



## DEPARTMENT OF ACCOUNTING AND FINANCE

### ACCG 355: INFORMATION SYSTEMS FOR MANAGEMENT

#### UNIT OUTLINE: SECOND SEMESTER 2007

---

#### **UNIT OBJECTIVE**

Information systems are the foundation of e-business because e-business is really about making effective use of computer and communications technologies in critical business processes. Some of these uses are directed within the firm, such as designing products, coordinating value added work, and integrating across an enterprise. Others are associated with e-commerce such as selling and providing service through electronic links. Yet others, such as supply chain management and customer relationship management, span the firm and its business partners. In large organisations most of today's significant work processes rely on information systems so greatly that they cannot operate effectively without them. Additionally it is increasingly obvious that the purposes and effectiveness of most information systems can be best understood in terms of their direct roles in work systems. Anyone intending to play a significant role in business today must understand information systems in order to comprehend the systems through which organisations operate.

The primary objective of this unit is to increase your ability to recognise, describe, evaluate, analyse, design and develop information systems from a business professional's viewpoint. The focus is on the creation of business value by enhancing and enabling business processes through the use of IS/T. Extensive use is made of case studies. A secondary objective of this unit is to provide an environment in which you may improve your generic skills. (See the material concerning generic skills later in the unit outline.)

Achievement of the unit's objectives will make you better able to play an effective part in development, management, and use of information systems, and to equip you to communicate effectively with IS/T professionals. The unit should be relevant to students taking or intending to take information systems or information technology units in their professional accounting studies.

#### **Unit weighting**

Accg355 is a three (3) credit point unit

#### **Classes**

- A weekly two hour lecture
- Weekly one hour tutorials

## TEXT

Laudon K C & Laudon J P *Management Information Systems: Managing the Digital Firm*, 10th Ed, Pearson Educational. This text is available from the Co-op Bookshop on campus – ISBN 0-13-157984-3. Copies are also available in the University Library.

## PREREQUISITES

The prerequisites for this unit are 39 credit points; AND ACCG250 (P) *Accounting Systems Design and Development* or ACCG251 (P) *Accounting and Information Systems*.

## UNIT WEB PAGE

The web page for this unit can be found at <http://online.mq.edu.au/>  
Students will be able to access the unit web page by the use of their normal university user/password details. Please contact the IT Help Desk in the Library if you have any difficulties accessing the unit web page:

Phone: (02) 9850 HELP (4357) or Free call: 1800 063 191  
Face to Face: IT Help Desk, Level 1, University Library  
Email: Just Ask. Form <http://www.lib.mq.edu.au/justask/>  
24/7 Email: [ithelp@mq.edu.au](mailto:ithelp@mq.edu.au)

Lecture slides and other materials will be placed on the web page progressively throughout the semester.

## | TEACHING STAFF

**Chris Searchfield** (Lecturer in Charge, Lecturer & Tutor): E4A238;

Email; [csearchf@efs.mq.edu.au](mailto:csearchf@efs.mq.edu.au) ; phone 9850 8462 (vmail); fax 9850 8497

**Allan Drummond** (Unit Administrator and Tutor) [adrummon@efs.mq.edu.au](mailto:adrummon@efs.mq.edu.au)

**Barbara Nevicky** (Lecturer & Tutor): E4A237

Email; [bnevicky@efs.mq.edu.au](mailto:bnevicky@efs.mq.edu.au) ; phone 9850 9192 (vmail); fax 9850 8497

**Raymond Young** (Lecturer & Tutor): E4A653. Email; [ryoung@efs.mq.edu.au](mailto:ryoung@efs.mq.edu.au);  
phone 9850 4850 (vmail); fax 9850 8497

**Chadi Aoun** (Tutor): E4A354. Email: [caoun@efs.mq.edu.au](mailto:caoun@efs.mq.edu.au); phone 9850 9178 (vmail); fax 9850 8497

Administrative matters should be directed in the first instance to the Unit Administrator.  
Academic questions should, in the first instance, be directed to your Tutor, either during your weekly tutorial or during advertised consultation hours.

## | TEACHING MODES

### **Lectures**

Will be held in E7B Mason on Wednesdays from 1600 to 1755 (4.00 pm to 5.55 pm).

Typically one chapter of the Laudon text will be reviewed at each class meeting (see Class Schedule) lecturers will also draw on a range of additional contemporary professional and academic material so attendance at lectures is important. Lecturers are entitled to assume that students have read the relevant materials before attending the lecture. Lecture slides will be placed on the Unit Web Site prior to each week's lecture.

