



GRADUATE ACCOUNTING AND COMMERCE CENTRE

DIVISION OF ECONOMIC AND FINANCIAL STUDIES

ACCG822: Information Systems In Business

UNIT OUTLINE

Second Semester 2007

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1 Unit Outline

1.1 Overview

Today, in business, we see the emergence of a new digital firm. Global business opportunities afforded by electronic business and electronic commerce combined with the exponential change in technology power and capacity has fuelled the creation of this digital firm.

Every aspect of the firm is not only touched by the digital process, but transformed by it.

Managing information systems has become a task for all levels of managers and all functional areas of the business. In today's digital firm there is no escaping the opportunities (as well as the challenges) that technology brings.

This unit focuses on understanding the nature of the digital firm and the key issues in organizing and managing it. Managers of digital firms need to identify the challenges facing their firms; understand the technologies that will help them meet these challenges; design business processes to take advantage of the technologies; and create management procedures and policies to implement the required changes.

The effective use of Information Systems is important for day-to-day operations, for decision-making at all levels both by managers and other organisational members, and for strategic advantage.

Organisational members at all levels and in all functional areas use Information Systems in their work and require a working knowledge of IS.

This unit is designed to give students a focus on creation of business value by enabling business processes through the use of Information Systems.

Making extensive use of case studies (from the text and the lecturer's experience) it emphasises the 'value add' of Information Systems whilst reinforcing the basic concepts and/or technical perspectives.

1.2 Unit Objectives

The objective of the unit is to increase the student's ability to recognise, describe, evaluate, analyse and 'design' Information Systems from a business professional's viewpoint.

Achievement of the unit's objectives will make students more able to play an effective part in the Information Systems development, management and use.

It will also help students to be more able to communicate effectively with Information Systems professionals.

1.3 Unit Approach

This lecture-based unit will use textbook readings, supplemental readings and extensive class discussion supported by 'homework' assignments. In addition to the usual 'theory' we will examine over 60 'case studies' from both the text and the lecturer's experience.

Students will be expected to have thoroughly read the chapter of the prescribed text to be covered by the 'lecture' (refer 'Unit Schedule') and completed the homework – in advance.

The weekly lectures/seminars will involve 2 ½ hours:

- 'answering' the questions assigned for the current lecture (as given in the previous lecture),
- discussion of the current lecture's topics, and
- extensive discussion of the current lecture's case studies, which, like the 'questions' referred to above, the students should have thoroughly prepared for **prior to the lecture/class**.

1.4 Assumed Knowledge

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

Students would also benefit greatly from having had an appropriate level of work experience.

1.5 Relationship to ACCG812 Information Technology Management

Many students ask: “What is the difference between this unit and that of its ‘sister’ unit ACCG812 Information Technology Management?”

ACCG812 is designed to give students a managerial or executive perspective over a very broad range of Information Technology related subjects.

It emphasises the management of Information Technology whilst reinforcing the basic concepts and/or technical perspectives of information technology.

The current unit is focussed more on the use of Information Systems (Technology) in business to the advantage of the organization and the individuals within it. Special emphasis is also placed on Managing the Digital Firm.

ACCG822 is also more case studies focussed including a case study that runs for the entire length of the unit

The difference between the two units is perhaps best illustrated by the following:

- ACCG812 teaches students how to ‘manage’ an IT function
- ACCG822 teaches students how organisations are using Information Systems
 - ACCG822 also requires the students to read the chapter and do the homework **in advance** i.e. before the lecture
 - Good news = you can’t have done chapter 1 in advance so I have done it for you!

1.6 Required Textbook

Kenneth C. Laudon & Jane P. Laudon 2006. *Management Information Systems: Managing the Digital Firm, 9th Ed*, Pearson - Prentice Hall.

Note: Copies are available in the University bookshop and most technical bookstores worldwide as well as being available from online retailers.

1.7 Unit Timing and Location

- Thursday afternoons commencing at 2 p.m. in room E4B314.
- Friday mornings commencing at 10.00 a.m. in W6B286

Students are not permitted to switch between the two.

