

7104MGT

Business Informatics

Semester 1 2010

Academic Organisation:	Dept of International Business and Asian Studies
Faculty:	Griffith Business School
Credit point value:	10
Student Contribution Band:	Band 3A
Course level:	Postgraduate
Campus/Location/Learning Mode:	Gold Coast / On Campus / In Person Nathan / On Campus / In Person
Convenor/s:	Dr Luke Houghton (Gold Coast) Dr Alison Ruth (Nathan)
Enrolment Restrictions:	Restricted: Approval from Head of School
This document was last updated:	16 February 2010

BRIEF COURSE DESCRIPTION

This course introduces students to the basic concepts of systems and knowledge management with an emphasis on principles, applications and ethical considerations relevant to the end-user of computerbased information systems. It examines information, knowledge and general systems concepts and how these are used in organisational decision-making. Useful skills in productivity and specialist software application packages are also developed. Team and communication activities and training are a feature of this course.

Incompatible: 7104MGT Business Information Systems AND FF71C40 Information Systems AND ISM7008 Business Information Systems; AND 7004GSM Strategic Information and Knowledge Systems AND 7012GSM Managing Information and Knowledge Systems.

This course is normally offered at:

Gold Coast Semester 1 DAY, Semester 2 DAY (in 2007 only) NIGHT (from 2008)

Nathan Semester 1 DAY, Semester 2 NIGHT

SECTION A – TEACHING, LEARNING AND ASSESSMENT

COURSE AIMS

This course aims to give students:

1. An understanding of the concepts of business informatics, systems and the role information plays in organizations;
2. Recognition of the role that information and systems play in problem solving;
3. An understanding of the reasons, scope and potential for using computer-based information systems in organisations, and the role of teams in developing these;
4. An awareness of the applicability of selected business software applications;
5. An introduction to critical analysis of new technologies for business and social applications;
6. An introduction to the ways businesses are using new technologies.
7. Systems Thinking Perspectives

LEARNING OUTCOMES

Studying the principles put forward in this course the learner should achieve the following outcomes:

1. A working knowledge of the role information plays in organizations;
2. The basic application of systems concepts to business problems;
3. An understanding of the role information practitioners play in the business environment;
4. A basic understanding of informatics concepts and how they apply to organizations;
5. A basic understanding of change in organisations due to the use of technology in business;
6. The basic application of critical thinking to the use of new technologies.
7. The ability to apply Systems Thinking to organisational and business problems
8. A working knowledge of office applications

CONTENT, ORGANISATION AND TEACHING STRATEGIES

This course is taught on two campuses this semester (Gold Coast and Nathan). Students are required to enrol and participate at one campus ONLY. All concerns will be dealt with on a local campus basis. Throughout this Course Outline there will be campus specific information - students should ensure that they refer to the information that is RELEVANT TO THE CAMPUS WHERE THEY ARE ENROLLED.

This course is structured to take advantage of the latest and most innovative techniques available in contemporary higher education. For this reason many innovations will be used throughout the course. The main structure of the course is divided into two parts:

Lectures: (Weeks 1 – 13): Each week of semester will consist of a two hour lecture on a topic relating to informatics in organisations. The format of lectures will vary depending on the topic. Lectures present the main concepts of the course and will provide information relating to activities and assessment. Attendance at lectures is highly recommended.

Workshops: Workshops will be conducted from weeks 2-12 and will be of one-hour duration. Workshops will provide activities that consolidate information provided in the lectures. The application of conceptual information from lectures will be central to Workshop activities. Students will be given the opportunity to investigate real world application of business information processes. Particularly, Workshops will focus on new technologies and their impact on business.

It is important that students check Learning@Griffith on a weekly basis. All material will be available there or linked from there.

Course Web Site: Learning@Griffith

The Course Web site will contain information normally provided to students together with a range of learning activities and relevant support material. The content of the web site includes: 1) General information about the course including information about the teaching team, contact information and key dates; 2) the course outline; 3) Course content (the main teaching component) that will provide course content, learning and workshop activities; 4) An overview of assessment activities including topics, due dates and criteria; and 5) Resources including material located on this Web site, links/references to other relevant Web sites, and information on accessing resources from the library. The Web site will also be used for a variety of communication purposes including a Noticeboard, Discussion Forums, and e-mail.

Informal Study Groups: Peer Group activity

Student study groups will be an integral part of the learning activities of this course. Material for use in student collaborative groups and for independent study will be available in study guide and the Course Web site. Students may request a Group Page be set up in the Learning@Griffith Course Web site.

CONTENT SUMMARY

The course will be delivered in the following manner:

Topic	Lecture Content	Workshop Content	Readings
1.	Course Overview Overview of Business Informatics	NO WORKSHOPS	Chapter 0
2.	Business Informatics 1: Communicating Information	Online activities (refer to Study Guide for details)	Chapter 2
3.	Business Informatics 2: Technology in Business	Online activities (refer to Study Guide for details)	Chapter 9 and Chapter 5 pp. 332-339, 350-362, pp.166-168
4.	Business Informatics 3: Problem Solving and Decision Making	Online activities (refer to Study Guide for details)	Chapter 7
5.	Business Informatics 4: Knowledge Management Online Activities – No Lecture (Public Holiday)	No workshops	Chapter 12
-	Mid-Semester Break		
6.	Business Technologies 1: The Past, The History and The Future	Online activities (refer to Study Guide for details)	Chapter 10
7.	Business Technologies 2: Managing Data Resources	Online activities (refer to Study Guide for details)	Chapter 5
8.	Business Technologies 3: Cloud Computing Online Activities – No Lecture	Online activities (refer to Study Guide for details)	No reading
9.	Real World Informatics 1: Business Analytics and Visualisation	Online activities (refer to Study Guide for details)	Chapter 3
10.	Real World Informatics 2: Social Networks in the workplace	Online activities (refer to Study Guide for details)	Chapter 11
11.	Real World Informatics 2: Long Tail and Emerging Trends	Online activities (refer to Study Guide for details)	Reading: The Long Tail
12.	Real World Informatics 3: What's the future of Informatics	Online activities (refer to Study Guide for details)	No Reading
13.	Exam Review	Online activities (refer to Study Guide for details)	No readings

Detailed information about each topic such as the purpose, background, readings, workshop activities and exercises, is included in the Study Guide.