## Tutorials

Weekly tutorials will be held commencing in Week 2, and will typically involve a presentation by selected students and class discussion of the assigned case study (see Class Schedule). As with Lecturers Tutors will assume that students have read and prepared the allocated materials prior to tutorials. All students must prepare typed answers to the assigned Review Questions and Case Study (even if only in point form with brief commentary) and bring them, and the Laudon text, to tutorials. The prepared answers will facilitate student participation in the tutorial, and will be collected for assessment on a random sample basis (refer under assessment below).

Presenting Students must prepare fully detailed answers for the week in question. These solutions are to be handed to your tutor the week you present your case— see Tutorial Presentations below.

## **ASSESSMENT**

***To be eligible to obtain a passing grade or higher it is necessary for students to attend not fewer than nine (9) of their scheduled tutorials and to perform satisfactorily in each of the assessment components described below. Satisfactory performance means a clear pass in the final exam, and, achieving a greater than 50% aggregate mark (irrespective of individual marks received for the presentation and tutorial work). Students will fail the subject if they do not achieve a clear pass in the final exam.***

### **Tutorial Presentations – 10%**

In week 2 tutorials, students will be placed in groups of not less than 3 or not more than 4 depending on tutorial numbers and allocated a tutorial question which they must research and present in a given week. Marks will be awarded based on the quality of research, and presentation both oral and written. Students must provide their tutor with a typed copy of their presentation material including slides and notes etc. Students must also provide a one-page summary for each student in their tutorial group. Tutorial classes are normally of about 50 minutes duration. The oral case study presentation should take between 15 and 20 minutes, each member of the presentation group must speak during that time. A further ten minutes will be used by the tutor to review the particular case study and get feedback and contributions from non-presenting students. The second half of the tutorial will be devoted to the Review questions assigned for that particular week. The first presentations will take place in week 3.

### **Tutorial attendance and participation - 10%**

- As stated above you must attend not fewer than nine (9) of the tutorials to be eligible to pass the subject. Records will be kept for tutorial attendance in weeks 2 to 12 inclusive.
- You must demonstrate satisfactory preparation of the assigned weekly case studies through preparing typed solutions.

The 10% of marks will be awarded on the basis of four randomly collected sets of typed weekly “homework” each of which will be marked out of 2½. Students who are absent during the week the work is collected will receive Nil (0) marks for that week. Notice will not be given as to which weeks are to be collected. The work should show some originality rather than just being copied from the prescribed text.

Constructive class participation is important for several reasons.

- Participation provides us with information for judging how much each student knows about the topics being taught.

- If you don't prepare you will probably be unable to follow the class discussion.. Further full participation smooths your workload and minimises the end-of-semester study blitz.
- Participation encourages you to be active, rather than passive, learners. Active learning causes lessons to be more deeply absorbed and reduces the risk of boredom in class.
- A participative class environment gives you a chance to practice oral communication skills in a group setting and allows us to benefit from the experiences and talents of everyone in the class.

### **Mid-semester Examination - 15%**

The mid-semester examination will be conducted during the lecture in Week 7 (Week commencing Monday 10/9/2007). The examination will be closed book and will consist entirely of multiple-choice questions based on materials presented in weeks 1 to 6. Further information will be provided during lectures and on the unit website.

There will be no supplementary exam made available. Any student who does not attend the Mid-semester exam will have until 1700 (5PM) on Monday 1/10/2007 to lodge a special consideration form at ERIC. Any such form must be accompanied by documentary evidence of sickness or misadventure. Such applications will be considered and if granted the students Final Examination results will be weighted accordingly.

### **Final Examination - 65%**

The examination will be of three hours duration and take place in the end of semester examination period. It will be a closed book examination and will include multiple-choice questions and case studies covering the whole of the Laudon text. More details of the examination will be provided after the mid-semester recess. Dictionaries or calculators will not be permitted in the examination.

The University Examination period for the second semester 2007 is from 14/11/07 to 30/11/07. Students are advised to check the actual time and place of the examination at <http://www.timetables.mq.edu.au/exam/> well before that period.

The only acceptable reasons for not sitting an examination at the designated time are fully documented illness and 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: <http://www.reg.mq.edu.au/Forms/APSCon.pdf>  
Note: you will not be granted special consideration if you first attempt an exam and then submit a request for special consideration **if you are ill do not attend the examination**. Obtain a medical certificate from your doctor to support your request for special consideration and lodge the requisition form (available from the foregoing website) by the due date.