1.8 Unit Schedule – Summary

Week	Thursday	Chapter	Topics
1	2 or 3 August	1	Introduction to the Unit Managing the Digital Firm
2	9 or 10 August	2	Information Systems in the Enterprise
3	16 or 17 August	3	IS, Organisations, Management and Strategy
4	23 or 24 August	4	The Digital Firm: Electronic Business and Electronic Commerce
5	30 or 31 August	6 7 (part)	IT Infrastructure and Platforms Managing Data Resources
6	6 or 7 Sept.	8	Telecommunications, Networks and the Internet
7	13 or 14 Sept.	9	The Wireless Revolution
n/a	w/c 17 and 24 Sept.	n/a	Mid semester break – no lectures
8	4 or 5 October	10	Security and Control
9	11 or 12 October	11	Enterprise Applications and Business Process Integration
10	18 or 19 October	13	Enhancing Decision Making in the Digital Firm
11	25 or 26 October	14	Redesigning the Organisation with Information Systems
12	1 or 2 November	15	Understanding the Business Value of Systems and Managing Change Review of Unit
13	8 November	n/a	Exam at 2.00 p.m. in a computer lab at Macquarie's North Ryde campus It will be an online (typed) exam

1.9 Unit Grading – Summary

Students will be graded as follows:

• Class Participation	-	20%
• Group Class Presentation	-	10%
• Research Paper	-	20%
• Final Examination	-	50%
TOTAL		100%

Note: Students must receive at least a 'pass' mark in the exam to pass this unit.

Failure to pass the final exam will result in the student being given a mark commensurate with their exam mark.

2 Unit Schedule – Detail

2.1 Lecture 1 – 2 or 3 August

2.1.1 Introduction to the Unit

The introduction to the unit covers a broad outline of the unit along with details of marking and other administrative matters.

2.1.2 Managing the Digital Firm

Text = Chapter 1

Objectives

1. Explain why information systems are so important today for business and management.
2. Evaluate the role of information systems in today's competitive business environment.
3. Assess the impact of the Internet and Internet technology on business and government.
4. Define an information system from both a technical and business perspective and distinguish between computer literacy and information systems literacy.
5. Identify the major management challenges to building and using information systems in organizations.

Outline

- 1.1 *Why Information Systems?*
 - Why Information Systems Matter
 - How Much Does IT Matter?
 - Why IT Now? Digital Convergence and the Changing Business Environment
- 1.2 *Perspectives on Information Systems*
 - What Is an Information System?
 - It Isn't Just Technology: A Business Perspective on Information Systems
 - Dimensions of Information Systems
- 1.3 *Contemporary Approaches to Information Systems*
 - Technical Approach
 - Behavioural Approach
 - Approach of This Text: Sociotechnical Systems
- 1.4 *Learning to Use Information Systems: New Opportunities with Technology*
 - The Challenge of Information Systems: Key Management Issues
 - Integrating Text with Technology: New Opportunities for Learning

2.2 Lecture 2 – 9 or 10 August

2.2.1 Information Systems in the Enterprise

Text = Chapter 2

Objectives

1. Evaluate the role played by the major types of systems in a business and their relationship to each other.
2. Describe the information systems supporting the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources.
3. Analyse the relationship between organizations, information systems, and business processes.
4. Explain how enterprise applications promote business process integration and improve organizational performance.
5. Assess the challenges posed by information systems in the enterprise and management solutions.

Outline

- 2.1 *Major Types of Systems in Organizations*
 - Different Kinds of Systems
 - Four Major Types of Systems
 - Relationship of Systems to One Another
- 2.2 *Systems from a Functional Perspective*
 - Sales and Marketing Systems
 - Manufacturing and Production Systems
 - Finance and Accounting Systems
 - Human Resource Systems
- 2.3 *Integrating Functions and Business Processes: Introduction to Enterprise Applications*
 - Business Processes and Information Systems
 - Systems for Enterprise-Wide Process Integration
 - Overview of Enterprise Applications
- 2.4 *Management Opportunities, Challenges, and Solutions*
 - Opportunities
 - Management Challenges
 - Solution Guidelines

2.3 Lecture 3 – 16 or 17 August

2.3.1 Information Systems, Organisations, Management and Strategy

Text = Chapter 3

Objectives

1. Identify and describe important features of organizations that managers need to know about in order to build and use information systems successfully.
2. Evaluate the impact of information systems on organizations.
3. Access how information systems support the activities of managers in organizations.
4. Analyse how information systems support various business strategies for competitive advantage.
5. Assess the challenges posed by strategic information systems and management solutions.

