



UNIVERSITY
OF TASMANIA

School of Information Systems

Faculty of Business

BSA752
Information Management

Semester 2, 2006

Unit Outline

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CRICOS Provider Code: 00586B

Contact details

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1. Unit Summary

Unit Code	BSA752
Unit Title	Information Management
Unit Description	This Unit provides a wide range of concepts and practices in relation to effective information management within organizations in the modern society. It is designed as a core unit for all Masters Students in the Master of Information Systems program.
Teaching Staff	Ying Chen
Campus & Mode	Hobart. Flexible, workshop based
Unit Weight	12.5%
Teaching Pattern	3 hour workshop per week for 9 weeks
Pre and Corequisites	None
Mutual Exclusions	None
Assessment	Workshop contribution 10% Topic related presentation 20% Group research project 30% Final examination 40%
Required texts, etc	Chaffey, D., & Wood, S (2005) <i>Business Information Management: Improving Performance Using Information Systems</i>, Prentice Hall
Recommended Reading	Refer to Workshop schedule and assessment tasks
Software requirements	There is no specific software or technical requirements for this unit.
Courses	C7A
Faculty web site	www.utas.edu.au/business/business

2. Aim

The Unit introduces the basic theory, modern business practices and technologies utilised in organisations to facilitate the effective management of information, ensuring that information is recognised as an essential corporate asset. It includes an introduction to information resource management, ensuring data quality and standards, roles of information managers, electronic document management systems; data warehousing and the management of electronic information systems including the web, intranets, knowledge management and electronic communication.

3. Learning Outcomes and Evidences

On completion of this Unit, you should be able to:

1. Appreciate the value of information and knowledge within an organisation and the need to manage it as a corporate asset;
2. Understand the issues of poor information quality and the approaches towards improving information quality;
3. Develop organizational IT strategies for information management;
4. Understand the decision making process for investment in information systems in an organization;
5. Be aware of current trends in the management of electronic documents and records, including international standards and protocols;
6. Understand major legal and ethical issues in the management and maintenance of information;
7. Take an applied and problem solving approach towards a wide range of organisational issues in the global environment.

4. Generic Graduate Attributes

A student can expect to have fulfilled the following Generic Attributes in accordance with the University of Tasmania's Policy on Generic Attributes:

1. **Knowledge** - students will be able to understand technical and information skills appropriate to the discipline of information management, develop a broad knowledge base in the application of information management principles and will be encouraged to learn both independently and co-operatively.
2. **Communication Skills** – students will demonstrate strong oral and written skills through effective team work situations, present well-reasoned argument, using technology as appropriate, be able to access, organise and present information.
3. **Problem Solving Skills** – students will develop effective problem solving skills, be able conceptualise problems and formulate a range of solutions, work effectively with others through teamwork assignments and be able to find, acquire, evaluate and manage and use relevant information in a range of media.
4. **Global Perspective** – students should be able to function in a multicultural or global context as skills information management are transferable.

5. **Social Responsibility** – students need to be able to acknowledge the social and ethical implications of their actions and appreciate the impact of social change on organisations and individuals where new information practices are implemented.

5. Details of Teaching Arrangements

5.1 Workshops/Seminars

There will be 9x3 hour workshops over 9 weeks commencing in the week beginning the *31 of July 2006* to be held on Thursdays from 9 am to 11:50 am in the InfoSys Rm 215, School of Information Systems building, Hobart campus.

5.1 Workshop Schedule

Work shop	Time	Topic	Resources
1	03 Aug	Introduction to the Unit Assessment requirements Discussion on possible research projects	Chaffey & Wood
2	10 Aug	Introduction to information management	Chaffey & Wood: Chap 1
3	17 Aug	Software for information management	Chaffey & Wood: Chap 2-3
4	24 Aug	Information Management Strategy	Chaffey & Wood: Chap 4
5	31 Aug	Knowledge management strategy	Chaffey & Wood: Chap 5
Semester Break			
6	14 Sept	Information systems strategy	Chaffey & Wood: Chap 6
7	21 Sept	Managing information quality	Chaffey & Wood: Chap 9
8	28 Sept	Managing information service quality	Chaffey & Wood: Chap 10
9	05 Oct	Managing ethical and legal issues	Chaffey & Wood: Chap 11

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at:

http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

5.3 Learning Expectations and Strategies

5.3.1 Expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

It is expected that students will consult email sent to their University email address at least twice a week for notices relating to the administration of the unit, and for notification of the results of assignments.

It is expected that students will read the background material specified in the course curriculum, will actively attend and participate in workshops, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.

