



## **GRADUATE ACCOUNTING AND COMMERCE CENTRE**

### **DIVISION OF ECONOMIC AND FINANCIAL STUDIES**

### **ACCG 822 – INFORMATION SYSTEMS IN BUSINESS**

#### **UNIT OUTLINE**

#### **SECOND SEMESTER 2006 (FRIDAY 10am – 1pm)**

#### **Unit Description**

In this unit we study information systems and work systems from a business professional's perspective. Information systems are the foundation of e-business because e-business is really about making extensive 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. Most of today's important work systems in large organizations rely on information systems so completely that they cannot operate efficiently without the information systems. And, from the other direction, it is increasingly obvious that the purpose and effectiveness of most information systems can be understood mainly in terms of their direct role in work systems. Anyone who intends to play an important role in today's business needs to understand information systems in order to understand the work systems through which organizations operate. (Alter 2002, v-vi)

#### **Unit Objectives and Learning Outcomes**

The primary objective and learning outcome of this unit is to increase your ability to recognise, describe, evaluate, analyse, design and develop information systems from a business professional's perspective. The focus is on the creation of business value by enabling work systems through the use of information systems. Extensive use is made of case studies.

In addition, Macquarie University seeks to provide an environment where students may develop and build on their generic skills, including foundation skills of literacy, numeracy and information technology; self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership; communication skills for effective presentation and cultural understanding; critical analysis skills to evaluate, synthesise and judge; problem-solving skills to apply and adapt knowledge to the real world; and creative thinking skills to imagine, invent and discover. In this unit, the interactive class meetings, use of frameworks and models, extensive use of case studies, and group work should be particularly useful in this regard.

Achievement of the unit's objectives will make you more able to play an effective part in information system development, management, and use, and more able to communicate effectively with information system professionals.

## Assumed knowledge

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

## Teaching Staff

Dr Robert Reeve. Email [rreeve@efs.mq.edu.au](mailto:rreeve@efs.mq.edu.au) . Consultation by appointment.

## Classes

Classes will be held in W6B-286 on Fridays from 10.05am – 12.55pm on the dates shown in the class schedule below. The class schedule also shows the topics to be covered at each class.

## Textbook and other materials, and unit web page

Alter, S. 2002. *Information Systems: The Foundation of E-Business*, 4th Ed, Prentice Hall. You must have a copy of this textbook.

Additional case studies and other materials, including powerpoint slides for each chapter of the text, will be distributed in class and/or placed in the ACCG822 section on the Macquarie University Library's e-Reserve website [www.lib.mq.edu.au/resources/reserve](http://www.lib.mq.edu.au/resources/reserve).

This web page will be the main means of communicating with students outside class times so please check it regularly, especially if you miss a class.

## Teaching and Learning Strategy, and Assessment

During the class meetings the material contained in the textbook chapters will be reviewed and discussed and/or case studies of realistic organizational situations will be analysed and discussed. You must prepare answers to all questions for all cases listed in the class schedule, even though you may not submit written answers to all of them.

The class meeting will be as interactive as possible and students are required to participate constructively to the work of the class. It is in your interest to prepare properly for class meetings and participate constructively because the final examination requirements will be similar to the work done in class. Also, marks are awarded for class participation.

### Assessment: Class participation 16%

Beginning in Week 3, a mark out of 2 will be awarded for attending the full class meeting and demonstrating having prepared the assigned material by participating constructively in the work of the class. Your best 8 weeks' marks will count towards your final grade.

Class participation is important for several reasons. **First**, it provides information for judging how much each of you know about the topics being taught. **Second**, it encourages a smoothing of your workload. If you don't prepare the assigned work for the class, you won't be able to follow much of the class discussion, and you won't be able to recover the lost participation opportunity. **Third**, participation encourages you to be active, rather than passive, learners. **Fourth**, a participative class environment gives you a chance to practice your oral communication skills. **Finally**, class participation increases our chances of being able to take advantage of the experiences and perspectives of everyone in the class. Grading class participation is a subjective process (as is grading case assignments and examinations), but I try to make it consistent between students.

### Assessment: Weekly assignments 24%

Beginning in Week 4 the week's assignment (marked in bold in the Class Schedule) will be collected and a mark out of 4 will be awarded. Your best 6 weeks' marks will count towards your

final grade. Please note that for several cases the questions will be different to those in the textbook. The revised questions will be advised in class and posted on the e-Reserve web page (usually they will be included in the Chapter slides). Assignments must be submitted in class on the due date unless acceptable arrangements have been made with Dr Reeve. Assignments must be neatly typed (word-processed) using one-and-a-half spacing with spaces between paragraphs and 2.5 cm margins. They must include the assignment coversheet declaration regarding plagiarism. A copy of this coversheet is at the end of this document. Guidance on the length of the assignments will be given in class.