Outline

- 3.1 *Organizations and Information Systems*
 - What Is an Organization?
 - Common Features of Organizations
 - Unique Features of Organizations
 - Organizing the IT Function
- 3.2 *How Information Systems Impact Organizations and Business Firms*
 - Economic Impacts
 - Organizational and Behavioural Impacts
 - The Internet and Organizations
- 3.3 *The Impact of IT on Management Decision Making*
 - How IT Affects Management Decision Making
 - The Role of Managers in Organizations
 - Models of Decision Making
 - Implications for the Design and Understanding of Information Systems
- 3.4 *Information Systems and Business Strategy*
 - Business-Level Strategy: The Value Chain Model
 - Firm-Level Strategy and Information Technology
 - Industry-Level Strategy and Information Systems: Competitive Forces and Network Economics.

2.4 Lecture 4 – 23 or 24 August

2.4.1 The Digital Firm: Electronic Business and Electronic Commerce

Text = Chapter 4

Objectives

1. Analyse how Internet technology has changed value propositions and business models.
2. Define electronic commerce and how it has changed consumer retailing and business-to-business transactions.
3. Compare the principal payment systems for electronic commerce.
4. Evaluate the role of Internet technology in facilitating management and coordination of internal and interorganizational business processes.
5. Assess the challenges posed by electronic business and electronic commerce and management solutions.

Outline

- 4.1 *Electronic Business, Electronic Commerce, and the Emerging Digital Firm*
 - Internet Technology and the Digital Firm
 - New Business Models and Value Propositions
- 4.2 *Electronic Commerce*
 - Categories of Electronic Commerce
 - Customer-Centered Retailing
 - Business-to-Business Electronic Commerce: New Efficiencies and Relationships
 - Electronic Commerce Payment Systems
- 4.3 *Electronic Business and the Digital Firm*
 - How Intranets Support Electronic Business
 - Intranet Applications for Electronic Business
 - Business Process Integration
- 4.4 *Management Opportunities, Challenges, and Solutions*
 - Opportunities
 - Management Challenges
 - Solution Guidelines

2.5 Lecture 5 – 30 or 31 August

2.5.1 IT Infrastructure and Platforms

Text = Chapter 6

Objectives

1. Define IT infrastructure and describe the components and levels of IT infrastructure.
2. Identify and describe the stages of IT infrastructure evolution.
3. Identify and describe the technology drivers of IT infrastructure evolution.
4. Assess contemporary computer hardware platform trends.
5. Assess contemporary software platform trends.
6. Evaluate the challenges of managing IT infrastructure and management solutions.

Outline

6.1 *IT Infrastructure*

- Defining IT Infrastructure
- Levels of IT Infrastructure
- Evolution of IT Infrastructure: 1950-2005
- Technology Drivers of Infrastructure Evolution

6.2 *Infrastructure Components*

- Computer Hardware Platforms
- Operating System Platforms
- Enterprise Software Applications
- Data Management and Storage
- Networking/Telecommunications Platforms
- Internet Platforms
- Consulting and System Integration Services

6.3 *Contemporary Hardware Platform Trends*

- The Integration of Computing and Telecommunications Platforms
- Grid Computing
- On-Demand Computing (Utility Computing)
- Autonomic Computing
- Edge Computing

6.4 *Contemporary Software Platform Trends*

- The Rise of Linux and Open-Source Software
- Java Is Everywhere
- Software for Enterprise Integration
- Software Outsourcing

2.6 Lecture 6 – 6 or 7 September

2.6.1 Managing Data Resources (Part)

Text = Chapter 7 (Part)

In this part of the lecture we will have a look at the last 10 pages of Chapter 7 looking specifically at:

- Data Analysis
- Data Warehouses and Data Mining
- Management Opportunities, Challenges and Solutions

2.6.2 Telecommunications, Networks and the Internet

Text = Chapter 8

Objectives

1. Describe the features of a contemporary corporate network infrastructure and key networking technologies.
2. Evaluate alternative transmission media, types of networks, and network services.
3. Assess the role of the Internet and the World Wide Web in a firm's information technology infrastructure.
4. Identify and describe the most important tools for communication and e-business.
5. Identify and describe the challenges posed by networking and the Internet and management solutions.

