GENERAL INFORMATION

AVONDALE BUSINESS SCHOOL

Semester 1
Year 2018

LECTURER CONTACT DETAILS

Dr David Heise
0410 450 934
david.heise@avondale.edu.au
dlheise@outlook.com

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. Assignment

    -   A group assignment is set where students will analyse and assess a case study that exercises important skills taught in the unit.

ASSESSMENT DETAIL

Assessment 1	Task type	Due date	Length	Weighting
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	15 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, making a total of 15 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, 2018

Week	Date	Lecture Date time: 5:00 PM
1	28 February, Wednesday	**NO CLASSES THIS WEEK**
2	6 March, Tuesday	**Introduction** **Ch 1. Information Systems in Business Today** Demonstration case analysis
3	13 March, Tuesday	**Ch 2. Global E-Business and Collaboration** Demonstration Case Write Up
4	20 March, Tuesday	**Ch 3. Information Systems, Organizations, and Strategy** Assignment set
5	27 March, Tuesday	**Ch 5. IT Infrastructure and Emerging Technologies**
6	3 April, Tuesday	**Ch 6. Foundations of Business Intelligence: Database and Information Management**
7	10 April, Tuesday - FOF	**Ch 7. Telecommunications, the Internet, and Wireless Technology**
8	17 April, Tuesday	**Ch 10. E-Commerce: Digital Markets, Digital Goods**
	20 – 27 April	**Mid-semester break**
9	1 May, Tuesday	**Ch 14. Managing Projects**
10	8 May, Tuesday	**Ch 11. Managing Knowledge**
11	15 May, Tuesday	**Ch 12. Enhancing Decision Making**
12	22 May, Tuesday	**Ch 13. Building Information Systems**
13	29 May, Tuesday	Presentation & Celebration Night Assignment 3 due
	6 – 13 June	**Exams**

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.

ASSESSMENT MARKS AND FINAL STUDENT GRADES

Students may be able to monitor their progress through the unit by viewing the marks for each assessment task uploaded onto the unit Moodle site. However final published grades may vary from this due to quality assurance measures and final ratification of grades by the Faculty Learn & Teaching Exam Board, which meets after the semester has concluded. These processes may result in an adjustment being made to grades. As noted in policy A.04 **Assessment Policy for Higher Education Coursework Units** sections 17.1 and 17.2, grades are not considered finalized until published on Student Connect and available for students to view.

ATTENDENCE EXPECTATIONS

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

In particular, participation in the "Interactive Session" case studies is invaluable in preparing you to respond to the questions about the case study in the exam. 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 assignment 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

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.

Late penalties applied to student assignments which were not submitted by the due date are a major cause of student failures in this unit so start your assessments early.

EXTENSIONS REQUESTS

Related Policy: **Assessment Policy for Higher Education Coursework Units**

Use this process if you need an extension for:

- an assessment that is to be submitted
- a missed in-class examination or test

If you wish to apply for a deferred exam run **during the scheduled examination week**, please see *Deferred Exam* section below.

To prevent missing emails and to better track the process, Assessment Extension Requests will no longer be accepted from student email accounts directly to Faculty Officers. Please use the Avondale Service Desk to lodge your request/s.

The Service Desk can be found at **http://servicedesk.avondale.edu.au/** . Then:

1. Log in using your student Username and Password.

2. From the Service Desk Home Page, click on Submit your request.

3. On the left hand side of your screen select Academic support

4. Then, Extension Request
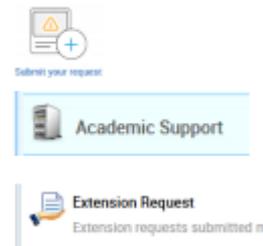
Please Note: You may submit your request up to three days after your assessment is due. However, following that time your request will be denied. If you feel you have cause for your circumstances to be considered, you may go through the Appeals process, which is outlined in the following policy: **Assessment Policy for Higher Education Coursework Units [A.04]**

Please feel free to enquire if you have any questions about your eligibility for an extension.

If you need to discuss an extension or need assistance supplying supporting documents, please contact the respective Faculties as follows:

Discipline	Name	Email	Phone
Faculty of Education, Business and Science: Discipline of Education Avondale Business School (Discipline of Business) Discipline of Science and Mathematics			
Initial enquiries & assistance		ebs@avondale.edu.au	

EQUITY ISSUES

If you have a need for special assistance with examinations or in-class tests due to on-going issues, please see the Equity Officer within the first few weeks of each semester. This enables the Academic Office time to source the support personnel or specialist resources needed.

If you have a need for special assistance with exams due to unforeseen circumstances (e.g., broken finger), please contact the Equity Officer 02 4980 2293 as soon as possible to arrange support or get advice on deferring your exam.

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 polices 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.