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. You are advised that it is a Macquarie University policy not to set early 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 examination period.

## | **GRADING SYSTEM**

The Academic senate has issued guidelines as to the distribution of grades from High Distinction (HD) to Fail (F). Results will include one of these grades together with a Standardised Numerical Grade (SNG)

Sometimes your raw score for a subject (the total marks for all assessment tasks) may differ from your allocated SNG. The senate's guidelines require marks to be assessed and permit

them to be scaled to ensure a degree of comparability across the University. Scaling does not change the order of marks or the ranking position of students.

It is important to also be aware that the policy does not entail some arbitrary percentage of students receiving Fail grades. On the contrary the guidelines require examiners to justify their decisions if more than 20% of students fail any subject. For an explanation of the policy see <http://senate.mq.edu.au/rules/Guigelines2003.doc>  
<http://senate.mq.edu.au/rules/detailedguidelimes.doc>

The following are the current descriptions which apply to the assessment grades:

**HD** (85-100) High Distinction: denotes performance which meets all unit objectives with such excellence as to deserve the highest level of recognition.

**D** (75-84) Distinction: denotes performance which clearly deserves a very high level of recognition for achievement in the unit.

**Cr** (65-74) Credit: denotes performance which is substantially better than would normally be expected of competent students in the unit.

**P** (50-64) Pass: denotes performance which satisfies unit objectives.

**PC** (45-49) Conceded Pass: denotes performance which only marginally meets unit objectives.

**F** (0-44) Fail: denotes that a candidate has failed to complete a unit satisfactorily.

**FA** (Failed Absent) – Students who have not completed required assessment tasks e.g. the Final Exam and who have not been granted Special Consideration status will fail the course on the grounds of Absence.

## | **Grade Appeals**

A Grade Appeal procedure exists to address the rare cases where a procedural irregularity or error might occur in assessment of a students performance  
Students who consider that they might have valid grounds for appeal should in the first instance consult the Divisions website at  
[http://www.efs.mq.edu.au/student\\_support/important\\_processes/important\\_processes\\_grade\\_appeal\\_and\\_exam\\_script\\_viewing](http://www.efs.mq.edu.au/student_support/important_processes/important_processes_grade_appeal_and_exam_script_viewing)

You should pay special attention to the procedures for an appeal against a final grade for the I subjects Accg100 to Accg 399. Any appeals must be lodged in ERIC. The LIC will not respond to appeals sent in direct by E'mail.

As part of the appeals process you are entitled to sight your examination script for the sole purpose of allowing you to be satisfied that all parts of the script have been marked and that marks have been correctly totalled. You will not be permitted to write on the script nor to take notes concerning it. Teaching staff will not discuss the script with you nor give feedback at the time of viewing.

Details of procedures to be followed to sight exam scripts will be posted on the EFS website together with a viewing timetable. You must attend in person at the advertised time, private viewing times are not available.

## | **GENERIC SKILLS**

Macquarie seeks to provide an environment in which students develop and build on their generic skills, including:

- o foundation skills of literacy, numeracy and information technology; self-awareness and self-management,
- o interpersonal skills, such as the capacity for, collaboration and leadership;
- o communication skills for effective presentation and cultural understanding;
- o critical analysis skills to evaluate, synthesise and judge;
- o problem-solving skills to apply and adapt knowledge to the real world; and
- o creative thinking skills to imagine invent and discover.

In this unit, interactive tutorials, the use of frameworks and models, extensive use of case studies, and group presentations promote these generic skills.

## | **TEACHING AND ASSESSMENT ISSUES**

Students who for reasons of sickness or other misadventure are experiencing difficulties in attending lectures or tutorials or completing assessment tasks are recommended to bring this to the attention of the Lecturer in Charge as soon as possible. This is a preferred course of action rather than having to deal with these issues suddenly at Final Exam time.

Your attention in relation to the matters mentioned above is drawn to <http://www.reg.mq.edu.au/Forms/APSCon.pdf>. (you will need to scroll down the page that comes up). Please complete the appropriate form dealing with your inability to complete an assessment task or advice of absence from classes.

### **Cheating and plagiarism**

To cheat in the context of university assignments, tests and examinations is to attempt to gain an unfair advantage by violating the principles of intellectual and scholarly integrity. Cheating includes plagiarism, which is the appropriation or imitation of another person's ideas and manner of expressing them and presenting them as if they were ones own.