Outline

- 8.1 *Telecommunications and Networking in Today's Business World*
 - The Business Telecommunications Environment
 - Networking and Communications Trends
 - The Business Value of Telecommunications and Networking
- 8.2 *Contemporary Networking Infrastructure*
 - Networks and Corporate Infrastructure
 - Key Digital Networking Technologies
 - Physical Transmission Media
 - Types of Networks
 - Broadband Network Services and Technologies
- 8.3 *The Internet*
 - Internet Addressing, Architecture, and Governance
 - Internet Services
 - The Internet and Business Value
 - The World Wide Web
 - Intranets and Extranets
 - Next-Generation Networks and Internet2
- 8.4 *Technologies and Tools for Communication and E-Business*
 - E-Mail, Chat, Instant Messaging, and Electronic Discussions
 - Groupware, Teamware, and Electronic Conferencing
 - Internet Telephony
 - Virtual Private Networks

2.7 Lecture 7 – 13 or 14 September

2.7.1 The Wireless Revolution

Text = Chapter 9

Objectives

1. Identify the principal wireless transmission media and devices, cellular network standards and generations, and standards for mobile Web access.
2. Describe the major standards for wireless networks and for wireless Internet access.
3. Evaluate the role of m-commerce in business and describe the most important m-commerce applications.
4. Assess the business value of wireless technology and describe important wireless applications in business.
5. Identify and describe the challenges posed by wireless technology and management solutions.

Outline

- 9.1 *The Wireless Computing Landscape*
 - The Wireless Revolution
 - Business Value of Wireless Networking
 - Wireless Transmission Media and Devices
 - Cellular Network Standards and Generations
 - Mobile Wireless Standards for Web Access
- 9.2 *Wireless Computer Networks and Internet Access*
 - Bluetooth
 - Wi-Fi
 - WiMax and EV-DO
- 9.3 *M-Commerce and Mobile Computing*
 - M-Commerce Services and Applications
 - Accessing Information from the Wireless Web
 - Digital Payment Systems and M-Commerce
 - M-Commerce Challenges
- 9.4 *Wireless Technology in the Enterprise*
 - Wireless Applications for Customer Relationship Management
 - Wireless Supply Chain Management and Radio Frequency Identification (RFID)
 - Wireless in Health Care
 - Wireless Sensor Networks and Pervasive Computing

2.8 Lecture 8 – 4 or 5 October

2.8.1 Security and Control

Text = Chapter 10

Objectives

1. Explain why information systems need special protection from destruction, error, and abuse.
2. Access the business value of security and control.
3. Evaluate elements of an organization and managerial framework for security and control.
4. Evaluate the most important tools and technologies for safeguarding information resources.
5. Identify the challenges posed by information systems security and control and management solutions.

Outline

- 10.1** *System Vulnerability and Abuse*
 - Why Systems Are Vulnerable
 - Malicious Software: Viruses, Worms, Trojan Horses, and Spyware
 - Hackers and Cyber vandalism
 - Computer Crime and Cyberterrorism
 - Internal Threats: Employees
 - Software Vulnerability
- 10.2** *Business Value of Security and Control*
 - Legal and Regulatory Requirements for Electronic Records Management
 - Electronic Evidence and Computer Forensics
- 10.3** *Establishing a Management Framework for Security and Control*
 - Types of Information Systems Controls
 - Risk Assessment
 - Security Policy
 - Ensuring Business Continuity
 - The Role of Auditing in the Control Process
- 10.4** *Technologies and Tools for Security and Control*
 - Access Control
 - Firewalls, Intrusion Detection Systems, and Antivirus Software
 - Securing Wireless Networks
 - Encryption and Public Key Infrastructure
 - Ensuring Software Reliability

2.9 Lecture 9 – 11 or 12 October

2.9.1 Enterprise Applications and Business Process Integration

Text = Chapter 11

Objectives

1. Assess how enterprise systems provide value for businesses and describe how they work.
2. Assess how supply chain management systems provide value for businesses and describe how they work.
3. Assess how customer relationship management systems provide value for businesses and describe how they work.
4. Explain how enterprise applications can be used in platforms for new cross-functional services.
5. Identify the challenges posed by enterprise applications and management solutions.

