



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

BSA303
Management of Information
Systems

Unit Outline
课程大纲

Semester 1, 2007/8

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

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CRICOS CODE: 00586B

Contact details

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Campus and Mode: IEN Institute, Nanhui Campus, Shanghai Fisheries
University: Flexible, Internal

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Unit summary

Unit code	BSA303
Unit title	Management of Information Systems
Unit description	This unit is a third year unit in the Bachelor of Information Systems. It is designed to prepare students to critically analyse the environment and identify potential usage for strategic information systems within an organisation.
Teaching staff	Ms Leonie Ellis
Campus & mode	IEN Institute, Nanhui Campus, Shanghai Fisheries University: Flexible, Internal
Unit weight	12.5%
Teaching pattern	The timetable will be advised by the IEN Institute
Pre and Corequisites	BSA203
Mutual exclusions	None
Assessment	100% continuous assessment
Required texts, etc	None
Recommended reading	Boar BH Strategic Thinking for Information Technology John Wiley, 2001.
Access to Information Technology	Access for students to computer laboratory and library resources at SFU will be advised in the student induction
Courses	BCom, BIS, BCom-BIS, BA-BCom, BCom-BComp, BSc, BFA-BIS, GradDipIS, BCom-BSc, BIS-BMus, BIS-BTeach, BSocSci (Police Studies), GradDipInfoMgt, GradCertIS
Faculty web site	http://fcms.its.utas.edu.au/business/business/

Aim

This unit introduces the concepts of strategic information systems in a business environment. It examines what is meant by a strategic information system and why they are being used in business. The unit explores the role of an IS manager, IS function and the development of IS policies.

Themes include Strategic Information Systems and current issues for an IS manager.

Learning outcomes and Evidences

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

1. Be capable of developing an IS strategic plan;
2. Be capable of developing a vision and mission statement for an organisation;
3. Have an understanding of the range of skills and knowledge required for IS management;
4. Be capable of critically analysing business case studies or scenarios both individually and in small groups;
5. Be capable of effectively engaging in group problem solving and presentation of appropriate solutions;

Generic graduate attributes

1. 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 and professional development
2. Graduates will be able to communicate effectively across a range of contexts
3. Graduates will be effective problem-solvers, capable of applying logical, critical and creative thinking to a range of problems. They will have developed competencies in information literacy
4. Graduates will be able to demonstrate a global perspective and inter-cultural competence in their professional lives
5. Graduates will act ethically, with integrity and social responsibility.

Lecture topics

The following topics will be covered in the allocated lecture schedule when the unit coordinator visits SFU in week one of semester

<i>Teaching Visit One</i>	<i>Lecture Topics</i>
1	Lateral Thinking
2	Learning Information Systems with cases
3	Case Study analysis – Ford Motor Vehicle
4	Vision & Mission Statement for Ford Motor Vehicle
5	CSF
6	CA SCA

Learning Objects

Learning Modules are short PowerPoint presentations that have been narrated and are available on Vista and CD. Each Learning Module relates to a specific topic and has been prepared to address the three different learning styles of tell, show and do. Students are to listen to the collection of Learning Objects allocated for each week (Module 1, Module 2 etc). Students will be assigned to groups to complete the activities associated with the Learning objects and the workshop tasks. Each group will have a leader who will be responsible for provide answers to the discussion board questions on Vista and emailing a summary of the workshop tasks. Leaders will rotate on a weekly basis.

<i>Learning Modules</i>	<i>Learning Objects</i>	<i>References</i>
1	Introduction to BSA303 (Lecture Week 1 only) Lateral Thinking Brainstorming Innovation Group Dynamics	De Bono Narayanan Dwyer
2	Presentation Skills Critical Analysis Case Study Analysis	Dwyer Amos, Longview Szpiro
3	Feasibility Plan Structure Feasibility	Miller Ch1 Blackwell Horngren
4	Time Transition Perspectives of Information Economy	Boar Chaps 1 & 2 Boar
5	Managing Horizons Strategic Paradox Challenges for IS Managers	Boar Ch 1 & 2, Frenzel, Chap 2 Boar Chap 1 Boar Ch 1
6	3 Era Model Technology Strategy Lifecycle of Technology CSFs Core Competencies	Ward & Whitmore Boar Ch 2 Boar Ch 2 Boar Ch 3, Neumann Boar Ch 3, Neumann
7	Competitive Advantage Strategic Competitive Advantage Strategic Thinking Strategic Models Strategic Configuration Dominant Logic	Boar Chap 1, Loehle Chap 2 Boar Chap 1 Boar Chap 1 Ward & Whitmore Ward & Whitmore Boar Ch 2, Neumann Ch 3

8	Planning for Strategic Planning Strategic Planning Structure of a Strategic Plan Methodology	Ward & Whitmore Ward & Whitmore Ward & Whitmore Ward & Whitmore Ward & Griffiths
9	Organisational Structure Systems Integration Organisational Integration	Robbins & Barnwell Ward & Whitmore Ward & Whitmore
10	Misuse of Strategic Plans Inappropriate Strategic Plans Outsourcing	Ward & Whitmore Ward & Whitmore Frenzel Ch 10
11	Change Management	Burns B, 1996
12	Diffusion of Innovation	Rogers, 1995

Workshops

The structure of this unit involves students working in groups to complete the workshop tasks. (A class room has been allocated for this purpose, please see your weekly timetable.)

