



## ACCG 355 INFORMATION SYSTEMS FOR MANAGEMENT

Unit Convenor: Yvette Blount  
Pre-requisites: 39cp and (ACCG250(P) or ACCG251(P))  
Co-requisites: none

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

The primary objective of this unit is to increase students' 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 enabling business processes through the use of information and communications technologies (ICTs). Achievement of the unit's objectives should enable students to play an effective part in information development, management, and use, and more able to communicate effectively with ICT professionals. The unit should be relevant to students from a variety of business specialisations, including professional accounting.

This unit is significant because it enables students to gain an understanding the implications and impacts of the Web revolution based on the basic principles of management information systems.

It is a 3 credit point unit that builds on the introductory knowledge of ACCG250 and ACCG251.

### TEACHING STAFF

NAME	CONTACT INFORMATION		CONSULTATION TIMES
<b>Yvette Blount</b> Unit Convenor/ Lecturer in Charge	<i>Room</i>	E4A 341	Wednesday 1:00pm to 3:00pm
	<i>Telephone</i>	9850 8514	
	<i>E-mail</i>	<a href="mailto:yblount@efs.mq.edu.au">yblount@efs.mq.edu.au</a>	
<b>Ann Sardesai</b> Unit Administrator A/Lecturer	<i>Room</i>	E4A 522	Not applicable
	<i>Telephone</i>	9850 8517	
	<i>E-mail</i>	<a href="mailto:asardesa@efs.mq.edu.au">asardesa@efs.mq.edu.au</a>	

<b>Gordon Boyce</b> Lecturer	<i>Room</i> <i>Telephone</i> <i>E-mail</i>	E4A 340 9850 8530 <a href="mailto:gboyce@efs.mq.edu.au">gboyce@efs.mq.edu.au</a>	See Online Learning @ MQ
---------------------------------	--	--	-----------------------------

## CLASSES

There is a two hour lecture at 16:00 Wednesday, followed by a one hour tutorial each week for 12 weeks. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>.

Students cannot change from one tutorial class to the other without the permission of the Convenor.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

There is an option to purchase either:

**Turban E, Leidner D, McLean E, Wetherbe J: *Information Technology for Management: Transforming Organizations in the Digital Economy, 6th Edition, John Wiley & Sons*** from the Co-op Bookshop. This includes the Wiley Plus registration card for free.

OR

Purchase the Wiley Plus version of the text from [http://www.johnwiley.com.au/highered/engine.jsp?page=titleinfo&all\\$isbn13=978EEGRP05778](http://www.johnwiley.com.au/highered/engine.jsp?page=titleinfo&all$isbn13=978EEGRP05778) for approximately half the price of the hard cover text.

These options will be discussed in the first lecture. You will need to have access to both the **WileyPLUS** and the **Online Learning @ MQ** websites.

## WileyPLUS

Access WileyPLUS either through the standalone website ([www.wileyplus.com/](http://www.wileyplus.com/)) or through the link on the ACCG355 website at Online Learning @ MQ.

Students will be registered automatically. Once you have your registration details, your first task is to take ten minutes to complete Assignment Zero which is an ungraded assignment. By completing this assignment you will learn how to navigate your way through your WileyPLUS course and familiarise yourself with the different resources it contains.

## 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.

## LEARNING OUTCOMES

By the end of this session students should have the ability to:

- Understand the basic principles of management information systems in light of new technological innovations developed by companies such as Google, Apple and Yahoo.
- Develop an appreciation of the complexities involved in the web revolution as organisations become digital enterprises.
- Recognise that the way information resources are managed could potentially be the critical success factor involved in organisational success
- Value the role of the Web in facilitating competitiveness, effectiveness and profitability in organisations.

On completing this unit, students will be able to demonstrate that they understand how to develop, execute or review and make recommendations or decisions about management information systems.

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is to develop problem solving, information technology and communication skills.

## LEARNING AND TEACHING STRATEGY

The unit is taught by lectures, tutorials and assignments that engage the student in the topics taught.

“Learning” means different things to different people. Säljö (1979)<sup>1</sup> 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.<sup>2</sup>

What we aim to achieve in ACCG355 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

---

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

<sup>2</sup>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

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.

Students are expected to participate in the unit by attending lectures, preparing for and attending tutorials, completing assignments on time and attending consultations if there is something that is not clearly understood.

**RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

There are assessable weekly quizzes that will evaluate a student’s basic understanding of the topic area. The feedback from these quizzes should guide students into seeking additional help if required. The student has a week to do the quiz before a late penalty is applied. The quiz will be open from Friday evening to the following Sunday evening.