Outline

11.1 *Enterprise Systems*

What Are Enterprise Systems?
How Enterprise Systems Work
Business Value of Enterprise Systems

11.2 *Supply Chain Management Systems*

The Supply Chain
Information and Supply Chain Management
Supply Chain Management Applications
Supply Chain Management and the Internet
Business Value of Supply Chain Management Systems

11.3 *Customer Relationship Management Systems*

Customer Relationship Management and Partner Relationship Management
Customer Relationship Management Applications
Operational and Analytical CRM
Business Value of Customer Relationship Management Systems

11.4 *Enterprise Integration Trends*

Extending Enterprise Software
Service Platforms and Business Process Management

2.10 Lecture 10 – 18 or 19 October

2.10.1 Enhancing Decision Making in the Digital Firm

Text = Chapter 13

Objectives

1. Describe different types of decisions and the decision-making process.
2. Evaluate the role of information systems in helping people working individually and in a group make decisions more efficiently.
3. Demonstrate how executive support systems can help senior managers make better decisions.
4. Assess how systems that support decision making can provide value for the firm.
5. Identify the challenges posed by decision-support systems, group decision-support systems, and executive support systems and management solutions.

Outline

13.1 *Decision Making and Decision-Support Systems*

- Business Intelligence and Decision Support
- Business Value of Improved Decision Making
- Business Decision Making and the Decision-Making Process
- Trends in Decision Support and Business Intelligence

13.2 *Systems for Decision Support*

- The Difference between MIS and DSS
- Types of Decision-Support Systems
- Components of DSS
- Business Value of DSS
- Web-Based Customer Decision-Support Systems

13.3 *Group Decision-Support Systems*

- What Is a GSS?
- Overview of a GDSS Meeting
- Business Value of GDSS

13.4 *Executive Support in the Enterprise*

- The Role of Executive Support Systems in the Firm
- Business Value of Executive Support Systems
- Executive Support Systems and the Digital Firm

2.11 Lecture 11 – 25 or 26 October

2.11.1 Redesigning the Organisation with Information Systems

Text = Chapter 14

Objectives

1. Demonstrate how building new systems produces organizational change.
2. Explain how a company can develop information systems that fit its business plan.
3. Identify and describe the core activities in the systems development process.
4. Evaluate alternative methods for building information systems and alternative methodologies for modelling systems.
5. Access the challenges of building information systems and management solutions.

Outline

14.1 *Systems As Planned Organizational Change*

Linking Information Systems to the Business Plan
Establishing Organizational Information Requirements
Systems Development and Organizational Change

14.2 *Business Process Reengineering and Process Improvement*

Business Process Reengineering
Steps in Effective Reengineering
Process Improvement: Business Process Management, Total Quality Management, and Six Sigma

14.3 *Overview of Systems Development*

Systems Analysis
Systems Design
Completing the Systems Development Process
Modelling and Designing Systems: Structured and Object-Oriented Methodologies

14.4 *Alternative Systems-Building Approaches*

Traditional Systems Life Cycle
Prototyping
End-User Development
Application Software Packages and Outsourcing

2.12 Lecture 12 – 1 or 2 November

2.12.1 Understanding the Business Value of Systems and Managing Change

Text = Chapter 15

Objectives

1. Evaluate models for understanding the business value of information systems.
2. Analyse the principal causes of information system failure.
3. Assess the change management requirements for building successful systems.
4. Select appropriate strategies to manage the system implementation process.
5. Identify the challenges posed by implementing new systems and management solutions.

Outline

15.1 *Understanding the Business Value of Information Systems*

Traditional Capital Budgeting Models

Case Example: Capital Budgeting for a New Supply Chain Management

System

Strategic Considerations

Information Technology Investments and Productivity

15.2 *The Importance of Change Management in Information Systems Success and Failure*

Information Systems Problem Areas

Change Management and the Concept of Implementation

Causes of Implementation of Success and Failure

Change Management Challenges for Business Process Reengineering,
Enterprise Applications, and Mergers and Acquisitions

15.3 *Managing Implementation*

Controlling Risk Factors

Designing for the Organization

2.12.2 Review of Unit

In this we look back over all the topics covered during the unit.

