



International MBA Programme

2007

IMBA 507

Information Systems within Global Networks

COURSE OUTLINE

Start Date: 23 June 2005

Format: 12 - two-hour sessions over two weekends.

Lecture Times: 23 June: 2:00 – 6:00; 7:00 – 9:00
24 June: 11.00 – 2.00; 3.00 – 6.00
21 July: 2:00 – 6:00; 7:00 – 9:00
22 July: 11.00 – 2.00; 3.00 – 6.00

Location: MMW Engineering Building (H32), Room 803, CUHK

Teaching Staff: Beverley Hope, PhD (*Hawaii*), MBA, BSc (*Kansas*)

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College of Information Technology
UAE University, Al-Ain, UAE
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Textbook: Turban, E., McLean, E., & Wetherbe, J. (2006). *Information Technology for Management: Transforming organizations in the digital economy, 5th Ed.* New York, NY: John Wiley & Sons.

A set of readings is also provided. These form part of the course and must be read before the designated sessions.

Course Website: <http://blackboard.vuw.ac.nz/>

Communications:

Contact information is given on page one of this course outline. The best way to contact the lecturer is by email, but days when she works away from the office she is out of email contact. On week days your emails will normally be answered within two days [weekends in the UAE are Friday-Saturday; UAE is 4 hours behind Hong Kong]. Notices relating to this course will be announced in class or distributed via an IMBA 507 email distribution list. Please keep the course co-ordinator and MBA administrators informed of any change in your preferred email address. Please keep your email inbox open (not over quota).

Base course documents will be available on Blackboard: <http://blackboard.vuw.ac.nz/>

Course Objectives

In competitive business environments, organizations of all types are expecting - and demanding - a greater return from their investments in information technology and systems (ITS). Knowledge of the technology's capabilities and limitations and of the processes involved in applying it effectively is required of all future managers.

This course is designed to improve the students' understanding of information technology, its role in organizational performance, and the managerial issues that surround its adoption and use. Comprehension of this area is critical for aspiring managers. This is NOT a computer course and significant computer experience is not assumed. While some attention may be given to the technology underlying information systems, the emphasis will be on the appropriate management of the information resource so as to achieve effective use.

Student Learning Objectives

By the end of this course students will be able to:

1. Define and apply the key terms and concepts of information systems,
2. Outline major current developments in IT,
3. Identify and discuss key managerial and organizational issues surrounding IS,
4. Identify and discuss challenges facing IS managers and users of information systems, and
5. Explain in depth at least one leading-edge information systems application.

Assessment

Item	Value	Due Date
Case Study Analysis (Individual)	20%	Saturday, 7 July, 2.00 pm Hong Kong time by email to beverley.hope@vuw.ac.nz
LISA Project Report (group)	30%	Sunday, 22 July, 2.00 pm, APIB office AND by email to beverley.hope@vuw.ac.nz
LISA Project Presentation (group)		21-22 July, in class presentations
Exam	50%	Sunday, 12 August, time and venue tba

To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments. To obtain a fair distribution of marks relative to other courses, scaling of marks and grades may be employed.

***Individual Assignment, Case Study Analysis:** Case Studies are written descriptions of actual situations in real organisations, often with a decision point for the key player(s) in the case. They allow you to step figuratively into the position of a particular decision-maker. This assignment will be discussed in session six on Sunday, 24 June 2007. A more detailed assessment guide and the case to be studied are provided in the set of course materials on Blackboard.

***Group Project, Leading-Edge Information System Application (LISA):** Develop a written report and oral presentation on a new or rapidly changing information systems application. This will include, at minimum, a brief description of the business problem addressed, identification of candidate information technology solutions, benefits of the selected solution (the LISA), an exploration of how the technology could change business models, and discussion of the key issues to be considered by businesses adopting the LISA. This assignment will be discussed in session six on Saturday, 23 June 2007. A more detailed assessment guide is provided in the set of course materials on Blackboard.

Exam: A three-hour, open-book examination. Although the examination is open-book, you are strongly advised to bring with you summary notes. Further details regarding the exam will be advised in the final sessions of each visit on 24 June 2007 and 22 July 2007, and a sample exam is provided on Blackboard.

Standards: The case analysis and group LISA report are to be presented to a standard appropriate to a management document, that is, concise, precise, logical structure, typed, high quality tables or graphics where used, and good English (at least spelling and grammar checked). All work submitted for assessment is to be your own or your group's work.

Late Submission: Given the relatively short time for marking and return of assessments, and in fairness to other students, work submitted after the deadline will incur a 50% penalty (of the assigned mark). Assignments more than two weeks late will not be accepted and a zero mark will be applied.

Victoria IMBA Grading Standards

- ➡ Victoria IMBA - **Excellent** Category
A (80 – 85%) to A+ (above 85%): The assignment is performed to a very high level of proficiency, that is, it is at a standard that makes it exceptional at Master's level.
- ➡ Victoria IMBA - **Very Good** Category
B+ (70 – 74%) to A- (75 – 79%): The assignment is performed to a high standard. Students have reached a level which clearly exceeds "competency".
- ➡ Victoria IMBA - **Good** Category
B- (60 – 64%) to B (65 – 69%): The assignment clearly demonstrates quality without being exceptional in any way. Students can be thought of as competent in respect to the knowledge, skills, or abilities being assessed.
- ➡ Victoria IMBA - **Satisfactory** Category
C (50 – 54%) to C+ (55 – 59%): The assignment is performed to a minimally acceptable level. There may be flaws but these are not serious enough to fail the student on this assignment.
- ➡ Victoria MBA - **Unsatisfactory** Category
E (0 – 39%) to D (40 – 49%): The work is seriously flawed. Quality is absent or at a very low level.

