



UNIVERSITY
OF TASMANIA
塔 斯 马 尼 亚 大 学

School of Information Systems
商 学 院 信 息 系 统 学 院

Faculty of Business

BSA101
Business Information Systems

Unit Outline
课 程 大 纲

Semester 1, 2007/08

(UTas: Semester 5, 2007)

Transnational Education Program
(Shanghai Fisheries University, China)
(中国 上海水产大学)

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CRICOS CODE: 00586B

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Unit Details

School:	Information Systems
Faculty:	Business
Unit Title:	Business Information Systems
Unit Code:	BSA101
Prerequisites:	None
Campus & Mode:	IEN Institute, Nanhui Campus, Shanghai Fisheries University: Internal
Unit Weight:	12.5%
Teaching Staff:	Dean Steer
Consultation Hours:	To Be Advised

Contents

1. Unit Description	1
2. Aim	1
3. Generic Graduate Attributes	1
4. Learning Outcomes and Evidences	2
5. Prior knowledge and / or Skills	3
5.1 Assumed Skills.....	3
6. Texts, References and Learning Resources	3
6.1 Prescribed text.....	3
6.2 Recommended for all Information Systems units	3
6.3 Further Learning resources	3
6.4 Access to information technology.....	3
7. Teaching arrangements	3
7.1 Lecture Schedule.....	4
7.2 Case Study Schedule.....	4
7.3 Tutorial Schedule	5
8. Learning Expectations	5
8.1 Student Expectations of the Unit.....	6
8.2 Learning Strategies	6
8.3 Specific Attendance / Performance Requirements.....	6
9. Assessment	6
9.1 Assessment Summary	6
9.2 How your Final Result is Determined.....	7
9.3 Submission of Assignments	7
9.4 Requests for Extensions	7
9.5 Penalties 惩罚	7
9.6 Assessment Details	8
10. Academic Referencing	9
11. Plagiarism 抄袭 (剽窃)	9
12. Additional Assistance.....	10
12.1 Help Resolving Concerns about this Unit.....	10
13. Unit Feedback.....	10

1. Unit Description

This unit is the foundational unit in the Bachelor of Information Systems. It is designed to prepare students for the management of information systems major in the degree.

It is designed for all students who wish to gain an understanding of information systems in business; it also acts as a service unit for Business students.

2. Aim

This unit introduces the concepts of information systems in a business environment. It examines what is meant by an information system and why they are being used in business. The unit explores how information systems are being used and the issues involved in developing, managing and controlling business information systems.

The tutorials are designed to complement the business information systems theory covered in the unit by developing proficiency in business software applications such as Microsoft Excel.

3. Generic Graduate Attributes

Attribute	Descriptor	Unit Specifics
Knowledge	Graduates will have an in-depth knowledge in their chosen field of study and the ability to apply that knowledge in practice. They will be prepared for life-long learning in pursuit of personal & professional development.	<ul style="list-style-type: none"> • Have a broad understanding of how information systems are used in today's businesses & organisations; • Understand problems & conflicts of interests arising from the use & implementation of information systems; • Have knowledge of the types of systems in use in most businesses.
Communication Skills	Graduates will be able to communicate effectively across a range of contexts.	<ul style="list-style-type: none"> • Present well-reasoned arguments, using technology as appropriate; • Demonstrate written & graphic communication; • Access, organise & present information, particularly through technology-based activity.
Problem-solving Skills	Graduates will be effective problem-solvers, capable of applying logical, critical & creative thinking in a range of problems. They will have developed competencies in information literacy.	<ul style="list-style-type: none"> • Analyse problems & provide solutions to a given information systems & business related problem using productivity tools generally available in a business environment. • Conceptualise problems & formulate a range of solutions; • Find, acquire, evaluate, manage & use relevant information in a range of media.
Global Perspective	Graduates will be able to demonstrate a global perspective & inter-cultural competence in their professional lives.	<ul style="list-style-type: none"> • Demonstrate an awareness of the local & global context of their discipline or professional area.

Social Responsibility	Graduates will act ethically, with integrity & social responsibility.	<ul style="list-style-type: none"> The development of an awareness & understanding of the range of ethical & legal issues relevant to professionals in information systems.
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4. Learning Outcomes and Evidences

Upon successful completion of this unit, a student should:

- 1) Knowledge of organisations and practices, for the management of information systems in decision-making.