5.3.2 Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

1. To have all appropriate course material available in workshops and provided by the Lecturer.
2. To be able to contact a lecturer or tutor by electronic mail, to raise issues arising in the unit, either relating to content or student performance within the unit.
3. Subject to availability, to be able to discuss such issues in person with the lecturer or tutor.
4. That assignments will be marked and the marks will be returned with 3 weeks of due dates.
5. That all relevant notices regarding the administration of the unit, including any necessary changes, will be communicated to all students enrolled in the unit via email.

These expectations are in addition to those specified in relevant University regulations.

5.3.3 Learning Strategies

If you need assistance in preparing for study please refer to your tutor or lecturer. For any additional information or assistance refer to the Learning Development website : <http://www.utas.edu.au/learndev/>

5.3.4 Specific Attendance/Performance Requirements

Participation and the active contribution of all students in their allocated workshop will be monitored and attendance at the final presentation is compulsory for all students.

6. Assessment Details

Assessment in this unit is based on two assignments, one a team based assignment and the other a negotiated learning contract and a final examination. Students are expected to be familiar with all of the main theme areas in this unit.

Component	Weight/Value	Due date
Workshop participation & contribution	10%	NIL
Presentation of chosen topic	20%	NIL
Research report	30%	Friday 29 Sept, 2006
Examination	40%	TBA

6.1 How Your Final Result Is Determined

In order to pass a unit, the School of Information Systems expects that students:

- Achieve a total of at least 45% in the continuing assessment of the unit; and
- Achieve a total of at least 45% in the examination component of the unit; and
- Achieve a total mark of at least 50% in the total assessment of the unit.

Note:

In exceptional circumstances, the School reserves the right to adjust the above assessment rule.

6.2 Submission of Assignments

Students must submit assignments for the unit by the specified dates and times (if given), unless prior approval has been granted via an email request to the Unit Coordinator, at least 48 hours before the assignment is due to be submitted. Every assessment task has a due date and method of submission that must be adhered to. For each piece of assessment, there will be only one method of submission. For BSA752 all assignments are to be submitted in class on the due date in hard copy form with appropriate disk copies kept by the student.

Notes:

Students must take responsibility for the correct submission of their assignments. Students are expected to adhere to the following procedure for submission:

- All assignments received will be acknowledged by email, if you fail to receive acknowledgement of receipt it is the student's responsibility to ensure a copy of the assignment is successfully delivered to the Unit Co-ordinator.
- Students are expected to notify the Lecturer WITHIN TWO HOURS of submission if their files have not been submitted correctly.
- Students must take responsibility for safely backing up of their own files during the academic year to ensure that no files are permanently lost.

6.3 Requests for Extensions

Extensions will be given only under the following conditions:

- Employment related issues: Arrangements for an extension must be made with the lecturer prior to the assignment due date. Documentation from your employer is required.
- Illness: A medical certificate must be presented to the lecturer either prior to the due date or as soon as possible after the due date.

The Lecturer of the Unit will address any extraordinary extension falling outside of these criteria. All extensions must be applied for via email addressed to *the Lecturer at least 48 hours before the assignment is due. Only in exceptional emergency related circumstances will this be waived.* Students should not assume that all extension applications will be granted. Students must have received confirmation of the extension by the Lecturer in order for an extension to be granted. Any extension granted will have a new submission due date and time. Assignments that are not submitted by the due date and time will incur the following penalties:

6.4 Penalties

-10% (of mark achieved) per day or part thereof (excluding extensions) for late submissions.

6.5 Review of Assessment and Appeals

It is expected that students will adhere to the following policy for review of any piece of continuous assessment.

- Within 5 days of the release of the assessment result, the student should request an appointment with the Lecturer/Coordinator. The student should be prepared to discuss specifically which section of the marking criteria they are disputing and why they consider the mark is inappropriate.
- Following this discussion, students may request a formal remark of the original submission (in accordance with Rule of Academic Assessment 111, clause 22.1). This remark will be undertaken, where practicable, by an alternative assessor.

Under the Provisions of Rule of Academic Assessment 111, Clause 23, students may also request a review of the final result in a unit. The request and payment must be made within 10 days from the date of the result notification. Students are referred to <http://www.admin.utas.edu.au/HANDBOOKS/UTASHANDBOOKS/RULES/RULE111.html> and http://www.admin.utas.edu.au/ac_serv/flowchart_review_assesment.pdf

7. Academic Referencing

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity. Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence. The appropriate referencing style for the School of Information Systems is Harvard Referencing. Students are expected to adhere to the School of Information System's preferred method of Referencing and Citation, as outlined at <http://www.utas.edu.au/library/assist/gpoa/gpoa2.html>.

