

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

ACCG355  
**INFORMATION SYSTEMS FOR  
MANAGEMENT**  
Semester 2, 2011

*Department of Accounting and Corporate  
Governance*

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

<b>Year and Semester:</b>	<b>Second Half Year, 2011</b>
<b>Unit convenor:</b>	<b>Yvette Blount</b>
<b>Prerequisites:</b>	<b>39cp and (ACCG250 (P) or ACCG251(P) or ISYS104)</b>
<b>Credit points:</b>	<b>3</b>

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**

<b>NAME</b>	<b>CONTACT INFORMATION</b>		<b>CONSULTATION TIMES (During Teaching Weeks)</b>	<b>Email</b>
<b>Yvette Blount</b> Unit Convenor (UC)	<i>Office</i>	E4A 341 8514	Thursdays 12-1pm	<b>accg355@mq.edu.au</b>
<b>Chris Searchfield</b> Lecturer and Tutor	<i>Office</i>	E4A 238 8462	See unit website for details	
<b>Kath Free</b> Tutor			See unit website for details	
<b>Matthew Mansour</b> Tutor			See unit website for details	

Please restrict consultations to scheduled times and venues. Students need to contact staff via the unit email above 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 Y3A T1. 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/>.
  - 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.
  - 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.
  - Lecture slides will be made available on the unit website prior to the lecture
  - The lecture will be made available via iLecture after the lecture each week.

## TEXTBOOK AND TECHNOLOGY USED AND REQUIRED

The required text for this unit is:

Turban E and Volonino, L Information Technology for Management: Improving Strategic and Operational Performance (2011) 8th Edition, John Wiley & Sons

(the text is available from the Co-op Bookshop).

## TECHNOLOGY USED AND REQUIRED

- Internet access:
  - Unit webpage (<http://learn.mq.edu.au/>.)
  - Library and other online resources (<http://www.library.mq.edu.au.simsrad.net.ocs.mq.edu.au/>)
  - Access to additional text resources (<http://bcs.wiley.com/he-bcs/Books?action=index&itemId=047091680X&bcsId=6355>)
- Word processing software
- Mobile phone (for clickON use in lectures) – detailed instructions are on the unit website.
- Turnitin (<http://turnitin.com/>)

## 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 \(1979\)](#)<sup>1</sup> 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.<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 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 assessment tasks on time and attending consultations if there is something that is not clearly understood.

Week	Lecturer	Topic
1	03 August Yvette Blount	Information Systems in the 2010s Chapter 1(Turban and Volonino)

<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> 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

2	10 August	Chris Searchfield	IT Infrastructure and Support Systems Chapter 2 (Turban and Volonino)
3	17 August	Yvette Blount	Data, Text and Document Management Chapter 3 (Turban and Volonino)
4	24 August	Chris Searchfield	Network Management and Mobility Chapter 4 (Turban and Volonino) <b>Diagnostic Assessment: Case Study</b>
5	31 August	Yvette Blount	IT Security, Crime, Compliance and Continuity Chapter 5 (Turban and Volonino)
6	7 September	Chris Searchfield	E-Business and E-Commerce Chapter 6 (Turban and Volonino)
7	14 September	Yvette Blount	Mobile Computing and Commerce Chapter 7 (Turban and Volonino)
<b>MID SEMESTER BREAK 19<sup>th</sup> September – 30<sup>th</sup> September</b>			
8	5 October	Chris Searchfield	Web 2.0 and Social Media Chapter 8 (Turban and Volonino)
9	12 October	Chris Searchfield	Operational Planning and Control Systems Chapter 9 (Turban and Volonino) <b>Research Assignment: Case Study</b>
10	19 October	Yvette Blount	Enterprise Information Systems Chapter 10 (Turban and Volonino)
11	26 October	Chris Searchfield	Business Intelligence and Decision Support Chapter 11 (Turban and Volonino)
12	2 November	Chris Searchfield	IT Strategic Planning Chapter 12 (Turban and Volonino)
13	9 November	Yvette Blount	Global Ecology, Ethics, and Social Responsibility Chapter 14 (Turban and Volonino) Revision

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

### *Assessment summary*

Item	Description	Value	Date Due
1	ClickOn quizzes (in lectures)	6%	Students must register by week 3, randomly through the semester
2	Tutorial and participation activities	2% each Total 6%	Three randomly allocated and collected throughout the semester
3	Diagnostic Assessment	8%	Due in tutorials in week 4 – 25 <sup>th</sup> August
4	Research Assignment	20%	Due in tutorials in week 9 – 12 <sup>th</sup> October
5	Final Examination	60%	
Total		100%	

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>
Title/Name	In class quizzes (ClickON)	Tutorial Activities	Case Study/Research Report	Final Exam
Description	Randomly in lectures	In-Class groupwork and presentations	1. Case Study: Royal Shakespeare 2. Research Assignment: Case Study Crowdsourcing at Starbucks: Embracing Customers	Covers all learning outcomes
Due date	Randomly in lectures	Three randomly allocated throughout the semester	1. Early diagnostic Week 4: 24 August 2. Week 9: 12 <sup>th</sup> October	Examination Period
<b>% Weighting</b>	<b>6%</b>	<b>2% each Total: 6%</b>	<b>1. 8% 2. 20%</b>	<b>60%</b>
Grading method	Auto marked ClickON	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	Via mobile phone (no cost to student)	In-class	Upload to <a href="http://turnitin.com/">http://turnitin.com/</a> and <a href="http://learn.mq.edu.au/">http://learn.mq.edu.au/</a> prior to submitting in class	As per university policy and procedures (refer to handbook and faculty website)
Feedback ( <i>type, method, date</i> )	Immediate through ClickON	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)
Estimated student workload (hours)	No additional workload – undertaken in class	Preparation for lecture and tutorial 1 hour	3 hours	Discretion of the student (continuous learning

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>
per week )				throughout the semester and additional study in the weeks before the exam)
<b>Learning outcomes assessed</b>				
1	√	√	√	√
2	√	√	√	√
3	√	√	√	√
4	√	√	√	√
5	√	√	√	√
6	√	√	√	√
7	√	√	√	√
<b>Graduate capabilities assessed</b>				
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 assessment activities will be 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.

## GRADES

Macquarie University uses the following grades in coursework units of study:

HD –High Distinction  
D – Distinction  
CR – Credit  
P – Pass  
F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

All final grades in the Department of Accounting and Corporate Governance are determined by a grading committee and are not the sole responsibility of the Unit Coordinator.

Students will be awarded one of these grades plus a Standardised Numerical Grade (SNG). The SNG is not necessarily a summation of the individual assessment components.

The final grade and SNG that are awarded reflect the corresponding grade descriptor in the Grading Policy.

In addition, there is a requirement to pass the final examination to be awarded a final grade of a Pass or a higher grade.

## 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 2011 is from 14 November 2011 to 2 December 2011.

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](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](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

### **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

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

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals)

### **SPECIAL CONSIDERATION**

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

### **IT CONDITIONS OF USE**

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

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

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

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

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