

**GENERAL INFORMATION****AVONDALE BUSINESS SCHOOL**

Semester 1  
 Year 2017

**LECTURER CONTACT DETAILS**

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**UNIT SYNOPSIS**

A study of the growing strategic importance of information systems and how the developments in telecommunications and the Internet, B2B and EDI, digital integration and mobile computing, and decision support are fundamentally transforming the way organisations conduct their business activities. Managing the essential information technologies, system development and end-user computing. The relationship of the management information system to shared information resources.

**UNIT CONTENT AND STRUCTURE**

1. Theory and Application
  - Lectures with PowerPoint, workplace examples
  - In-class and/or Moodle interactive discussion on relevant case studies
  - Out-of-class Moodle quizzes based on content covered in the textbook
2. Assignments
  - Three Individual and group assignments are set through the course of the unit where students will analyse and assess case studies that exercise important skills taught in the unit.

<b>ASSESSMENT DETAIL</b>				
<b>Assessment 1</b>	<b>Task type</b>	<b>Due date</b>	<b>Length</b>	<b>Weighting</b>
Prioritising IT Capital Projects, Group Assignment	Project assessment and prioritization	Week 13	3,000 words	40%

**TASK DETAILS****The Assignment**

Imagine you are the IS Manager or equivalent in the company. Analyse the [Capital Projects Prioritizing case study](#) to determine a project ranking. Determine suitable ranking criteria and use a ranking table and weights to quantify your priority ranking (refer to Laudon & Laudon Chapter 14 Managing Projects). Justify

your prioritization technique and your determination of the company's strategic direction. Show how your priorities fit in with the business strategy.

As a group, write a 3,000-word business report, double spaced, documenting your business analysis, selection of criteria, assumptions, and conclusions. During the final class period, each student will participate in their group's 20-minute presentation.

### Purpose of the case study

The purpose of the case study is to provide:

- ◆ An appreciation of the business pressures facing management in most organizations
- ◆ An opportunity to develop a method for ranking all projects

### Business Imperatives driving the case

- ◆ Senior management should view ITC infrastructure as a long-term investment.
- ◆ Response to the market place requires that sales at point of event should be captured to make it available to all with a need to know.
- ◆ The business is requesting multiple projects that are competing for scarce investment dollars.
- ◆ The company has been operating successfully but is facing increasing competition.
- ◆ There is a sense of urgency about rectifying structural inadequacies.
- ◆ IT investment under the previous CEO was minimal.

### Grading

This assignment is worth 40% of the marks for the unit:

- ◆ 30% for the 3,000-word written submission and
- ◆ 10% for the presentation.

ASSESSMENT DETAIL				
Assessment 2	Task type	Due dates	Length	Weighting
Quizzes based on textbook topics covered in lectures	Online self-marking quizzes via Moodle	Exam week	10 Quizzes 30 questions each	25%

### TASK DETAILS

#### The Quizzes

The purpose of the quizzes is two-fold:

1. Assess comprehension of the content.
2. Encourage familiarity with material covered in the textbook.

#### Details

- There is one quiz per chapter of the Laudon & Laudon textbook covered in a lecture, making a total of 10 quizzes.
- The quizzes are taken online in Moodle.
- Each quiz chooses questions randomly from a question bank.
- The quizzes have 10 True or False and 20 Multiple Choice questions.

- Each quiz can be taken any number of times, and are self-marking, that is, after you submit a quiz attempt, you are given your score and are shown all the correct answers. The highest score is the one used in grading.
- The quizzes are “open book”. You can refer to the textbook to check the answer to any question, and are encouraged to do so.

### Grading

The quizzes are worth a total of 25% of the grade for this unit.

ASSESSMENT DETAIL				
Assessment 3	Task type	Due date	Length	Weighting
Examination	Examination	Check schedule	2 hours	35%

### TASK DETAILS

#### The Exam

- The exam is based on a case study that you will receive several weeks before the exam.
- You are encouraged to read it carefully and analyse it using Michael Porter’s Value Chain and Competitive Forces models and think about answers to the kinds of questions we have been answering about the Interactive Session case studies in class.
- In the exam, you will write answers to 5 questions, each with the number of marks available shown in parentheses. To earn the marks, you must read the questions carefully and address all the sections of the questions.
- The exam is open book. You can mark up your textbook with highlighting, notes in the margins, tabs for important sections, and you can take that in to the exam.
- You may not include any loose sheets of paper in the textbook, but in addition to the textbook, you can bring in a single A4 sheet of paper on which you can make notes on both sides.