For information on presentation of assignments, including referencing styles: <http://www.utas.edu.au/library/assist/gpoa/gpoa.html>

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

7.1 Plagiarism

While students are encouraged to discuss the assignments in this unit and to engage in active learning from each other, it is important that they are also aware of the

University's policy on plagiarism. Plagiarism is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example downloading an essay wholly or in part from the internet, copying another student's work or using an author's words or ideas without citing the source. Plagiarism detection software is currently being tested by the University of Tasmania.

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work. If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>

The University reserves the right to submit assignments to plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

For further information on this statement and general referencing guidelines, see <http://www.utas.edu.au/plagiarism/>

8. Further Information and Assistance

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you are advised to raise these with your lecturer in the first instance. There is a range of University-wide support services available to you including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/>
Should you require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

9. Help Resolving Concerns About This Unit

In the first instance you should contact your lecturer. If the matter is still unresolved and you would like to know who to contact or the procedures for resolving your concern refer to the following website:
http://www.admin.utas.edu.au/ac_serv/complaints_info.html

The Hobart based Tasmanian University Union (TUU) or the Launceston/Burnie based Student Association (SA) may also be able to assist.

The School reserves the right to alter the details contained in this Unit Outline. Students will be advised of changes to the outline via their University email account and it remains the responsibility of the student to check their email for such changes.

Appendix 1 – Assessment Details

Assessment task 1: Workshop participation and contribution (10%)

Task description	This piece of assessment is designed to encourage students' participation in workshops and to contribute in workshop discussions.
Task length	NIL
Links to learning outcomes	Links to learning outcomes 1, 2, 3, 4, 5, 6, 7.
Links to generic graduate attributes	Links to generic graduate attributes 1, 2, 3, 4, 5.
Assessment criteria / guidelines	Full credit will be given to those who actively participate and provide quality input in workshop discussions.
Due Date	NIL

Assessment task 2: Topic related presentations (20 %)

Task description	Students can choose from the workshop schedule a topic of their interest and use various resources to prepare a presentation on the topic. Each presentation can last no more than 40 minutes followed by a Question and Answer session. Note: Students enrolled in BSA764 can not choose a topic on Knowledge Management.
Task length	Maximum 40 minutes presentation
Links to unit's learning outcomes	Links to learning outcomes 1, 2, 3, 4, 5, 6, 7.
Links to generic graduate attributes	Links to generic graduate attributes 1, 2, 3, 4, 5.

Assessment criteria / guidelines

Criteria for effective business presentation will be used for the evaluation of this piece of assessment. The criteria will cover the following aspects:

- Content quality
- Quality of slides (eg, use of visual aids, fonts, color etc)
- Voice articulation & communication with audience
- Pacing and time control

Due Date

NIL

Assessment task 3: Research report (30%)

Task description	Students working in groups of 2 to 3 will be required to seek an organization in the local community and investigate issues and opportunities in relation to information management in the organization. Details of the requirements will be provided in due course.
Task length	A business report of maximum 4000 words.
Links to unit's learning outcomes	Links to learning outcomes 1, 2, 3, 4, 5, 6, 7.
Links to generic graduate attributes	Links to generic graduate attributes 1, 2, 3, 4, 5.
Assessment criteria / guidelines	<p>HD A professionally presented report with a deep and thorough knowledge of the area under assessment.</p> <p>DN A well presented report with an extended understanding of the area under assessment</p> <p>CR A fairly well presented report with a good and practical understanding of the area under assessment</p> <p>PP A report that provides descriptions showing basic understanding of the area under assessment.</p> <p>NN Inability to demonstrate a basic understanding of the of the area under assessment.</p>
Due Date	Friday 29 Sept, 2006

Assessment task 4: Final exam (40%)

Description / conditions	Examination 3 hours in duration (Open Book) Questions will be provided on the theme areas of the course. Students will have a choice of questions.
Date	TBA

Appendix 2 - What Is Academic Integrity?

Academic integrity is about mastering the art of scholarship. Scholarship involves researching, understanding and building upon the work of others and requires that you give credit where it is due and acknowledge the contributions of others to your own intellectual efforts.

At its core, academic integrity requires honesty. This involves being responsible for ethical scholarship and for knowing what academic dishonesty is and how to avoid it.

Commonly used terms

Attribution: the ascribing of a work or an idea to a particular author or artist.

Citation: the act of directly quoting or giving intellectual credit to another person's work or ideas.

Collusion: “any form of joint effort, between students, or between students and other persons, intended to deceive an assessor as to who was actually responsible for producing the material submitted for assessment”. (University of Western Sydney 2000).

