digital goods.
- Analyze how Internet technology has changed value propositions and business models.
- Describe the various types of e-commerce and how e-commerce has changed consumer retailing and business-to-business transactions.
- Evaluate the role of m-commerce in business and describe the most important m-commerce applications.
- Compare the principal payment systems for electronic commerce.

Outline

10.1 ELECTRONIC COMMERCE AND THE INTERNET

E-commerce Today
Why E-Commerce Is Different
Key Concepts in E-commerce: Digital Markets and Digital Goods
Internet Business Models

10.2 ELECTRONIC COMMERCE

Types of Electronic Commerce
Achieving Customer Intimacy: Interactive Marketing, Personalization, and Self-Service
Business-to-Business (B2B) Electronic Commerce: New Efficiencies and Relationships

10.3 M-COMMERCE

M-Commerce Services and Applications
Accessing Information from the Wireless Web
M-Commerce Challenges

10.4 ELECTRONIC COMMERCE PAYMENT SYSTEMS

Types of Electronic Payment Systems
Digital Payment Systems for M-Commerce

2.9 Lecture 9 – 8 May

2.9.1 Enhancing Decision Making

Text = Chapter 12

Learning Objectives

- Describe different types of decisions and the decision-making process.
- Access how information systems support the activities of managers and management decision making.
- Demonstrate how decision-support systems (DSS) differ from MIS and how they provide value to the business.
- Demonstrate how executive support systems (ESS) help senior managers make better decisions.
- Evaluate the role of information systems in helping people working in a group make decisions more efficiently.

Outline

12.1 DECISION MAKING AND INFORMATION SYSTEMS

Business Value of Improved Decision Making
Types of Decisions
The Decision-Making Process
Managers and Decision Making in the Real World

12.2 SYSTEMS FOR DECISION SUPPORT

Management Information Systems (MIS)
Decision-Support Systems (DSS)
Business Value of DSS
Data Visualization and Geographic Information Systems (GIS)
Web-Based Customer Decision-Support Systems

12.3 EXECUTIVE SUPPORT SYSTEMS (ESS)

The Role of Executive Support Systems in the Firm
Business Value of Executive Support Systems
Executive Support Systems and the Digital Firm

12.4 GROUP DECISION-SUPPORT SYSTEMS (GDSS)

What is a GDSS?
Overview of a GDSS Meeting
Business Value of GDSS

2.10 Lecture 10 – 15 May

2.10.1 Building Systems

Text = Chapter 13

Learning Objectives

- Demonstrate how building new systems produces organizational change.
- Identify and describe the core activities in the systems development process.
- Evaluate alternative methods for building information systems.
- Compare alternative methodologies for modeling systems.
- Identify and describe new approaches for system-building in the digital firm era.

Outline

13.1 SYSTEMS AS PLANNED ORGANIZATIONAL CHANGE

Systems Development and Organizational Change
Business Process Reengineering
Process Improvement: Business Process Management, Total Quality Management,
and Six Sigma

13.2 OVERVIEW OF SYSTEMS DEVELOPMENT

Systems Analysis
Systems Design
Completing the Systems Development Process
Modeling and Designing Systems: Structured and Object-Oriented Methodologies

13.3 ALTERNATIVE SYSTEMS-BUILDING APPROACHES

Traditional Systems Life Cycle
Prototyping
End-User Development
Application Software Packages and Outsourcing

13.4 APPLICATION DEVELOPMENT FOR THE DIGITAL FIRM

Rapid Application Development (RAD)
Component-Based Development and Web Services

2.11 Lecture 11 – 22 May

2.11.1 Project Management: Establishing the Business Value of Systems and Managing Change

Text = Chapter 14

Learning Objectives

- Identify and describe the objectives of project management and why it is so essential in developing information systems.
- Compare models for selecting and evaluating information systems projects and methods for aligning IS projects with the firm's business goals.
- Evaluate models for assessing the business value of information systems.
- Analyze the principal risk factors in information systems projects.
- Select appropriate strategies for managing project risk and system implementation.

Outline

14.1 THE IMPORTANCE OF PROJECT MANAGEMENT

Runaway Projects and System Failure
Project Management Objectives

14.2 SELECTING PROJECTS

Management Structure for Information System Projects
Linking Systems Projects to the Business Plan
Enterprise Analysis and Critical Success Factors
Portfolio Analysis
Scoring Models

14.2 ESTABLISHING THE BUSINESS VALUE OF INFORMATION SYSTEMS

Information System Costs and Benefits
Capital Budgeting for Information Systems
Case Example: Capital Budgeting for a New Supply Chain Management System
Real Options Pricing Models
Limitations of Financial Models

14.4 MANAGING PROJECT RISK

Dimensions of Project Risk
Change Management and the Concept of Implementation
Controlling Risk Factors
Designing for the Organization
Project Management Software Tools

2.12 Lecture 12 – 29 May

2.12.1 Foundations of Business Intelligence: Databases and Information Management

Text = Chapter 6 - part

Learning Objectives

- Evaluate tools and technologies for providing information from databases to improve business performance and decision making.
- Assess the role of information policy, data administration, and data quality assurance in the management of organizational data resources.