### Grading

The examination is worth 35% of the marks for the unit.


## ON CAMPUS CLASS PROGRAM SEMESTER 1, 2017

Week	Date	Lecture Date time: 5:00 PM
1	1 March, Wednesday	<b>NO CLASSES THIS WEEK</b>
2	7 March, Tuesday	<a href="#">Introduction</a> <a href="#">Ch 1. Information Systems in Business Today</a> Demonstration case analysis
3	14 March, Tuesday	<a href="#">Ch 2. Global E-Business and Collaboration</a> <a href="#">Ch 3. Information Systems, Organizations, and Strategy</a> Demonstration Case Write Up
4	21 March, Tuesday	<a href="#">Ch 5. IT Infrastructure and Emerging Technologies</a> Assignment 3 set
5	28 March, Tuesday	<a href="#">Ch 6. Foundations of Business Intelligence: Database and Information Management</a>
6	4 April, Tuesday - FOF	<a href="#">Ch 7. Telecommunications, the Internet, and Wireless Technology</a>
7	11 April, Tuesday	<a href="#">Ch 10. E-Commerce: Digital Markets, Digital Goods</a>
	14 – 25 April	<b>Mid-semester break</b> <b>25 April ANZAC DAY holiday</b>
8	26 April, Wednesday	<b>NO CLASSES THIS WEEK</b>
9	2 May, Tuesday	<a href="#">Ch 14. Managing Projects</a>
10	9 May, Tuesday	<a href="#">Ch 11. Managing Knowledge</a>
11	16 May, Tuesday	<a href="#">Ch 12. Enhancing Decision Making</a>
12	23 May, Tuesday	<a href="#">Ch 13. Building Information Systems</a>
13	30 May, Tuesday	Presentation & Celebration Night Assignment 3 due
	7 – 14 June	<b>Exams</b>

## GENERAL ASSESSMENT REQUIREMENTS

### Instructions for uploading assignments

Your assignments for this unit will be submitted through the online Moodle site for this unit. The process of uploading your assignment will usually take about 1-5 minutes.

- Step 1:** In your Moodle site, click on the blue link that matches the name of your assignment, next to the “Upload assignment” symbol .
- Step 2:** Click on the “Browse” button to locate and choose the file on your computer.
- Step 3:** After you have chosen the file to upload, click on the “Upload file” button to upload your assignment file to Moodle.
- Step 4:** Click on the “Send for marking” button and then click “Yes” to finalise the submission of your assignment.

## ATTENDANCE EXPECTATIONS

Attendance at all class appointments, including lectures, is strongly recommended. Class absences are correlated with student failure rates.

In particular, the 5 marks awarded for participation in the “Interactive Session” case studies are available only if you are in attendance. There are one or two of these formal discussions each class.

In addition, there will often be informal questions and discussion about expectations for the assignments and in the final exam. Students penalise themselves if they are not present for these discussions.

When circumstances beyond a student’s control prevent them from attending a class, the courtesy of notifying the teacher in advance would be appreciated.

## LATE PENALTIES AND PROVISION FOR EXTENSIONS

Due dates for assessment items are given along with the assessment item details. Penalties apply for assessment items handed in after the due date (10% of the maximum possible mark deducted per day, including each day of the weekend). No assessment items will be accepted after the grades and comments for assignments have been distributed to other students or after the last day of classes unless a formal application for an extension has been granted through the Faculty Officer ([garry.duncan@avondale.edu.au](mailto:garry.duncan@avondale.edu.au)). Extension application forms are available at: <https://www.avondale.edu.au/Departments/Library/Extension-Request-Form.pdf>

Failure to submit assignments by the due date are a major cause of student failures in this unit so start your assessments early. Extensions may be granted under extenuating circumstances. Extensions must be applied for through the Faculty Officer.

For more information please refer to the [Assessment Policy for Higher Education Coursework Units](#) available in the Information-Policies section on the Avondale College website and the *Writing Style Guide* for the Faculty of Education, Business and Science available at: <http://www/library::Information Skills::Referencing and Style Guides/>

## PLAGIARISM

Plagiarism, or copying another's work without proper acknowledgment, is not permitted, nor is it permissible for anyone to allow another person to copy their work for the purpose of assessment. Plagiarism is a serious academic offence. Cases of plagiarism are considered by the Faculty Learning and Teaching Committee, and may result in the student: 1) undertaking an additional assessment in the unit, 2) receiving a graded mark of zero for the assessment, or 3) receiving a failing grade for the unit.