Assessment criteria:

<u>Grade</u>	<u>Evidence</u>
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HD level:	Demonstrate an in-depth knowledge of organisations and management by comparing, contrasting and justifying information systems.
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DN level:	Demonstrate an extensive knowledge organisation and management.
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CR level:	Demonstrate a sound knowledge of organisation and management.
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PP level:	Demonstrate a satisfactory knowledge of organisation and management.
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NN level:	Failed to demonstrate a satisfactory knowledge of organisation and management.
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- 2) Knowledge of information and communication technologies and how these enabling technologies can be used as the foundation and infrastructure for information system.

Assessment criteria:

<u>Grade</u>	<u>Evidence</u>
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HD level:	Demonstrate an in-depth knowledge of how these technologies can be employed.
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DN level:	Demonstrate an extensive knowledge of how these technologies can be employed.
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CR level:	Demonstrate a sound knowledge of how these technologies can be employed.
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PP level:	Demonstrate a satisfactory knowledge of how these technologies can be employed.
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NN level:	Failed to demonstrate a satisfactory knowledge of how these technologies can be employed.
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- 3) An understanding of how to produce business reports, memos and letters and be able to use a variety of communication forms.

Assessment criteria:

<u>Grade</u>	<u>Evidence</u>
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HD level:	Communicate accurately, using all important and appropriate features
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DN level:	Communicate accurately and appropriately, using the most important features.
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CR level:	Communicate using basic features and many important features.
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PP level:	Communicate using basic features.
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NN level:	Failed to communicate using basic features.
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- 4) The ability to solve a range of business problems using productivity tools with an emphasis on using spreadsheets

Assessment criteria:

<u>Grade</u>	<u>Evidence</u>
HD level:	Able to produce a solution using a wide range of advanced features and tools.
DN level:	Able to produce a solution using the most advanced features and tools
CR level:	Able to produce a solution using some advanced features and tools.
PP level:	Able to produce a solution using basic features.
NN level:	Failed to produce a solution using basic features.

- 5) The ability to demonstrate a global perspective and an awareness of the range of ethical, legal and cultural issues relevant to professionals in information systems.

Assessment criteria:

<u>Grade</u>	<u>Evidence</u>
HD level:	Demonstrate an in-depth knowledge of the ethical, legal and cultural issues.
DN level:	Demonstrate an extensive knowledge of the ethical, legal and cultural issues.
CR level:	Demonstrate a sound knowledge of the ethical, legal and cultural issues.
PP level:	Demonstrate a satisfactory knowledge of the ethical, legal and cultural issues.
NN level:	Failed to demonstrate a satisfactory knowledge of the ethical, legal and cultural issues.

5. Prior knowledge and / or Skills

5.1 Assumed Skills

Students are also assumed to have basic computer, word processing, internet and e-mail skills.

6. Texts, References and Learning Resources

6.1 Prescribed text

Laudon, K. & Laudon, J. (2007) *Management Information Systems: Managing the Digital Firm*, 10th Edition, Prentice Hall, New Jersey

6.2 Recommended for all Information Systems units

Dwyer J. (2006) *The Business Communication Handbook* 7th Ed, Prentice-Hall, Frenchs Forest, NSW

6.3 Further Learning resources

Available Online at: www.prenhall.com/laudon Click the Student option to access various online resources including some online test items.

6.4 Access to information technology

Access for students to computer laboratory and library resources will be advised by the IEN-SFU administration.

7. Teaching arrangements

The teaching is grouped into 13 modules which include 13 lectures, 10 directed independent learning activities, 10 group case studies activities, and 12 tutorials.

Lectures and tutorials times and locations will be advised by the IEN-SFU administration.

7.1 Lecture Schedule

Module	Lecture Topic	Textbook
1	Introduction to the BSA101 unit	
2	Information Systems in Global Business Today	Chapter 1
3	Global E-Business: How Businesses Use Information Systems	Chapter 2
4	Information Systems, Organizations, and Strategy	Chapter 3
5	Ethical and Social Issues in Information Systems	Chapter 4
6	IT Infrastructure and Emerging Technologies	Chapter 5
7	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	Chapter 9
8	E-Commerce: Digital Markets, Digital Goods	Chapter 10
9	Managing Knowledge	Chapter 11
10	Enhancing Decision Making	Chapter 12
11	Managing Global Systems	Chapter 15
12	Student Evaluation of Teaching and Learning (SETL)	
13	Example Project Demonstration	

