MACQUARIE UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS

Unit code: ACCG822
Unit Name: Information Systems in Business

Semester 2, Year 2011

Department of Accounting and Corporate Governance

Year and Semester: **2011 Semester 2**

Unit convenor: **Dr Yvette Blount**

Credit points: **4**

Students in this unit should read this unit guide 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

- This unit enables students to gain an understanding of the implications and impacts of the Web revolution based on the basic principles of management information systems. The primary objective of this unit is to understand the concept of the digital economy, the impact business pressures play on the organisation and their responses and adaptations to these pressures and the role technology plays both inside and outside the organisation in the context of globalisation. The focus is on the creation of business value by enabling business processes through the use of information and communications technologies (ICTs).

- Managing information resources, new technologies and communications has become one of, if not the most important, critical success factors in the ability of organisations to survive and stay competitive. The major role of information technology is to facilitate an organisation's ability to achieve strategic competitive advantage. This unit takes a practical, managerial approach to how ICTs can enhance an organisation's competitive position.

- Business students should understand the correlation between business and information technology, how information technology choices are linked to business strategy and how information technology is used to perform business activities effectively and efficiently.

TEACHING STAFF

- Unit Coordinator: Dr Yvette Blount
    - E4A 341
    - 9850 8514
    - yvette.blount@mq.edu.au

Please contact the lecturer via email to request a consultation time

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. 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.

CONSULTATION TIMES

Consultation times are from 12:00 to 14:00 on Thursdays during the semester.

You are encouraged to seek help at a time that is convenient to you during regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours (however, the phone will only be answered if there are no students engaged in a face to face consultation).

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members are available next to the phones).

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

There is one class per week that consists of a mix of interactive lectures and tutorials.
- o The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- o The class for Semester 2, 2011 is Thursday 14:00 – 17:00 E4B 314
- 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 class each week.

PRIZES

A first prize is award for ACCG822 for each semester.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

The required text for this unit is:

- Baltzan, P, Phillips, A Lynch, K and Blakey, P (2010) *Business Driven Information Systems* 1st Australian/New Zealand edition, McGraw-Hill Australia, North Ryde, Sydney, N.S.W.
  - o Available from the Macquarie University Co-op Bookshop.
  - o Two copies available in the reserve section of Macquarie University Library

TECHNOLOGY USED AND REQUIRED

- Internet access:
  - o Unit webpage (**http://learn.mq.edu.au/**.)
  - o Library and other online resources (http://www.library.mq.edu.au.simsrad.net.ocs.mq.edu.au/)
  - o Cohesion Case: The Broadway Cafe (http://www.cohesioncase.com/)
- Word processing software
- Turnitin (http://turnitin.com/)

- 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. Evaluate the way that information resources are managed and how these information resources contribute to organisational performance.
2. Critically assess management information systems in light of new technological innovations developed by companies such as Google, Apple and Yahoo.
3. Develop solutions to the complexities involved in the web revolution as organisations become digital enterprises.
4. Apply information technology and the Web to facilitate competitiveness, effectiveness and profitability in complex and diverse organisations.
5. Develop, execute, review and make recommendations or decisions about management information systems.
6. Critically evaluate the role information technology plays both within and outside and organisation.
7. Analyse the impact of competitive pressures on an organisation's response to rapidly 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 information technology enables companies to perform a variety of tasks efficiently and effectively
  b) Recognise the disruptive influence of technology relating to enhanced productivity, convenience (for both customers and employees) and improved communications globally
  c) Evaluate the critical nature of enterprise architecture for organisational business processes
  d) Analyse the importance of the right information for decision making in organisations
  e) Realize the importance of digital networks in communication of information in the form of data, graphics, video and voice

f) Understand the role of customer relationship management (CRM) applications in achieving customer loyalty and retention and an organisation's profitability

g) Appreciate how enterprise resource planning (ERP) enables organisations to carry out business and strategic initiatives by integrating departments and functions across an organisation

h) Understand the way organisations build information systems and how the process is managed

i) Know the 21st century organisational trends and the impact of globalisation on competitiveness in the digital economy.