Details of the Universities procedures regarding plagiarism may be reviewed from the *2006 Handbook of Undergraduate Studies* or at <http://www.student.mq.edu.au/plagiarism/>

Both cheating and plagiarism carry heavy penalties and must be avoided (see: Macquarie University policies). Any such matters noted may involve a deduction of marks, failure in the unit, and/or referral to the University Disciplinary Committee.

### **Macquarie University Rules and Regulations**

All assessment is subject to the University's rules and information to students set out in the *2006 Handbook of Undergraduate Studies*. You are particularly referred to Bachelor Degree Rules 7, 8 and 9 dealing with Examinations, Special Examinations, and Grades; and with the Student Information regarding Assessment.

## | **SUPPORT SERVICES**

The University provides a range of Academic Student Support Services details of which may be viewed at <http://www.student.mq.edu.au>

### **Student Support Service**

The Student support service is available to all Macquarie students and offers:

- o Considerable web based information concerning writing and referencing etc
- o Free one hour learning skills seminars offered throughout the semester
- o Interactive online tutorials on 'Time management' and 'Effective academic reading'

For more information visit the websites at:

- o Web –based information: <http://www.sss.mq.edu.au/learning/undergrad/>

- Workshops : <http://www.sss.mq.edu.au/counselling/workshops/learning.htm>
- Online tutorials: <http://online.mq.edu.au/pub/UCHSTIME/>

Students should be aware that success in Accg 355 (as with other subjects) relies on a good command of English, particularly of written English. The following support services are available:

### **Writing Gateway**

The Writing Gateway is an interactive online guide to academic literacy which covers such topics as referencing, plagiarism etc. a Macquarie ID is required to access it.

The Website is: <http://online.mq.edu.au/pub/EDUCGATEWAY/>

### **Writing Skills program**

This program is a free service available to all Macquarie students. It offers:

- Short courses on essay writing during weeks 6 to 10 each semester
- Individual consultation on Academic writing (by appointment)

Details are available at [http://www.ling.mq.edu.au/support/writing\\_skills/index.htm](http://www.ling.mq.edu.au/support/writing_skills/index.htm)

### **English for Academic Purposes (EAP)**

The EAP Program is available to students whose language background is other than English. It offers:

- Free workshops on pronunciation and grammar
- Free half hour personal consultations on academic writing ( arranged by appointment)
- Units for credit on academic writing and research skills (EAP100 and EAP101)

For additional information view the EAP Noticeboard (opposite W3A 407) at the beginning of the semester or contact

- Lorraine Sorrell 9850 9936 [lorraine.sorrel@ling.mq.edu.au](mailto:lorraine.sorrel@ling.mq.edu.au)
- Margaret Gillam 9850 6781 [margaret.gillam@ling.mq.edu.au](mailto:margaret.gillam@ling.mq.edu.au)

### **International Study Skills Adviser – Justin Dutch**

The adviser offers the following free services:

- Individual or small group consultation on academic writing (by appointment)
- Workshops on topics such as:-
  - Understanding and preparing assignments
  - Proofreading techniques
  - Improving academic writing
  - Essay writing, Report writing and Referencing

For further information see:

<http://www.international.mq.edu.au/StudentServices/StudySupport/index.html>

### **Counselling and Health Services**

The University offers a range of Counselling Services aimed at assisting student with matters which if unresolved might prevent successful completion of their studies. General and specialist services are available to both local and international students.

Information concerning such services is available at <http://www.sss.mq.edu.au/counselling>, and <http://www.sss.mq.edu.au/medical>.