<i>Workshop</i>	<i>Workshop Tasks</i>
	Individual Group meetings
1	Vision & Mission Statements
2	Feasibility Study Executive Summary
3	SWOT
4	Review Strategic Plans
5	CSF
6	CA /SCA
7	Presentations
8	Plan a Strategic Retreat
9	Create a Strategic Plan
10	Create a Strategic Plan
11	Change Management

Learning expectations and strategies

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 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.

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 tutorials, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.

Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

1. To be able to contact a lecturer by electronic mail, to raise issues arising in the unit, either relating to content or student performance within the unit.
2. Subject to availability, to be able to discuss such issues in person with the lecturer.
3. That assignments will be marked and the marks will be returned with 3 weeks of due dates.
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 email.

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

Learning Strategies

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

<http://www.utas.edu.au/learndev/>

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 following guide:

http://www.utas.edu.au/coursesonline/docs/using_webct.pdf

Some of the units you will study use videoconferencing to deliver lectures and tutorials. To enable you to get the best out of a videoconference please refer to the following guide. <http://www.its.utas.edu.au/videoconf/vcstudentguide.pdf>

Specific attendance/performance requirements

Participation and the active contribution of all students in their allocated workshop will be monitored for assessment purposes (see section on Assessment details).

Assessment Summary

Component	Weight/Value	Due date
Continuous workshop material	10%	Continuous
Feasibility Report	20%	26th October, 2007
Presentation	10%	5 th November, 2007
Case Study	30%	16 th November, 2007
Strategic Plan	30%	15 th December 2007

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 **EACH** piece of continuing assessment 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.

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 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.

For each piece of assessment, there will be only one method of submission. The method will be clearly identified on the assignment sheet.

Notes:

Students must take responsibility for the correct submission of their assignments.

Students are expected to adhere to the following procedure for submission:

Submitted files MUST be checked by the student to ensure that correct submission of the file has been undertaken.

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.

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 on the appropriate form, which is available at <http://www.utas.edu.au/students/forms/ExtensionForm.pdf>. Verbal extensions will not be accepted.

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. Given the flexible nature of the unit, extensions will only be granted under exceptional circumstances.

Assignments that are not submitted by the due date and time will incur the following penalty:

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。

Review of assessment and appeals

1. It is expected that students will adhere to the following policy for review of any piece of **continuous assessment**.
 - a) Within 5 days of the release of the assessment result, the student should request an appointment with the Lecturer. **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.**
 - b) 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.
2. Students under with Rule of Academic Assessment 111, clause 23 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/universitycouncil/legislation/RULE111.pdf> and
http://acserv.admin.utas.edu.au/flowchart_review_assesment.pdf

Complaints Procedure

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 Lecturer or Unit Coordinator concerned and arrange a time to speak with them about their concern.
- b) If an issue remains unresolved, the student should approach the Head of School and arrange a time to speak with them about their concern.

If the School's internal policy of complaints is unable to resolve an issue, students should consult Ordinance 8 Student Complaints for further direction.

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 this unit is

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.

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.

鼓励学生就课程的内容进行讨论并相互学习。同时提醒同学们特别注意学校有关抄袭问题的有关规定。把别人的思想，作品和发明擅自占为己有均被视为抄袭。比如，从因特网上全部或部分下载文章，拷贝其他同学的作业或者引用有关权威的观点而未进行注释。

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.

The intentional copying and submission of someone else's work as one's own is a serious offence and is academic fraud. It is a University offence punishable by a range of penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, exclusion from a unit, a course, or the University.

When in doubt, consult your lecturer or tutor.

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。**

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/>

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://acserv.admin.utas.edu.au/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.

Assessment Details

Assessment task 1 (10%)

Task description	Continuous Workshop Tasks Class and Vista participation in quizzes and discussion boards
Task length	NA
Links to unit's learning outcomes	1, 2, 3, 4, 5 As specified in each of the Workshop Sheets
Assessment criteria / guidelines	

Assessment task 2 (20%)

Task description	Feasibility Report
Task length	3000 words
Links to unit's learning outcomes	3 and 5
Assessment criteria / guidelines	Prepare a written Feasibility Plan of about 3000 words in length to establish an innovative business venture view of securing financial backing.
Due Date	26th October 2007

Assessment task 3 (10%)

Task description	Presentation
Task length	30 minutes
Links to unit's learning outcomes	3 and 5
Assessment criteria / guidelines	Group to present the Feasibility Report.
Due Date	5th November 2007

Assessment task 4 (30%)

Task description	Case Study
Task length	2000 words
Links to unit's learning outcomes	4
Assessment criteria / guidelines	Analyse a case study using appropriate analysis tools. Identify CSF, CA and SCA. Prepare a written discussion of about 2000 words. Format of this discussion is flexible.
Due Date	16th November 2007

Assessment task 5 (30%)

Task description	Strategic Plan
Task length	2500 words
Links to unit's learning outcomes	1 and 2
Assessment criteria / guidelines	In groups prepare a strategic IS Plan. Present the plan in an appropriate long report format
Due Date	15th December 2007