Unit Outline*

MGMT8620

Management of Information Systems

Semester 2 2011
Crawley Campus

Unit Coordinator

Professor Peter Goldschmidt

Business School

www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction
Welcome to MGMT8620 Management of Information Systems. Information and communication technologies are critical infrastructure in modern organisations and this unit will provide you with the opportunity to develop capabilities to take an active role in ensuring the successful deployment, management and use of IT. This unit examines the management of information systems from the perspective of managers who are expected to understand the implications of information technology and have the capability to evaluate the trends of IT in organisations.

Unit content
Roles in Managing Information Systems and Technology; The organisational impact of ICTs; Competition and ICTs; Strategic IS Planning; Funding Information Systems; IS Development; ICT Architecture and Infrastructure; Evaluation of Information Systems

The Goal of the unit
This unit develops knowledge and skills for the evaluation and management of organizational information systems and information and communication technologies.

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

• Participate in informed discussion about key issues in obtaining business value from information systems through an understanding of the basic terminology of the field and different points of view of the business organization and the IS department;
• Participate effectively, both as an individual and as a member of a multidisciplinary team, in decision making about new and existing IS and ICT;
• Recognise the different types of organizational IS, the forms they take and the roles that they play;
• Know how to find out about and keep up to date with developments in ICT;
• Use a variety of techniques for estimating and comparing the value of ICT investments and their impact on organisational performance.

Educational Principles and Graduate Attributes
In this unit, you will be encouraged and facilitated to develop the ability and desire to:

• Critically evaluate the potential for information technologies to be applied to organisational knowledge management.
• Develop an awareness of ethical and cultural issues associated with the management of information systems and technologies
• Develop effective team-based communication skills through working in a teams to analyse assigned cases
• Demonstrate independent learning through applying lecture material to weekly assigned questions and cases.
TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

In this unit, the class will meet on a weekly basis to discuss issues related to the assigned topic related to the Management of Information Systems. The lecturer will provide a summary lecture of the issues to be discussed in the following week. Most discussion will focus on case studies and questions assigned from either your text or other sources. Case studies will be used to enhance your learning experience by focusing on decision scenarios that you may face in the workplace. Case study discussions will provide the opportunity to apply the relevant theory to practical situations. In preparation for each seminar, class members are expected to have completed any assigned readings and have prepared answers to any questions associated with case studies.

The seminar discussions are designed to link relevant theories covered with practical instances of issues that surround the topic being covered. You are encouraged to bring your own personal experiences and reflections to class to share with your classmates.

Teaching and learning evaluation

You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.

CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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<tbody>
<tr>
<td>Name: Peter Goldschmidt</td>
<td></td>
</tr>
<tr>
<td>Email: Peter Goldschmidt @uwa.edu.au</td>
<td></td>
</tr>
<tr>
<td>Phone: 64882799</td>
<td></td>
</tr>
<tr>
<td>Consultation hours: by appointment except Tuesday</td>
<td></td>
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<tr>
<td>Lecture times: Wednesday 2:00-5:00pm</td>
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<tr>
<td>Lecture venue: BUSN:142</td>
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TEXTBOOK(S) & RESOURCES

Unit Website
This unit will make extensive use of WebCT for the delivery and distribution of unit materials and assignments. Please check the unit WebCT site regularly.

Required texts
2. MGMT8620 Management of Information Systems Course Reader 2011
These texts will be the primary sources of lecture material and discussion.

Additional resources & reading material
In addition to the required texts, you are encouraged to make use of a range of complementary materials and texts available in the library. For example:

658.4038011 2010 MAN

658.4038011 2010 EXP
Kroenke (2010) Experiencing MIS

658.4038011 2007 COR
Applegate (2007) Corporate Information Strategy and Management : Text and Cases

658.4038011 2006 INF
Sprague and McNurlin (2006) Information Systems Management in Practice

658.4038011 2002 STR
Ward and Peppard (2003) Strategic Planning for Information Systems

Also available as Electronic Book

658.05 1998 LEV

To keep abreast with current issues in managing information systems in the Australian context, see

