MACQUARIE
UNIVERSITY

FACULTY OF
BUSINESS AND ECONOMICS

ACCG355
INFORMATION SYSTEMS FOR MANAGEMENT
Semester 2, 2010

Accounting and Finance

Year and Semester: **Second Half Year, 2010**

Unit convenor: **Chris Searchfield**

Prerequisites: **39cp and (ACCG250(P) or ACCG251(P))**

Credit points: **3**

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.

TEACHING STAFF

NAME	CONTACT INFORMATION		CONSULTATION TIMES (During Teaching Weeks)	Email
Chris Searchfield Unit Convenor (UC)	*Office Extension*	E4A 238 8462	See unit website for details	**accg355@mq.edu.au**
Yvette Blount Lecturer and Tutor	*Office Extension*	E4A 341 8514	Wednesdays 10-11am	
Kath Free Tutor			See unit website for details	

Please restrict consultations to scheduled times and venues. Students need to contact staff via email requesting an appointment for all other times.

Email: Email is the primary means of contacting staff outside their scheduled consultations. To maintain students' privacy and confidentiality, students should only use their Macquarie University email interface to correspond with staff. Emails emanating from other sources (e.g. hotmail or yahoo accounts) may not be responded to as we are unable to ascertain the student's identity. Such emails are often quarantined and are not sent to the staff inbox. It is also essential that you check your university email on a regular basis as this is our primary means of contacting individual students.

CLASSES

- There is a two hour lecture at 16:00 Wednesday for 13 weeks C5C 230. There are one hour tutorials each week for 12 weeks. The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/.

    o Each student must register for a tutorial and must attend the tutorial that he/she has registered for. There will be a one-hour tutorial each week from weeks 2 to 13. Students must finalise their tutorial enrolment by end of Week 2.

    o Tutorial changes can **ONLY** be made through eStudent. Students wishing to change tutorial times should log onto eStudent and enrol in a class where there is a vacancy.

    o Lecture slides will be made available on the unit website prior to the lecture

    o The lecture will be made available via iLecture after the lecture each week.

TEXTBOOK AND TECHNOLOGY USED AND REQUIRED

There is an option to purchase either:

Turban E, Leidner D, Volonino, L: *Information Technology for Management: Improving Performance in the Digital Economy, 7th 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://au.wiley.com/WileyCDA/Section/id-405626.html 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 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.

Students are also required to access the library databases and other resources to successfully complete assigned assessment tasks.

UNIT WEB PAGE

The web page for this unit can be found at: **http://learn.mq.edu.au/**. Consult the web page frequently where you will find important information posted, including essential announcements.

LEARNING OUTCOMES

The learning outcomes of this unit are:

1. Recognise that the way information resources are managed could potentially be the critical success factor involved in organisational success.
2. Understand the basic principles of management information systems in light of new technological innovations developed by companies such as Google, Apple and Yahoo.
3. Develop an appreciation of the complexities involved in the web revolution as organisations become digital enterprises.
4. Value the role of the information technology and the Web in facilitating competitiveness, effectiveness and profitability in organisations.
5. To demonstrate an understanding of how to develop, execute or review and make recommendations or decisions about management information systems.
6. To understand the role information technology plays both within and outside and organisation.
7. Understand the impact of competitive pressures on an organisation's response to changing technologies.

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

1 Discipline Specific Knowledge and Skills
> a) Understand how e-business, e-commerce, internet, intranets and extranet portals are changing the world of business.

b) Acknowledge that many systems fail and the subsequent economic and business implications of these failures.

c) Understand the commercialisation of social computing

d) Understand technology from a managerial orientation: managerial decision making, return on investment (ROI), supply chain management, business process management, restructuring and CRM as they pertain to IT.

e) Know how information security needs to be implemented to counter targeted attacks against the organisation (examples include data repositories, theft of intellectual property, identity theft, cyber-terrorism). This includes business continuity strategies.

f) Understand important theoretical concepts such as Porters competitive models and Moore's law.

g) Understand the importance of ethics in the digital economy.

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

TEACHING AND LEARNING 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)[1] classified the conceptions held by respondents in his interview-based study into five categories:

- Learning as a **quantitative increase in knowledge**. Learning is acquiring information or "knowing a lot"

- Learning as **memorising.** Learning is storing information that can be reproduced.

- Learning as acquiring facts, skills and methods that can be **retained and used** as necessary.

- Learning as **making sense** or abstracting meaning. Learning involves relating parts of the subject matter to each other and to the real world.

- 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 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 and 5 relate to deep learning. The aim in this unit is for you to be

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[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] [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

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 assessment tasks on time and attending consultations if there is something that is not clearly understood.