Assignments may be prepared by groups of up to 4 students or individually. Group assignments are encouraged because they bring more brainpower and different perspectives to bear on the problem. They also develop students' abilities to collaborate and negotiate with others in order to achieve a common objective. If a group assignment is submitted the cover page must be signed by each of the group members stating they agree they have contributed equally to the assignment and will all accept the same mark.

## **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: <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 Discipline Committee.

## **Assessment: Examination 60%**

The examination will be held in class on 10<sup>th</sup> November at 10.10am (2½ hours, open book). It will comprise a case study or case studies covering the whole unit. The examination is compulsory. Students must pass the examination in order to obtain a Pass grade or better in this unit. Calculators, and paper dictionaries, are permitted in the examination. More details of the format and venue of the examination will be provided nearer the time.

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>

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.

## **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).

**HD High Distinction 85-100%**

*Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.*

**D Distinction 75-84%**

*Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.*

**Cr Credit 65-74%**

*Denotes performance which is substantially better than would normally be expected of competent students in the unit.*

**P Pass 50-64%**

*Denotes performance which satisfies unit objectives.*

**PC Pass Conceded 45-49%**

*Denotes performance which meets unit objectives only marginally.*

**F Fail 0-44%**

*Denotes that a candidate has failed to complete a unit satisfactorily.*

**FA Fail Absent 0-44%**

*Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination*

**W Withdrawn**

*No grade as student withdrew with permission prior to final examination*

**I Incomplete**

*Grade yet to be determined as all assessment tasks have not yet been completed*

**IS Incomplete Supplementary**

*Supplementary examination approved and yet to be completed*

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.

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>.

**Student Support Services**

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at <http://www.student.mq.edu.au>

## CLASS SCHEDULE

WEEK NO.	CLASS DATE	TOPICS AND ASSIGNED WORK
1	Aug 4	Introduction to the unit Chapter 1: Moving towards e-business as usual
2	Aug 11	Chapter 8: Computers in a networked world Chapter 9: Software, programming, and artificial intelligence Chapter 10: Networks and telecommunications
3	Aug 18	Case: Levi Strauss [p38] Chapter 2: Understanding systems from a business viewpoint
4	Aug 25	<b>Case: Aucnet (Questions 1 - 2)</b> Chapter 3: Business processes
5	Sep 1	<b>Case: Aucnet (Questions 3 - 5)</b> Chapter 4: Information and databases
6	Sep 8	<b>Case: eBay</b> Chapter 5: Types of information systems
7	Sep 15	Chapter 7: Human and ethical issues <b>Case: Armstrong (Question 1 - 6)</b>
		<b>TWO WEEK RECESS</b>
8	Oct 6	Chapter 6: Customer, product, and e-commerce <b>Article: Porter on strategy</b>
9	Oct 13	<b>Case: Armstrong (Questions 7 - 8)</b> Chapter 11: Information systems planning (begin)
10	Oct 20	<b>Case: Harrah's Entertainment</b> Chapter 11: Information systems planning (complete) Chapter 12: Building and maintaining ISs (begin)
11	Oct 27	<b>Extract: Gane – Management structure issues</b> Chapter 12: Building and maintaining ISs (complete)
12	Nov 3	<b>Case: Nibco [p507-8]</b> Chapter 13: E-Business security and control Review of the unit
13	Nov 10	<b>Examination</b>

# MACQUARIE UNIVERSITY

## Assignment Coversheet Declaration

Unit ..... Assignment .....

Name..... Student number .....

I certify that:

- This assignment is my own work, based on my personal study and/or research
- I have acknowledged all material and sources used in the preparation of this assignment, including any material generated in the course of my employment
- If this assignment was based on collaborative preparatory work, as approved by the teachers of the unit, I have not submitted substantially the same final version of any material as another student
- Neither the assignment, nor substantial parts of it, have been previously submitted for assessment in this or any other institution
- I have not copied in part, or in whole, or otherwise plagiarised the work of other students
- I have read and I understand the criteria used for assessment
- The assignment is within the word and page limits specified in the unit outline
- The use of any material in this assignment does not infringe the intellectual property / copyright of a third party
- I understand that this assignment may undergo electronic detection for plagiarism, and a copy of the assignment may be retained on the database and used to make comparisons with other assignments in future

**Signature** ..... **Date** .....

This declaration is a summary of the University policy on plagiarism. For the policy in full, please refer to Student Information in the Handbook of Undergraduate Studies or [www.student.mq.edu.au/plagiarism/](http://www.student.mq.edu.au/plagiarism/).

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