7.2 Case Study Schedule

Module	Case Study Title	Textbook
1	No Case Study	
2	Morgan Stanley's return on system non-investment (Page 35-37)	Chapter 1
3	Can information systems help prevent a public health crisis? (Page 77-78)	Chapter 2
4	Blockbusters verses Netflix: Which will win out? (Page 121-123)	Chapter 3
5	Is the telephone company violating your privacy? (Pages 162-164)	Chapter 4
6	Merrill Lynch connects past and future technology (Pages 218-220)	Chapter 5
7	Limited brands consolidates its supply chain management (Pages 385-387)	Chapter 9
8	Can eBay continue growing? (Pages 424-426)	Chapter 10
9	Can knowledge systems help Boeing trounce Airbus? (Pages 466-468)	Chapter 11
10	Can information systems make your Doctor better? (Pages 505-507)	Chapter 12
11	Nestlé tries for an All-for-One global strategy (Pages 624-627)	Chapter 15
12	No Case Study	
13	No Case Study	

7.3 Tutorial Schedule

Module	Tutorials: Turning Data into Information
1	Module 1 has no formal tutorial. Note: Excel – What is a Spreadsheet? is an online introduction designed for students not familiar with Microsoft Excel. A link to this introduction is available on WebCT Vista.
2	Excel – How can I Excel?
3	Excel – Making it Count
4	Excel – It's all Relative
5	Excel – Delivering the Message
6	Excel – Making the Right Decision
7	Excel – Click Here ...
8	Excel – Beyond the Desktop
9	Excel – Practical Test (Assignment 3)
10	Word – More than just Words
11	PowerPoint – Making a Good Impression
12	Putting it Altogether – The Wow Factor
13	Assistance with Business Project (Assignment 4)

8. Learning 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 familiarise themselves with the access and use of the WebCT Vista system operated by the University for the electronic delivery of course materials, and for various forms of communication. Unless the communication is urgent or specific to an individual student, information about the BSA101 unit will be available from WebCT Vista.

It is expected that students will check for 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 tutorials, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.

8.1 Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

1. To have all appropriate course material available electronically (on a week-by-week basis) via the University WebCT Vista system.
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 all relevant notices regarding the administration of the unit, including any necessary changes, will be communicated to all students enrolled in the unit via WebCT Vista, or if appropriate, via email.

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

8.2 Learning Strategies

If you need assistance in preparing for study please refer to your tutor or lecturer. For additional information refer to the UTas Assignment Help website:

www.utas.edu.au/assignmenthelp/

If you will be using WebCT Vista for the first time and would like some information on how to use WebCT Vista refer to the UTas Learning Online website:

www.utas.edu.au/coursesonline/

8.3 Specific Attendance / Performance Requirements

Participation and the active contribution of all students in their allocated tutorials and case study groups is expected and encouraged.

9. Assessment

9.1 Assessment Summary

Component	Task / Type	Weight / Value	Due Dates
Assignment 1	Directed Independent Learning (Individual)	25%	Modules 2 - 11 (inclusive)
Assignment 2	Case Studies (Group)	25%	Modules 2 - 11 (inclusive)
Assignment 3	Excel Practical Test (Individual)	25%	End of tutorial session, week of Monday, 12th Nov. 2007
Assignment 4	Business Project (Group)	25%	Monday, 17 th Dec. 2007

9.2 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% for Assignments 1, 2 and 4; and
- Achieve a total of at least 45% for Assignment 3; and
- Achieve a total mark of at least 50% in the total assessment of the unit.

9.3 Submission of Assignments

Students must submit assignments for the unit by the specified dates, unless prior approval has been granted via an assignment extension form, at least 24 hours before the assignment is due to be submitted.

Every assessment task has a due date and method of submission. These due dates and methods of submission must be adhered to.

Notes:

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

- Once submitted to WebCT Vista, submitted files **MUST** be opened and checked by the student to ensure that correct submission of the file has been undertaken.
- Students are expected to notify their Lecturer by email **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.

9.4 Requests for Extensions

Extensions will be given only under the following conditions:

- **Illness:** A medical certificate must be presented to the tutor before the due date or as soon as possible after the due date.
- The lecturer / tutor will consider extensions in which the student is unable to submit due to other exceptional circumstances. The lecturer / tutor will email the lecturer in charge for special permission for an extension for the student. The lecturer / tutor will advise the student if they have been given an extension.

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:

9.5 Penalties 惩罚

Assignments (including those for which extensions have been granted) that are not submitted by the due date and time will incur 10% (of mark achieved) per 24 hours or part thereof for late submissions.