Common Knowledge: can be defined as facts known by a large number of people. These "facts" do not have to be cited.

Group work: can be described as “a formally established project to be conducted by a number of students in common, resulting in a single piece of assessment or a number of associated pieces of assessment”. (Newcastle University 2002).

Legitimate collaboration: Newcastle University describes legitimate collaboration as “any constructive educational and intellectual practice that aims to facilitate optimal learning outcomes through interaction between students”.

Paraphrasing:

1. A restatement of a text or passage in another form or other words, often to clarify meaning.
2. The restatement of texts in other words as a studying or teaching device.

Plagiarism: the stealing or passing off as one's own (the idea or words of another); use (a created production) without crediting the source; to commit literary theft; present as new and original an idea or product derived from an existing source (*Webster's Third New International Dictionary of the English Language*, Unabridged, p. 1728).

Quoting: to place an excerpt from a source word for word into one's paper. The source must be cited, giving credit to the original author.

Summarising: to put someone else's concept or main ideas into one's own words.

Appendix 3 - Common Forms Of Academic Dishonesty

- Cheating in an exam either by copying from other students or using unauthorised notes or other aids.
- Submitting, as your own, an assignment that another person has completed.
- Downloading information, text, computer code, artwork, graphics or other material from the Internet and presenting it as your own without acknowledgment.
- Quoting or paraphrasing material from a source without acknowledgment.
- Preparing a correctly cited and referenced assignment from individual research and then handing part or all of that work in twice for separate subjects/marks.
- Copying from other members while working in a group.
- Contributing less, little or nothing to a group assignment and then claiming an equal share of the marks.
-

From: James R, McInnis, C and Devlin, M (2002)
Assessing Learning in Australian Universities
Centre for the Study of Higher Education - University of Melbourne
Viewed 29 December 2002
<<http://www.cshe.unimelb.edu.au/assessinglearning/03/plagMain.html>>

Using words, ideas, computer code, or any work by someone else without giving proper credit is academic dishonesty. Academic dishonesty is often referred to as plagiarism or cheating.



When you use information from a source, you must cite it.

Appendix 4 - How To Achieve And Maintain Academic Integrity

Utilise the right sources

In order to articulate your ideas, defend your own argument and refute counter-arguments, you will need to identify the most appropriate sources of material to help you. In order to identify the most appropriate material you will need to evaluate your research results.

Start writing

The next step in the process is to document the validity of your position, and crediting those whose work you have used to establish your position. To do this you will need to apply the appropriate referencing style for your discipline to your work. If you are not sure what style you should be using check with your tutor or your unit outline.

The University also provides a list of preferred text referencing system for undergraduate students at

http://www.utas.edu.au/staff/tl/policies/School_referencing_system_table.htm

When you begin writing your assignment/project report you must give credit to the sources for the ideas you are using. There are standard ways to properly integrate sources into your assignment. They include:

- *Direct quotes* – This is when you place an excerpt from your source word for word into your paper. The source must be cited, giving credit to the original author.
- *Paraphrasing* – This means to restate a passage from your source in your own words. The source and author of the passage you paraphrase must be cited.
- *Summarising* – When you summarise the key concept or main idea from someone else's work in your own words, you must give credit for summarised ideas to the original source.

More information on writing skills

Developing your own writing style is an important part of good scholarship. For information and assistance on essay writing go to the Learning Development website at <http://www.utas.edu.au/learndev/essays.html>



Remember that when you use a direct quote, paraphrase or summarise to not only provide the in-text reference but also provide a full reference in your reference list.

Appendix 5 - What Happens If I Don't Maintain Academic Integrity?

While studying at University you are expected to submit work that is your own. This does not mean that you can't use other people's ideas to support your own or to enhance your argument. What it does mean is that you are required by the University to acknowledge the source of those ideas as in text references in your assignments and the setting out of a list of references or a bibliography at the end of your assignment, acknowledging all sources utilised.

The academic tradition, on which Australian universities are founded expects that all scholarly efforts undertaken be done so in keeping with the rules of attribution. This means that all material that is submitted or presented for assessment that contains work other than your own, must be attributed to its source.

Failure to do so constitutes academic dishonesty (plagiarism). It is important that students understand how to correctly refer to the work of others and maintain academic integrity.

Ordinance 58: Student Discipline outlines the process for initiating formal discipline procedures for academic/general misconduct matters.

<http://www.utas.edu.au/universitycouncil/legislation/ord58.pdf>

You should also refer to any policies and procedures specific to your Faculty/School.