## CLASS SCHEDULE

<b>WEEK #</b> Week Starts Monday dd/mm/yyyy	<b>LECTURE TOPIC</b>	<b>TUTORIAL ASSIGNMENTS</b>
<b>1</b> 30/07/2007 <b>CNS</b>	<b>Chapter 1</b> Information systems in Global Business Today	<b>No tutorials</b>
<b>2</b> 06/08/2007 <b>CNS</b>	<i>Mon. Bank Holiday NSW</i> <b>Chapters 2 &amp; 3</b> Global e-Business & Information Systems Organisation	<b>Questions</b> Ch1 [P33] Qs R4,6,7 & 11
<b>3</b> 13/08/2007 <b>BN</b>	<b>Chapter 4</b> The Ethical & Social Issues posed by Information Systems	<b>Questions</b> Ch2 [P75] Qs R6,8 & 11 <b>Case:</b> Morgan Stanley [P35] Q 1,2 & 3
<b>4</b> 20/08/2007 <b>CNS</b>	<b>Chapter 5</b> IT Infrastructure & Emerging Technologies	<b>Questions</b> Ch3 [P119] R5,7,9 & 11 <b>Case:</b> Public Health Crisis [P77] Q2,3 & 4
<b>5</b> 27/08/2007 <b>RY</b>	<b>Chapter 6</b> Databases and Business Intelligence	<b>Questions</b> Ch4 [P160] R2,4,9 & 10 <b>Case:</b> Blockbusters [P121] Q2,3 & 5
<i>Fri 31/8/07</i>	<i>Census day</i>	
<b>6</b> 03/09/2007 <b>CNS</b>	<b>Chapter 7</b> Electronic Communications	<b>Questions</b> Ch5 [P217] R1,3,9 & 10 <b>Case:</b> Telephone Privacy [ P162] Q2,3 & 4
<i>Fri 7/9/07</i>	<i>Public Holiday NSW - APEC</i>	
<b>7</b> 10/09/2007 <b>CNS</b>	<b>MID-SEMESTER EXAM IN LECTURE</b>	<b>Questions</b> Ch6 [P255] R7,11,14 & 17 <b>Case:</b> Merrill Lynch [P218] Q1,2,3 & 4
<i>Fri 14/9/07</i>	<i>Last Classes - Conception Day</i>	
<b>Two Week Mid Semester break</b>	<b>No Lectures or Tutorials</b>	
<b>8</b> 01/10/2007 <b>RY</b>	Labour Day NSW - Classes resume Tuesday 2/10/07 <b>Chapter 8</b> System Security	<b>Questions</b> Ch7 [P307] R6,9,13 & 15 <b>Case:</b> Panasonic [P257] Q1,3 & 4
<b>9</b> 08/10/2007 <b>RY</b>	<b>Chapter 9</b> Enterprise Systems & Supply Chain	<b>Questions</b> Ch8 [P246] R1,6,7,13 & 17 <b>Case:</b> Google [P308] Q1,2 & 4
<b>10</b>	<b>Chapter 10</b>	<b>Questions</b>

1510/2007 <b>BN</b>	E-Commerce	Ch9 [P384] R3,6,9 & 13 <b>Case:</b> A Stolen Laptop [P348] Q1,2 & 4
<b>11</b> 22/10/2007 <b>RY</b>	<b>Chapters 11 &amp; 12</b> Knowledge Management & Enhancing the Decision process	<b>Questions</b> Ch10 [P423] R2,7,8 & 15 <b>Case:</b> Limited Brands [P385] Q1,3 & 4
<b>12</b> 29/10/2007 <b>CNS</b>	<b>Chapter 13</b> Systems Building	<b>Questions</b> Ch11 [P465] 10,13 & 15 Ch12 [P503] R2,6 & 14 <b>Case:</b> eBay [P424] Q1,3 & 5
<b>13</b> 05/11/2007 <b>CNS</b>	<b>Chapter 14</b> Managing Change	<b>Questions</b> Ch13 [P548] R2,6,9 & 13 <b>Case:</b>
Fri 9/11/07	Last Day of Classes	
<b>14th to 30th November</b>	<b>EXAM PERIOD</b>	

## **ADDITIONAL REFERENCE MATERIALS**

Students should refer to other reference material where appropriate. The latest editions of information systems texts by the following authors are recommended: Steven Alter.; O'Brien, J.A.; Oz, E.; and Zwass, V.

Students are encouraged to keep up to date with the rapid developments in IS/T. The Sydney Morning Herald (Tuesdays), The Australian Financial Review (Tuesdays) and The Australian (Tuesdays) have relevant sections. Microcomputer magazines such as Byte, PC World, etc are further good sources of information. Accounting journals and business journals also include articles on IS/T.

The Internet has become a major source of information relevant to IS/T. Major suppliers of information systems and technology, and most large organisations utilising IS/T, have internet sites which can be readily found through the use of search engines.

The academic IS community has a collection of websites known as: AIS World

<http://www.isworld.org/>

An indicative list of relevant journals, most of which are held in the Macquarie University Library, follows:

- Australian Journal of Information Systems
- Communications of the ACM
- Datamation
- EDPACS
- Fortune
- Harvard Business Review
- Information and Management
- IS Analyzer (formerly EDP Analyzer)

- Journal of Systems Management
- MIS Quarterly
- Sloan Management Review
- Technology and Business