We also discuss the exam and exam technique.

3 Unit Grading

3.1 Class participation

'Class Participation' will consist of both a student's actual participation (contributing to discussion, answering questions etc.) during the formal 'lectures' combined with the quality of their 'homework' which will be required to be submitted each week.

3.1.1 'Homework'

At the conclusion of each lecture, students will be given their 'homework' assignments, which will consist of the following:

- Answer a series of 'Review' and 'Discussion' questions at the end of each chapter as set by the lecturer following each lecture.
- Read and 'answer' (not formal – no need to include in the submitted homework) the cases that will be covered by the lecturer or other groups in the unit
 - Window on Organizations
 - Window on Technology
 - End of Chapter Case Study

Note 1: the above relates to the chapter(s) being covered at the next lecture. Students are expected to arrive at the lecture having read the chapter(s) in advance and to have done their homework in advance of that lecture so that they can fully participate in the discussions etc.

Note 2: the homework for the next chapter will be given at the previous week's lecture and will be 'posted' on the Unit's website.

Students should bring two copies of their homework to the following week's lecture. One of these copies is for the student to use during discussion etc. The other will be handed in to the lecturer for assessment. Your name, student id and signature should be on the front page.

A 'sample' front page / cover sheet is included on the unit WebCT site.

3.1.2 Assessment

This is an evaluation of your contribution in class to the discussion of the lectures/textbook and questions set along with your submitted formal (written) answers.

Of the 20% allocated, students' grades will be prorated weekly with the following being an indication of the marks a student can expect to receive:

- 20% - Asks good questions, makes valuable observations and answers questions effectively on an ongoing basis.
- 16% - A frequent participant, but all questions, answers or observations are not always effective.
- 10% - Only participates infrequently or questions/answers do not reflect adequate preparation.
- 4% - Very rare preparation or questions/answers reflect little or no preparation or very late to class.
- 0% - Displays no sign of life or absent for the entire class.

Students are expected to attend class **and participate**. Not attending class will have an influence on this portion of a student's grade since they can't participate if they don't attend.

3.2 Research Paper

This paper is worth 20% of assessment and is to be submitted following Lecture 10 (October 18 or 19).

3.2.1 The required paper: The print media – What are companies doing ‘online’?

Background

New and emerging technologies have often been touted as meaning the ‘death’ of traditional industries.

For example – the emergence of the home video recorder in the late ‘70s / early ‘80s was meant to be the ‘death’ of cinemas. Yet anyone who has tried to see a popular film at a cinema on a Friday or Saturday night will know that this is far from the case. Indeed not only are many cinemas flourishing but film companies have new (and lucrative) revenue streams such as cable TV, DVDs etc.

One industry that is facing major challenges from the Internet is the print media, especially newspapers.

Your first job after graduating from Macquarie University is that of Special Projects Analyst for a major international media group: Carringbush Media that has interests in a wide range of media including Internet, ‘free to air’ television, cable television, magazines and a large number of newspapers.

The group operates all around the world.

You have been assigned to the Australian newspaper operations to assist them in understanding where their industry is heading in terms of their market’s use of the Internet and other technology issues or challenges.

You have met with the CEO of Carringbush’s Australian newspaper operations who has briefed you on how they operate in Australia, what he thinks the major challenges are etc.

He has also given you a copy of a magazine article on the industry and its challenges (to be provided in class).

Your Mission

He has asked you to prepare his a briefing paper on what other media companies are doing to address the challenges of the Internet.

He wants your report to cover two distinct areas:

1. Publishing
 - attracting readers to its newspapers
 - attracting visitors to its websites

2. Advertising
 - continuing to attract 'display' advertising in its newspapers
 - earning advertising revenue from its websites
 - attracting 'classified' advertising for both its newspapers and websites

He wants your report to cover both areas.

(Lecturer note: each area will be 50% of your mark for this assignment.)

He has a particular interest in classified advertising as that is where his career started.

He is aware of what his major competitors in Australia (News Limited and Fairfax) are doing in this area and doesn't want your report to include the Australian market.

He wants to know what major newspaper and media groups outside Australia are doing in this area.

In particular he would like to know of:

- any 'cutting edge' (leading) uses of technology by media/newspaper companies overseas
- any unusual and successful business strategies being undertaken by overseas media/newspaper companies

He wants you to be 'free' with your research and reporting. Nothing can be considered too 'left field' (unusual).