Outline

6.3 USING DATABASES TO IMPROVE BUSINESS PERFORMANCE AND DECISION MAKING

Data Warehouses

Business Intelligence, Multidimensional Data Analysis, and Data Mining

Databases and the Web

6.4 MANAGING DATA RESOURCES

Establishing an Information Policy

Ensuring Data Quality

2.12.2 Review of Unit

In this we look back over all the topics covered during the unit.

We also discuss the exam and exam technique.

3 Unit Grading

3.1 Class participation

'Class Participation' will consist of both a student's actual participation (contributing to discussion, answering questions etc.) during the formal 'lectures' combined with the quality of their 'homework' which will be required to be submitted each week.

3.1.1 'Homework'

At the conclusion of each lecture, students will be given their 'homework' assignments, which will consist of the following:

- Answer a series of 'Review' and 'Discussion' questions at the end of each chapter as set by the lecturer following each lecture.
- Read and 'answer' (not formal – no need to include in the submitted homework) the cases that will be covered by the lecturer or other groups in the unit
 - Interactive Sessions (2 per chapter / lecture):
 - Organisations
 - Technology
 - Management
 - End of Chapter Case Study

Note 1: the above relates to the chapter(s) being covered at the next lecture. Students are expected to arrive at the lecture having read the chapter(s) in advance and to have done their homework in advance of that lecture so that they can fully participate in the discussions etc.

Note 2: the homework for the next chapter will be given at the previous week's lecture and will be 'posted' on the Unit's website.

Students should bring two copies of their homework to the following week's lecture. One of these copies is for the student to use during discussion etc. The other will be handed in to the lecturer for assessment. Your name, student id and signature should be on the front page.

A 'sample' front page / cover sheet is included on the unit's Blackboard site.

3.1.2 Assessment

This is an evaluation of your contribution in class to the discussion of the lectures/textbook and questions set along with your submitted formal (written) answers.

Of the 20% allocated to class participation, half will be based students' marks for homework.

Contributions in class will be prorated weekly with the following being an indication of the marks a student can expect to receive:

- 10% - Asks good questions, makes valuable observations and answers questions effectively on an ongoing basis.
- 7.5% - A frequent participant, but all questions, answers or observations are not always effective.
- 5% - Only participates infrequently or questions/answers do not reflect adequate preparation.
- 2.5% - Very rare preparation or questions/answers reflect little or no preparation or very late to class.
- 0% - Displays no sign of life or absent for the entire class.

Students are expected to attend class and participate.

Students are expected to attend class **and participate**. Not attending class will have an influence on this portion of a student's grade since they can't participate if they don't attend.

Students are also expected to provide homework on the scheduled dates (the lecture following). Failure to provide homework will mean that students cannot earn marks for those weeks missed.

3.2 Research Paper

This paper is worth 20% of assessment and is to be submitted following Lecture 10 (15 May).

3.2.1 The required paper: RFID – What is it and what are retail companies doing in this area?

Background

Your first job after graduating from Macquarie University is that of Special Projects Analyst for a major Australian consulting group: Carringbush Consulting.

Carringbush provides a wide range of consulting services and is seen as the leading consultant to retail organisations in Australia.

While it does not perform IT consulting they have watched with passing interest the developments in the use of RFID by organisations around the world, especially its use in Retail.

You have met with the CEO of Carringbush who believes this is a very important area and likely to become even more important. She wants to know what is happening in this area so that she, and her key retail consultants, can talk 'knowledgeably' about it with their retail clients.

Your Mission

She has asked you to prepare her a briefing paper on RFID - what it is, how it works and how it is being used around the world (and in Australia), especially by retail companies and their wholesalers and suppliers.

In particular she would like to know of:

- any 'cutting edge' (leading) uses of this technology by retail companies
- any unusual and successful business strategies using RFID being undertaken by retail companies

She wants you to be 'free' and creative with your research and reporting. Nothing can be considered too 'left field' (unusual).

3.2.2 The 'rules' for undertaking this project

The paper is to take a team approach so students will need to work with other class members. Teams of three are preferred.