For more information please refer to the [Academic Integrity Policy](#) available in the Information-Policies section on the Avondale College website and the *Writing Style Guide* for the Faculty of Education, Business and Science available at: <http://www/library::Information Skills::Referencing and Style Guides/>. The library also has some excellent resources on referencing and avoiding plagiarism which are available on their home page in the *Info Skills* section.

## ACADEMIC INTEGRITY MODULE (AIM) CERTIFICATE SUBMISSION

Students must submit their AIM completion certificate with their first assignment for this unit. Grades for assessment tasks will not be released until evidence of AIM completion has been received. If AIM has previously been completed but you have not received a certificate, please [contact the Reference Librarian for assistance](#). Please retain your certificate as this will be required for future units.

The [Academic Integrity Policy](#) requires students to complete the AIM online learning package during their first semester of study at Avondale College of Higher Education. AIM is available in your list of Moodle online learning courses.

## WRITING STYLE GUIDE

The Writing Style Guide for the Faculty of Education, Business and Science is available at: <http://www/library/Information-Skills/Referencing-and-Style-Guides/>

## RETAINING STUDENT WORK

The lecturer reserves the right to retain students' assignments/examination scripts for purposes such as cross-marking, external moderation, detection of plagiarism, and approved research.

## RETURNING STUDENT WORK

The [Assessment Policy for Higher Education Coursework Units](#) stipulates that lecturers should return feedback on assessment tasks within 15 working days.

## OTHER RESOURCES

Additional resources may be provided throughout the semester on Moodle and during face-to-face lectures or in practical sessions.

Moodle will often be used to make 'news announcements'. These announcements will be sent to your Avondale email address. It is important for students to check their student email on a regular basis.

## OVERSEAS STUDENTS

International students admitted to Australia on student visas should be aware that Avondale College of Higher Education is required to report student visa holders to the Department of Immigration and Citizenship, through the Provider and International Students Management System (PRISMS), if they are in breach of attendance or they make unsatisfactory academic progression.

## POLICIES

Students enrolled in this unit are advised that the current Avondale Academic Policies apply. These policies can be found on the Avondale web at: [Avondale Policies. Links to policies and association documents you should be particularly familiar with are provided below.](#)

- [Academic Integrity Policy](#)
- [Assessment Policy for Higher Education Coursework Units](#)
- [Disabilities Policy](#)
- [Examinations & Tests Policy](#)
- [International Students Policy](#)
- [Progression Policy and Rules](#)
- [Student Grievance and Appeals Policy](#)
- [Study Load Policy](#)
- [Unit Enrolment Policy](#)

## HEALTH AND SAFETY NOTICE – LM campus

- In case of emergency, please follow the instructions of lecturers/staff members.
- When directed to evacuate the building, if possible, turn off any equipment and shut any windows next to you. Leave the building in an orderly fashion and exit via the safest most direct route possible to *Safety Assembly Area #15*. DO NOT look for spouses or friends in other areas. Remain in your group at the assembly point until you are told to do otherwise.
- For hygiene reasons food is not to be brought into classes. If because of your academic timetable you need to eat your lunch during the regular class period then you may do this but you are requested to remove all your rubbish and deposit it in the bins *outside* the building.
- Please do not block passageways with bags, boxes, or other encumbrances.
- A first aid kit is kept in the kitchen of the Avondale Business School.
- The nearest amenities for classes held in the *Avondale Business School* are upstairs in the building, either side of the stairway.

In case of an armed hold-up, stand still, keep hands where they can be seen, and avoid panic. Obey the offender's instructions exactly and without question. Speak only when spoken to, avoid making direct eye contact, allow the offender to leave, and do not enter the danger area if you are not involved. The area used by the offender should be isolated and after (s)he has left and witnesses should remain until police arrive.

## HEALTH AND SAFETY NOTICE – Melbourne students

- In case of emergency, please follow the instructions of lecturers/staff members.
- When directed to evacuate the building, if possible, turn off any equipment and shut any windows next to you. Leave the building in an orderly fashion and exit via the safest most direct route possible
- For hygiene reasons food is not to be brought into classes. If because of your academic timetable you need to eat your lunch during the regular class period, then you may do this but you are requested to remove all your rubbish and deposit it in the bins *outside* the building.
- Please do not block passageways with bags, boxes, or other encumbrances.