3.2.2 The 'rules' for undertaking this project

The paper is to take a team approach so students will need to work with other class members. Teams of three are preferred.

Please note the following:

- The paper should not exceed 6000 words
- You are able to use any e.g. graphics you want. Feel free to be creative.
- 2 copies of the paper should be submitted (2nd copy should be 'electronic')
- The paper should contain a cover sheet that shows the name of each member of the team along with the proportionate contribution made by each member (if the latter is omitted it will be assumed that each team member made an equal contribution).
- The student id and signature of each team member should also be on this cover sheet.
- Note that the paper can be divided between members of the team. It is not necessary for each team member to work on each section of the project.
- The mark for the project will be awarded to each team member with an adjustment in instances where not all team members contributed equally.
- Whilst the assignment should follow academic standards in relation to non-plagiarism, recognition of sources etc.; the report presented should be of a professional (business) standard in terms of content and layout. It should include:
 - A Table of Contents
 - An Executive Summary
 - Appropriate use of headings, sub headings etc.
 - Single spacing and no 'widows and orphans' (paragraphs that go over a page)

3.3 Case Study Presentation

This is worth 10% of assessment

For each lecture there are a series of case studies and other activities. These are:

- Window on Organisation Case
 - In this the text describes a case (1 page) and asks 2 or 3 questions about it
- Window on Technology Case
 - In this the text again describes a case (1 page) and asks 2 or 3 questions about it
- Chapter Case Study – a 2 ½ page case study is at the end of each chapter which ‘summarises’ the main points of the lecture
 - Students are asked to answer a number (usually 5) questions

Instead of all students doing this every week we will be having each group in 3.3 do the presentation of these cases to the class. Effectively you will be ‘guest lecturers’ for that week.

Note: Don’t be too frightened of this – I will do the first 2 weeks to show you how it is done. It is not that time-consuming and will probably take each member about 3 hours to do and remember – you only do it once.

I promise you – it is not that hard!

Also – you can divide the work up any way you want. Not all students need to present e.g. if you have a good public speaker you may have them present all cases which the others do the research on.

At the start of week 2 the groups will be asked which chapters they want to do.

4 Web Site Details

A WebCT site has been set up for this Unit at:

<http://online.mq.edu.au>

Students log into WebCT using their Student ID Number and myMQ Portal Password.

Click on 'ACCG822 Information Systems in Business' to access this unit's resources.

This site contains copies (PowerPoint shows) of all the lecture notes / presentations.

It also contains other relevant presentations and other information.

5 Visiting Lecturer Information

Michael Matthew

BBus ACA CISA

mandm@bigpond.net.au

Formerly a partner with a 'Big 4' accounting firm responsible for their Risk Management practice in Sydney, Michael left the then "hallowed halls" in September 1998 to form his own Business Consulting practice, Matthew and Matthew with his similarly qualified wife.

Matthew and Matthew is a niche business consulting firm whose range of services includes providing outsourced finance department services (accounting) to a range of companies including Australian subsidiaries of foreign companies.

They also specialise in writing customised training courses for organisations on things like:

- Finance for non-finance executives
- Leadership and teamwork
- Report writing
- Sales and proposal writing

Michael also still practices in the project management area including acting as a project manager / 'angel'. Michael specialises in running facilitation sessions for companies in terms of planning (IS and other) and helping resolve problems, particularly with projects that have 'run off the rails'.

One of Michael's major clients is the Information Risk Management practice of KPMG where he operates as a 'skills coach' for Australia and New Zealand.

Other current and recent clients that he is 'allowed' to tell us about (i.e., they weren't clients where he was called in to look at 'sick' projects) include:

- Macquarie University
- Premier Media Group (Fox Sports)
- News Limited
- Australian Rugby League Foundation
- KPMG
- IAG (nee NRMA)
- Fox Studios Australia

Michael is described as an 'interesting' and entertaining speaker who has won numerous best paper awards. He 'lives' by the creed of his hero: Jesse 'The Body' Ventura (ex-WWF wrestler and former Governor of Minnesota and U.S. Presidential aspirant for 2008): **"You've gotta tell it like it is"!**