Note: these will be the same groups that perform the class pres

Please note the following:

- The paper should not exceed 6000 words
- You are able to use any e.g. graphics you want. Feel free to be creative.
- 2 copies of the paper should be submitted (2nd copy should be 'electronic')
- The paper should contain a cover sheet that shows the name of each member of the team along with the proportionate contribution made by each member (if the latter is omitted it will be assumed that each team member made an equal contribution).
- The student id and signature of each team member should also be on this cover sheet.
- Note that the paper can be divided between members of the team. It is not necessary for each team member to work on each section of the project.
- The mark for the project will be awarded to each team member with an adjustment in instances where not all team members contributed equally.
- Whilst the assignment should follow academic standards in relation to non-plagiarism, recognition of sources etc.; the report presented should be of a professional (business) standard in terms of content and layout. It should include:
 - A Table of Contents
 - An Executive Summary
 - Appropriate use of headings, sub headings etc.
 - Single spacing and no 'widows and orphans' (paragraphs that go over a page)

3.3 Case Study Presentation

This is worth 10% of assessment

For each lecture there are a series of case studies and other activities. These are:

- Interactive Sessions (2 per chapter / lecture):
 - Organisations
 - Technology
 - Management

In these the text describes a case (1 page) and asks 3 questions about them

- Chapter Case Study – a 2 ½ page case study is at the end of each chapter which ‘summarises’ the main points of the lecture
 - Students are asked to answer a number (usually 5) questions

Instead of all students doing this every week we will be having each group in 3.3 do the presentation of these cases to the class. Effectively you will be ‘guest lecturers’ for that week.

Note: Don’t be too frightened of this – I will do the first 2 weeks to show you how it is done. It is not that time-consuming and will probably take each member about 3 hours to do and remember – you only do it once.

I promise you – it is not that hard!

Also – you can divide the work up any way you want. Not all students need to present e.g. if you have a good public speaker you may have them present all cases which the others do the research on.

During the week 2 lecture groups will be asked which chapters they want to do.

Note:

1. **You do not need to restate case facts (all students are meant to have read them) – you are meant to just answer the questions.**
2. **Remember the chapters covered are not the weeks e.g. Chapter 5 is covered in week 4!**

3.4 Examination

The examination is worth 50% of the unit's assessment.

Note: Students must pass the final exam to pass the Unit

Failure to pass the final exam will result in the student being given a mark commensurate with their exam mark.

The exam will be held at 6.00 p.m. on Thursday 5 June. It will be held in a computer lab at Macquarie University's North Ryde campus.

It will be an 'online' (typed on a computer) exam with 50 multiple choice questions and 5 'narrative' or essay type questions.

Calculators are not necessary and are not permitted in the exam.

Dictionaries (manual or electronic) are not permitted in the exam.

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. Information about unavoidable disruption and the special consideration process is available at www.reg.mq.edu.au/Forms/APSCon.pdf

You are advised that it is Macquarie University policy not to set early or delayed examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official University examination period, and can attend the exam at the designated time and place.

4 University Policies and Support Services

4.1 Plagiarism

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: www.student.mq.edu.au/plagiarism

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

4.2 University Policy on Grading

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.

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.

4.3 Student Support Services

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

5 Web Site Details

A Blackboard site has been set up for this Unit at:

<http://learn.mq.edu.au>

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

Click on ACCG822 to access this unit's resources.

This site contains copies (PowerPoint shows) of all the lecture notes / presentations.

It also contains other relevant presentations and other information.

In addition, it contains i-Lectures which are used in the online running of this unit – OLACCG822.

These are the actual 'face to face' lectures (audio only) which will be recorded during this semester and posted into the unit's Blackboard site.

These will prove useful should e.g. a student miss a lecture / want to revisit the lectures.

6 Visiting Lecturer Information

Michael Matthew

BBus ACA CISA

mandm@bigpond.net.au

Formerly a partner with a 'Big 4' accounting firm responsible for their Risk Management practice in Sydney, Michael left the firm in September 1998 to form his own Business Consulting practice, Matthew and Matthew with his similarly qualified wife.

Matthew and Matthew is a niche business consulting firm whose range of services includes providing outsourced finance department services (accounting) to a range of companies including Australian subsidiaries of foreign companies.

They also specialise in writing customised training courses for organisations on things like:

- Finance for non-finance executives
- Leadership and teamwork
- Report writing
- Sales and proposal writing

Michael also still practices in the project management area including acting as a project manager / 'angel'. Michael specialises in running facilitation sessions for companies in terms of planning (IS and other) and helping resolve problems, particularly with projects that have 'run off the rails'.

One of Michael's major clients was the Technology Advisory practice of KPMG where he operated as a 'skills coach' for 9 years in Australia and New Zealand.

Other current and recent clients that he is 'allowed' to tell us about (i.e., they weren't clients where he was called in to look at 'sick' projects) include:

- National Insurance Brokers Association (NIBA)
- Macquarie University
- Premier Media Group (Fox Sports)
- News Limited
- Australian Rugby League Foundation
- KPMG
- IAG (nee NRMA)
- Fox Studios Australia

Michael is described as an 'interesting' and entertaining speaker who has won numerous best paper awards. He 'lives' by the creed of his hero: Jesse 'The Body' Ventura (ex-WWE wrestler and former Governor of Minnesota): **"You've gotta tell it like it is!"**