MIS Financial Review online at http://www.misaustralia.com

Further readings and materials may be provided as required.
## UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Case Study Discussion</th>
<th>Text Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3 Aug</td>
<td>Unit Introduction</td>
<td>NA</td>
<td></td>
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<tr>
<td>2</td>
<td>10 Aug</td>
<td>Organisational IS and their impact</td>
<td>Case Study: Troubleshooting Information Systems at the Royal Hotel</td>
<td>Chapter 1-3</td>
</tr>
<tr>
<td>3</td>
<td>17 Aug</td>
<td>Strategic IS Planning</td>
<td>DSL Provisioning: Redefining Customer Service</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>4</td>
<td>24 Aug</td>
<td>Value Creation and Strategic IS</td>
<td>Case Study: Outrigger Hotels and Resorts</td>
<td>Chapter 7/8</td>
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<tr>
<td>5</td>
<td>31 Aug</td>
<td>Appropriating IT-enabled value over time</td>
<td>Case Study : Canyon Ranch</td>
<td>Chapter 9</td>
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<tr>
<td>6</td>
<td>7 Sept</td>
<td>Funding IT</td>
<td>Land's End Case Study</td>
<td>Chapter 10</td>
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<tr>
<td>7</td>
<td>14 Sept</td>
<td>Architecture and Infrastructure</td>
<td>Outsourcing at Office Supply Inc</td>
<td>Pearlson Chapter 6</td>
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<tr>
<td>8</td>
<td>21 Sept</td>
<td>Creating Information Systems</td>
<td>Carnival Cruise Lines</td>
<td>Chapter 11</td>
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<tr>
<td>9</td>
<td>28 Sept</td>
<td>Semester Break</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>5 Oct</td>
<td>The MIS Organisation</td>
<td>Dartcor Management Services</td>
<td>Handout</td>
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<tr>
<td>11</td>
<td>12 Oct</td>
<td>Information Systems Trends</td>
<td>Strategic IT Transformation at Accenture</td>
<td>Chapter 12</td>
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<tr>
<td>12</td>
<td>19 Oct</td>
<td>Unit Revision</td>
<td></td>
<td></td>
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<tr>
<td>13</td>
<td>26 Oct</td>
<td></td>
<td>Review Seminar 2</td>
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## ASSESSMENT MECHANISM

### The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.
### Assessment mechanism summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due Date</th>
<th>Submission</th>
</tr>
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<tbody>
<tr>
<td>Seminar participation</td>
<td>10</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Case study facilitation * 2</td>
<td>20</td>
<td>TBA</td>
<td>WebCt</td>
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<tr>
<td>Case Study Analysis 1</td>
<td>15</td>
<td>17/09/2011</td>
<td>WebCt</td>
</tr>
<tr>
<td>Case Study Analysis 2</td>
<td>15</td>
<td>05/10/2011</td>
<td>WebCt</td>
</tr>
<tr>
<td>Review Questions 1</td>
<td>20</td>
<td>08/09/2011</td>
<td>In Class</td>
</tr>
<tr>
<td>Review Questions 2</td>
<td>20</td>
<td>27/10/2011</td>
<td>In Class</td>
</tr>
</tbody>
</table>

**Note 1:** Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

**Note 2:** Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

### Assessment components

**Seminar Participation (10%)**

You are required to actively participate in the seminars - especially in the interactive discussions of assigned case studies and readings. In order to effectively participate in certain class exercises, you may be asked to read selected case study material or complete various tasks in the week before a particular class. You will also be assessed on evidence of your general preparation (keeping up with relevant readings), demonstrating knowledge of the ‘theory’ underlying a particular topic, and your ability to effectively contribute to class discussion.

**Case Study Facilitation (20% - i.e. 2 @ 10%)**

You will be assigned to facilitate class discussion of two of the case studies that will be discussed during the semester. Facilitating a case discussion is not presenting a complete analysis of the case but rather leading the class in the case analysis. It requires the facilitators to stimulate interest and draw out insights and ideas from the class creating active participation of class members who are expected to have read and thought about the case. Often the case discussion begins with a brief overview of the firm. As a team, facilitators should try to build a complete analysis of the situation and address the problems arising in the case applying any framework presented in the readings for the session. The facilitating team should come prepared with challenging activities and questions to stimulate class discussion.

Marking criteria for case facilitation will be made available on WebCT.

**Case study analyses (30% - i.e. 2 @15%)**

Each student will submit two 2500 word analysis of case studies that they do not facilitate. These are individual submissions.

Instructions for your analyses and marking criteria will be available on WebCT.

**Review Questions (40% - i.e. 2 @ 20%)**

During weeks 6 and 13, the class time will be devoted to completing review questions. Review questions will be focussed on the content of lecture material and the readings discussed during class.
These review questions will be “open book” and require short answers to be completed within a limited timeframe.

**Submission of assignments**

All assignments will be submitted through WebCT.

**Student Guild**

Phone: (+61 8) 6488 2295  
Facsimile: (+61 8) 6488 1041  
E-mail: enquiries@guild.uwa.edu.au  
Website: [http://www.guild.uwa.edu.au](http://www.guild.uwa.edu.au)

**Charter of Student Rights and Responsibilities**

The Charter of Student Rights and Responsibilities outlines the fundamental rights and responsibilities of students who undertake their education at UWA (refer [http://handbooks.uwa.edu.au/undergraduate/poliproc/policies/StudentRights](http://handbooks.uwa.edu.au/undergraduate/poliproc/policies/StudentRights)).

**Appeals against academic assessment**

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer [http://www.secretariat.uwa.edu.au/home/policies/appeals](http://www.secretariat.uwa.edu.au/home/policies/appeals)).