2 Critical, Analytical and Integrative Thinking

3 Problem Solving and Research Capability

a) Develop decision making and problem solving abilities to compete in the e-business world

4 Creative and Innovative

5 Effective Communication

a) Utilisation of collaboration and other tools to communicate and share knowledge

6 Engaged and Ethical Local and Global citizens

a) Realize the importance of all aspects of safeguarding or protecting information and data and how this relates to "trust" aspects of information

TEACHING AND LEARNING STRATEGY

- The unit is taught in a seminar style that includes lectures, case studies, discussion, presentations and group work.
- Students are expected to participate in all activities, read the chapter of the textbook prior to class and find examples of relevant issues in the media
- The week-by-week list of the topics to be covered are in the following table:

Week		Topic
1	04 August	Information Systems in Business Chapter 1(Baltzan et al., 2010)
2	11 August	Strategic Decision making Chapter 2(Baltzan et al., 2010)
3	18 August	e-Business Chapter 3(Baltzan et al., 2010)
4	25 August	Ethics and Information Security Chapter 4(Baltzan et al., 2010) **Cohesion Case Study: The Broadway Cafe e-Business (early diagnostic) due**
5	01 September	Enterprise Architectures Chapter 5(Baltzan et al., 2010)

6	08 September	Databases and Data Warehouses Chapter 6(Baltzan et al., 2010)
7	15 September	Networks, Telecommunication and Mobile Technology Chapter 7(Baltzan et al., 2010) **Cohesion Case Study: The Broadway Cafe Security due**
8	06 October	Operations Management and Supply Chain Management Chapter 8(Baltzan et al., 2010)
9	13 October	Customer Relationship Management and Business Intelligence Chapter 9 (Baltzan et al., 2010) **Major Research Project: Computing Ethics due**
10	20 October	Enterprise Resource Planning and Collaboration Systems Chapter 10 (Baltzan et al., 2010)
11	27 October	Systems Development and Project Management Chapter 11 (Baltzan et al., 2010)
12	03 November	Globalisation, Innovation and Twenty-first Century Organisational Trends Chapter 12(Baltzan et al., 2010)
13	10 November	Revision

RESEARCH AND PRACTICE

- This unit gives you practice in applying research findings in your assignments. All assessment tasks require students to support assertions, particularly in the Research assignment where students must include quality scholarly articles to support their work.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The table below shows the assessment tasks for the semester. There are four diverse assessment tasks including the exam.

The first and second assessment tasks involve analysis of an online business, The Cohesion Case Study: The Broadway Cafe that involves short answer questions covering a specific topic. The first case study is on e-business and is due in week four (the early diagnostic). The second is on security and is due in week seven.

The purpose of the early diagnostic assignment is to establish if students have the knowledge required to be able to successfully complete the unit. The unit convenor will contact students at risk to develop a learning strategy for the remainder of the semester. This may include regular consultations and/or referral to university services.

The third assessment task is a report that requires in-depth research and analysis of Computing Ethics. This is a research assignment that will provide the opportunity for students to apply what they have learnt in classes. Students should be able to make

sense of the concepts and re-interpret knowledge to provide well-considered responses to questions. This provides an opportunity for students to develop their critical analysis skills, problem-solving skills and creative thinking skills.

The fourth assessment task is the final exam.

Assessment summary

Item	Description	Value	Date Due
1	**The Cohesion Case: The Broadway Cafe - e-Business**	10%	Due in tutorials: Week 4: 25^{h} August (early diagnostic)
2	**The Cohesion Case: The Broadway Cafe - e-Business - Security**	10%	Due in tutorials: Week 7: 15th September
3	**Major Research Project: Computing Ethics**	30%	Due in tutorials in week 9: 13th October
4	**Final Examination**	50%	Examination period for first semester
Total		100%	

	Assessment Tasks 1-2	**Assessment Task 3**	**Assessment Task 4**
Title/Name	The Cohesion Case Study: The Broadway Cafe	Major Research Project: Computing Ethics due	Final Exam
Description	a) e-Business b) Security	Research relating to current issues in information systems	Covers all learning outcomes
Due date	Week 4: 25th August (early diagnostic) Week 7: 15th September	Week 9: 13th October	Examination Period
% Weighting	**10% each Total 20%**	**30%**	**50%**
Grading method	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	Upload to http://turnitin.com/ and **http://learn.mq.edu.au/**. and submission in-class	Upload to http://turnitin.com/ and **http://learn.mq.edu.au/**.and submission in-class	As per university policy and procedures (refer to handbook and faculty website)
Feedback	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)	5 hours per submission Total 15 hours	24 hours	Discretion of the student (continuous learning throughout the semester and additional study in the weeks

	Assessment Tasks 1-2	Assessment Task 3	Assessment Task 4
			before the exam)
Learning outcomes assessed			
1	√	√	√
2	√	√	√
3	√	√	√
4	√	√	√
5	√	√	√
6	√	√	√
7	√	√	√
Graduate capabilities assessed			
1	√	√	√
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 tasks 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 lecturer at the start of the class. 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 before the assessment task is due.

- **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 two and a half (2.5) 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

  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

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.

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.businessandeconomics.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

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.