每迟交作业一天，将扣除该门作业成绩的10%，经同意延长提交作业除外。

9.6 Assessment Details

Assignment 1	
Title	Directed Independent Learning
Task description	This is an individual assignment that requires logging onto WebCT Vista to complete a series of True / False and Multiple-choice questions that relate to the textbook chapter for each module.
Task length	Not Applicable
Links to unit's learning outcomes	Learning Outcomes: 1, 2, 5
Assessment criteria / guidelines	A series of True / False and Multiple-choice questions which allows students to demonstrate knowledge of the topics covered in the corresponding module.
Due Date	Modules 2 - 11 (inclusive)

Assignment 2	
Title	Case Studies
Task description	<p>This is a group assignment that requires the group to discuss online, using WebCT Vista, a series of questions relating to the Case Studies in the textbook for the corresponding module.</p> <p>Note: Every member of the group is expected to contribute to all the discussions, and the nominated leader for each module is to submit a summary of the discussions.</p>
Task length	Not Applicable
Links to unit's learning outcomes	Learning Outcomes: 1, 2, 5
Assessment criteria / guidelines	<p>These discussions will allow students to further develop their understanding gained from each module as they apply their knowledge to the given case studies.</p> <p>The mark for this assignment has 2 components; the first component has a maximum of 70% of the available marks, and is awarded for students' contribution to the group's discussions over the 10 modules. The second component has a maximum of 30% of the available marks, and is awarded for adequately performing the role of group leader for the nominated module.</p> <p>The group mark will be allocated to all members of the group; however, this mark may be adjusted as a result of a peer evaluation of each group, which will be conducted at the end of the unit.</p>
Due Date	Modules 2 - 11 (inclusive)

Assignment 3	
Title	Excel Practical Test
Task description	This is an individual assignment, to be conducted during the tutorial of Module 9, which tests a range of advanced skills in preparing a business spreadsheet.
Task length	40 minutes
Links to unit's learning outcomes	Learning Outcomes: 3, 4
Assessment criteria / guidelines	A series of business problems to be solved which allow students to demonstrate their skills in using Microsoft Excel.
Due Date	End of tutorial session, week of Monday, 12 th November, 2007

Assignment 4	
Title	Business Project
Task description	The Business Project is a group assignment that brings together all the skills learnt throughout the unit. These skills are demonstrated by presenting a business information systems solution using standard business software application productivity tools.
Task length	1,000 word report, plus Excel spreadsheets with supporting calculations, and a PowerPoint presentation
Links to unit's learning outcomes	Learning Outcomes: 1, 3
Assessment criteria / guidelines	A business case will require the students to use theoretical information systems knowledge as well as extensive skills in business productivity tools, such as Microsoft Word, Excel and PowerPoint, to provide solution to the problems outlined in the assignment scenario.
Due Date	Monday, 17 th December, 2007

10. Academic Referencing

Student writers need to back up their ideas by referring to scholarly literature works of art and inventions that they have used. Failure to do so constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence. It is important that students understand how to correctly refer to the work of others and maintain academic integrity.

The appropriate referencing style for this unit is the Harvard method. Please refer to: www.utas.edu.au/library/assist/gpoa/gpoa2.html

11. Plagiarism 抄袭(剽窃)

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 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 or 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:

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:

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.

抄袭是一种欺骗行为。任何把别人的思想，作品和发明擅自占为己有的行为均被视为抄袭。比如，引用有关权威的词句而对未其出处进行必要的说明，或者引用有关作者思想未作必要的注释，或者拷贝其他学生的作业。

刻意抄袭别人的作品为己用，是一种严重的错误，也是一种学术欺诈。学校将视情节给予罚款，降低或取消成绩，或者严重者将取消学籍。**有任何疑问请与有关人员联系。**

12. Additional Assistance

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: www.utas.edu.au/students/

12.1 Help Resolving Concerns about this Unit

It is expected that students will adhere to the following policy for making any complaint or grievance directly related to a Unit:

- a) In the first instance, students are to approach the local Lecturer
- b) If you need more assistance, contact the Unit Coordinator via email.
- c) If an issue remains unresolved, the student should email the Head of School with full details of their concern.
- d) If the School's internal policy of complaints is unable to resolve an issue, students should consult Ordinance 8: Student Complaints, for further direction.

13. Unit Feedback

The University of Tasmania, on a regular basis, evaluates its teaching and learning environment through the Student Evaluation of Teaching and Learning (SETL) system. The University values feedback from students and from time to time you will be asked to complete a SETL evaluation for a unit of study.

For more information on SETL go to: www.utas.edu.au/tl/haveyoursay.html