Week		Lecturer	Topic
1	04 August	Yvette Blount	IT Supports Organisational Performance in Turbulent Business Environments Chapter 1(Turban and Volonino)
2	11 August	Yvette Blount	Information Technologies, Concepts, Types and IT Support Chapter 2 (Tuban et al.)
3	18 August	Yvette Blount	E-Business and E-Commerce Chapter 6 (Tuban and Volonino)
4	25 August	Yvette Blount	Mobile Commerce Chapter 7 (Turban and Volonino)
5	1 September	Yvette Blount	Social Networks in the Web 2.0 Environment Chapter 8 (Turban and Volonino)
6	8 September	Chris Searchfield	Transaction Processing, Functional Applications, and Integration Chapter 9 (Turban and Volonino)
7	15 September	Chris Searchfield	Enterprise Systems, Supply Chains, ERP, CRM and KM Chapter 10 (Turban and Volonino)
MID SEMESTER BREAK 20st September – 1 October			
8	6 October	Chris Searchfield	Interorganisational, Large Scale and Global Information Systems Chapter 11 (Turban and Volonino)
9	13 October	Chris Searchfield	Business Intelligence and Decision Support Systems Chapter 12 (Turban and Volonino)
10	20 October	Chris Searchfield	IT Strategy and Planning Chapter 13 (Turban and Volonino)
11	27 October	Chris Searchfield	Managing IT Projects, Process Improvement and Organisational Change Chapter 14 (Turban and Volonino)
12	3 November	Chris Searchfield	Impact of IT on Enterprises, Users and the Environment Chapter 15 (Turban and Volonino)
13	10 November	Chris Searchfield	Revision

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Assessment summary

Item	Description	Value	Date Due
1	Weekly quizzes/questions on WileyPLUS weeks 2 to 11 (10 weeks)	1% each Total: 10%	Each week from weeks 2 to 11
2	Tutorial activities	2% each Total 6%	Three randomly allocated throughout the semester
3	Case Study (Part 1 Case: Building and E-Business at Fedex Corporation pp74-75)	4%	Due in tutorials in week 4 – 25th August
4	Research Assignment (Part III Case Google Is Changing Everything (pp325-327)	20%	Due in tutorials in week 10 – 20th October
5	Final Examination	60%	
Total		100%	

	Assessment Task 1	**Assessment Task 2**	**Assessment Task 3**	**Assessment Task 4**
Title/Name	Weekly Quizzes	Tutorial Activities	Case Studies	Final Exam
Description	Weekly quizzes/questions on WileyPLUS weeks 2 to 11 (10 weeks)	In-Class groupwork and presentations	1. Case Study (Part 1 Case: Building and E-Business at Fedex Corporation pp74-75) 10 page report 2. Case Study (Part III Case Google Is Changing Everything (pp325-327) 10 page report	Covers all learning outcomes
Due date	Each week from weeks 2 to 11	Three randomly allocated throughout the semester	1. Early diagnostic Week 4: 25 August 2. Week 10: 20th October	Examination Period
% Weighting	**1% each Total: 10%**	**2% each Total: 6%**	**1. 4%** **2. 20%**	**60%**
Grading method	Automaked by WileyPLUS	Refer to marking rubric on unit web page	Refer to marking rubric on unit web page	Final Examination Mark as per university policy and procedures (refer to handbook and faculty website)
Submission method	WileyPLUS	In-class	Upload to Blackboard and submission in-class	As per university policy and procedures (refer to handbook and faculty website)
Feedback *(type, method, date)*	Immediate through WileyPLUS	Marking rubric returned to students within two weeks	Marking rubric returned to students within two weeks	As per university policy and procedures (refer to handbook and faculty website)

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
Estimated student workload (hours per week)	Reading chapter and taking quiz 2 hours	Preparation for lecture and tutorial 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	√	√	√	√
4	√	√	√	√
5	√	√	√	√
6	√	√	√	√
7	√	√	√	√
Graduate capabilities assessed				
1a	√	√	√	√
1b	√	√	√	√
1c	√	√	√	√
1d	√	√	√	√
1e	√	√	√	√
1f	√	√	√	√
1g	√	√	√	√
2		√	√	√
3		√	√	
4		√	√	
5		√	√	
6		√	√	

- **Assessments**

  - 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 tutorial activities and relevant case studies 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 at Online Learning @ MQ.

  - Students are to submit their assignments to their tutor at the start of the tutorial. If the assignment is handed in after the start of the class it will be marked late (that is, 10 minutes past the hour).

  - 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 coordinator or delegate 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.

- **Grading**
  - 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.

    - Macquarie University's 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).

    - The student numerical grade (SNG) is not a summation of the individual assessment components.

    - To be awarded a specific grade, students are required to perform at an equivalent standard in the final examination and their overall assessment marks in the unit.

- Please also refer to relevant pages in the Handbook of Undergraduate Studies

- **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 three (3) hour final examination for this unit will be held during the University Examination period.

  The University Examination period in Second Half Year 2010 is from 17 November to 3 December.

  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. 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. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

  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

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

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.