Course Terms of Reference

Late Assignments

Given the modular nature of the course and relatively short time for marking and return, it is imperative that assignments are handed in on time. Late assignments will incur a 50% penalty on the assigned mark. Assignments more than two weeks late will not be accepted. In addition, late assignments will not be available by the agreed-to return date.

Passing the Course

In order to pass this course, students are required to obtain at least forty percent of the final examination marks available, and obtain at least fifty percent of the overall course marks available.

Individual Work

While the Victoria IMBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed. Please do not work together to formulate a response and do not loan out your completed assignments.

Plagiarism

The Victoria IMBA programme views plagiarism as a serious offence. Students who plagiarise put themselves at risk of expulsion from the programme. Plagiarism is defined as representing someone else's work as your own. It includes cutting and pasting material from websites, typing in sentences and paragraphs from books and journals, copying from other assignments and materials, and taking quotes that others have used without recognising the originator. It also includes writing verbatim from a textbook in an open-book examination situation without recognising the source of your material. If you use other peoples' materials, then you must give them credit and recognise the source. This includes making the material explicit by putting it in quotations and placing a footnote at the bottom of the page or back of your document to indicate complete details of the author and source.



GENERAL UNIVERSITY POLICIES AND STATUTES

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures contained in the statutes in the VUW website.

The University Statute on Student Conduct and Policy on Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the APIB Administration Office or on the website at:

www.vuw.ac.nz/policy/StudentConduct

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct

Academic Grievances

If you have any academic problems with your paper you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the IMBA Director. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Statute which is published on the VUW website: www.vuw.ac.nz/policy/AcademicGrievances

Plagiarism

Victoria University defines plagiarism as the copying of ideas, organisation, wording or anything else from another source without appropriate reference or acknowledgement so that it appears to be one's own work. This includes published and unpublished work, the Internet and the work of other students and staff. Plagiarism is an example of misconduct in the Statute of Student Conduct. Students who have plagiarised are subject to a range of penalties under the Statute. See the website:

www.vuw.ac.nz/policy/StudentConduct

Reasonable Accommodation Policy

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. disability@vuw.ac.nz

The name of the Disability Liaison Person can be obtained from the IMBA Programme Director.

Appeals / Concerns / Statute on Conduct

If you have any concerns with your courses, you should first talk to the lecturer concerned and, if you are not satisfied with the result of that meeting, contact the Director of the IMBA, Paul McDonald – paul.mcdonald@vuw.ac.nz. The University has developed independent procedures for dealing with academic grievances and complaints. These procedures are set out in the Statute on Academic Grievances in the University Calendar.

Phone: 644-463-5506 Fax: 644-463-5084.

IMBA 507 COURSE CONTENT

SATURDAY, 23 JUNE 2005			Chap	Article or other material
1	2.00-4.00	IT CONCEPTS & MANAGEMENT IN THE DIGITAL ERA	1, 2	
		<i>Course Introduction: vision, values, needs, concerns</i>		
2	4.00-6.00	NETWORK COMPUTING & THE INTERNET	3	Article Weill et al
3	7.00-9.00	E-BUSINESS, E-COMMERCE	4	Article Loebecke
		<i>The LISA project (group assignment) will be discussed.</i>		
SUNDAY, 24 JUNE 2005				
4	11.00-1.00	INFORMATION TECHNOLOGY FOR STRATEGIC ADVANTAGE	12	Article Roberts et al
5	1.00-2.00	IT APPLICATIONS: TPS, FUNCTIONAL, E-CRM	6, 8	
		<i>Note that only parts of Chapters 6 & 8 are assigned to be read.</i>		
6	3.00-6.00	SUPPLY CHAINS & ENTERPRISE SYSTEMS	7	Articles (2) Piccoli et al
		<i>The Case Study (individual assessment) will be discussed, and a practice case examined - Piccoli, Bass, & Ives (2003) Lands End</i>		
CASE STUDY (INDIVIDUAL ASSESSMENT) DUE: Saturday, 8 July 2005 by 2.00 pm Hong Kong time by email to the instructor: beverley.hope@vuw.ac.nz & bhope@uaeu.ac.ae [Note the VUW email address]				
LISA WRITTEN REPORT (GROUP ASSESSMENT) DUE: 2.00 pm, 22 July 2005 – APIB offices An e-version should be emailed to the instructor: beverley.hope@vuw.ac.nz & bhope@uaeu.ac.ae				
SATURDAY, 21 JULY 2005				
7	2.00-4.00	DATA MANAGEMENT, WAREHOUSING, & MINING	10	Article Dillon et al.
8	4.00-6.00	MANAGEMENT DECISION SUPPORT SYSTEMS	11	
		<i>LISA group project presentation (2)</i>		
9	7.00-9.00	KNOWLEDGE MANAGEMENT	9	Article Smith et al
		<i>LISA group project presentation (2)</i>		
SUNDAY, 22 JULY 2005				
10	11.00-1.00	MOBILE COMMERCE AND PERVASIVE COMPUTING	5	Article Mathew et al
11	1.00-2.00	INFORMATION TECHNOLOGY ECONOMICS	13	Article Ross et al
12	3.00-6.00	ACQUIRING IT APPLICATIONS & INFRASTRUCTURE	14	
		<i>LISA group project presentation (3) Questions related to the exam will be heard, and the practice exam will be discussed.</i>		
FINAL EXAM: SUNDAY, 12 AUGUST 2005 (START TIME & LOCATION TO BE ADVISED)				