The assignment to create a webpage will utilise student’s skills and knowledge by applying concepts developed in lectures and tutorials in a hands on environment.

The Virtual Company assignment will provide the opportunity for students to apply what they have learnt in lectures and tutorials. Students should be able to make sense of the concepts and re-interpret knowledge to provide well-considered responses to questions. Both assignments develop problem solving, information technology and communication skills.

**Assessment summary**

Item	Description	Value	Date Due
1	Weekly quizzes/questions on WileyPLUS (12 weeks)	2% each Total: 24%	Each week
2	Website setup assignment	6%	1 September (week 5)
3	Virtual Company Assignment	10%	20 October (week 10)
4	Final Examination	60%	
Total		100%	

All assignments will be attempted online through the WileyPLUS website.

The final grade will be determined after consideration of performance in all aspects of the course. It is essential for students to pass their final examination in order to achieve a passing grade. Detailed assessment can be found on WileyPLUS. For transparency and data integrity purposes, your assessment marks will be uploaded to the Online Learning @ MQ site under the link 'My Grades' (please note that you can only access your grades using this link and no other students’).

Work that is submitted late will be penalised at the rate of 10 percent of marks per day or part thereof.

## Examination:

Exam date, time, location will be advised separately.

Exam duration: 3 hour exam plus 10 minutes reading time.

The format of the final exam will be advised towards the end of the semester.

## STUDENT SUPPORT SERVICES

Besides the general services available (see below), the Division of Economics and Financial Studies offers the following:

ERIC: EFS Resource and Information Centre

[http://www.efs.mq.edu.au/student\\_support/eric](http://www.efs.mq.edu.au/student_support/eric)

## WEEKLY TABLE OF TOPICS

Week	Commencing	Lecturer	Topic
1	04 August	Yvette Blount	IT Support of Organisational Performance Chapter 1(Turban et.al)
2	11 August	Yvette Blount	E-Business and E-Commerce Chapter 5 (Tuban et al.)
3	18 August	Yvette Blount	E-Business and E-Commerce Chapter 5 (Tuban et al.)
4	25 August	Yvette Blount	Mobile, Wireless and Pervasive Computing Chapter 6 (Turban et al.)
5	1 September	Yvette Blount	Enterprise Systems Chapter 8 (Turban et al.)
6	8 September	Yvette Blount	Interorganisational and Global Information Systems Chapter 9 (Turban et al)
7	15 September	Yvette Blount	Knowledge Management Chapter 10 (Turban et al)
<b>MID SEMESTER BREAK 20<sup>th</sup> September – 6<sup>th</sup> October</b>			
8	7 October	Yvette Blount	Business Intelligence and Corporate Performance Management Chapter 11 (Turban et al)

9	13 October	Yvette Blount	Management Decision Support and Intelligent Systems Chapter 12 (Turban et al)
10	20 October	Gordon Boyce	IT Strategy and Planning Chapter 13 (Turban et al)
11	27 October	Gordon Boyce	Information Technology Economics Chapter 14 (Turban et al)
12	3 November	Yvette Blount	Managing Information Resources and Security Chapter 16 (Turban et al)
13	10 November	Yvette Blount	Impacts on Individuals, Organisations, and Society Chapter 17 (Turban et al)

## **IMPORTANT GENERAL REQUIREMENT FOR ALL UNITS**

### **EXAMINATIONS:**

The University Examination period is from 19/11/08 to 05/12/08. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations. <http://www.timetables.mq.edu.au/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: <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

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 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.

No aids, other than a pen and pencil, may be brought into an exam *unless specifically permitted by the Convenor*. The following are expressly forbidden: mobile phones, calculators, computers, I-pods, PDAs, MP3s and any other electronic aid, and books.

### **PLAGIARISM AND CHEATING:**

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 Undergraduate Studies* or on the web at: <http://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 Disciplinary Committee.

Plagiarism is simply a type of cheating. Any confirmed cheating may result in serious penalties, including deduction of marks, failure in the unit, and/or referral to the University Disciplinary Committee.

### **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 standardized 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 performance 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 will also receive a higher final scaled mark.

For an explanation of the policy see:

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or

<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>

The standard grading scheme is:

0 – 45	Fail
46 – 49	Pass Conceding*
50 – 64	Pass
65 – 74	Credit
75 – 84	Distinction
85 – 100	High Distinction

\* when this subject is not a prerequisite for later units.

## **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>

## **CLASSROOM ETIQUETTE**

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.

Students are expected to be quiet during lectures unless, of course, class participation is required.

Mobiles should be turned off during classes; not simply set to “silent”.