The Study Guide will be provided as a handout to students and will be available on the Learning@Griffith Course Web site.

Order or treatment of topics may vary slightly if unexpected eventualities arise. Material scheduled during holidays will be covered in the following class.

ASSESSMENT

The assessment is designed to assess your skills in computer oriented applications and the manipulation of both data and information. These are core skills leading up to knowledge management.

Item	Assessment Task	Length	Weighting	Total Marks	Relevant Learning Outcomes	Due Day and Time
1.	Business Analysis	3 Tasks (varying length)	60%	50	1, 3, 4, 6	Weeks 4-13; Progressively over semester
2.	Final Exam	2 hours	40%	50	1-5	Exam Period

University Amber Risk Assessment Strategy

Each student is expected to attend the weekly classes and to be well-prepared for them by going through the required readings. The performance and contribution made by each student during the sessions will be noted by the tutor and will be considered as a basis for deciding whether to maintain or upgrade 'border-line' cases. Records of the attendance of students at classes will also be kept and failure to attend regularly will be used as the trigger for the intervention strategy. Students who do not attend regularly will be contacted by the Griffith Business School and referred to relevant support services.

ITEM 1 – Business Analysis

The **Business Analysis** includes a progressive project management approach to the solution of a business problem (including an analysis of business data) and requires students to gather information for the solution. The exercises focus on the development of skills, the collation of resources and the manipulation of data. It uses the results of previous activities in the form of a project and is designed to assess the student's practical ability to develop and operate application software products, in this case using a spreadsheet (for example Excel from the Microsoft Office suite).

ITEM 2 – The final exam

The final exam will consist of long and short answer questions from the textbook and lecture notes and is designed to test the student's knowledge of the integration of information systems and knowledge management into business. The final exam fulfils the remaining course objectives outlined earlier in this document. The exam questions will demonstrate the following:

- 1) The students' understanding of core concepts of course material.
- 2) The students' ability to discuss information systems and knowledge management

Return of Assessment Items

The return of assessment items will be made during class time and appropriate announcements will be made on the Learning@Griffith website.

Notification of Availability of Feedback on Assessment

Students can expect feedback on their assignment to be available within two weeks of the convenor receiving the assessment.

GRADUATE SKILLS

Graduate Skills	Taught	Practised	Assessed
Effective communication (written)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Effective communication (oral)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Effective communication (interpersonal)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Information literacy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem solving	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Critical evaluation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work autonomously	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Work in teams	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Creativity and innovation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ethical behaviour in social / professional / work environments	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsible, effective citizenship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TEACHING TEAM

Course Convenors

Convenor Details	Nathan/Gold Coast
Campus Convenor	Dr Luke Houghton
Email	l.houghton@griffith.edu.au
Office Location	N63 2.05
Phone	3735 7721
Fax	3735 3887
Consultation times	Details will be provided on the Learning@Griffith website.

Convenor Details	Nathan/Gold Coast
Campus Convenor	Dr Alison Ruth
Email	a.ruth@griffith.edu.au
Office Location	N63 2.17
Phone	3735 5549
Fax	3735 3887
Consultation times	Details will be provided on the Learning@Griffith website.

Additional teaching team members:

Ms Heather Gray

COURSE COMMUNICATIONS

Course correspondence details will be advised on blackboard and at the first lecture. Please make all communication in the first instance via email or as advised, using your Griffith account. Use 7104MGT in the subject line or they may not be answered. All course based communications will be made via the Learning@Griffith website, in lectures and through email. Emails not emanating from Griffith accounts may not be answered.

TEXTS AND SUPPORTING MATERIALS

1. John Gammack, Valarie Hobbs, Diarmuid Pigott. 2007, *The Book of Informatics*, Thomson Social Science Press, Melbourne, Victoria. ISBN: 978-0-17-013044-8
2. Supplementary readings and resources will be provided via the website, e-library and/or photocopied material as required.

The editions above are the required texts for this course.

SECTION B – ADDITIONAL COURSE INFORMATION

Please refer to the course website for all additional course information.

SafeAssign

SafeAssign is an online text-matching service available through the course Learning@Griffith site. SafeAssign enables students to submit electronic versions of their assignments via the internet, and generate a text-matching report. This service is designed to aid in educating students about plagiarism and the importance of proper attribution of any borrowed content. It is recommended that all students utilise this service prior to submitting assignments. A student user guide is available at the following site https://intranet.secure.griffith.edu.au/_data/assets/pdf_file/0007/53746/submitting-safeassignment.pdf

SECTION C – KEY UNIVERSITY INFORMATION

ACADEMIC MISCONDUCT

Students must conduct their studies at the University honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is academic misconduct and is unacceptable.

Some students engage deliberately in academic misconduct, with intent to deceive. This conscious, pre-mediated form of cheating is one of the worst forms of fraudulent academic behaviour, for which the University has zero tolerance and for which penalties, including exclusion from the University, will be applied.

However the University recognises many students commit academic misconduct without intent to deceive. These students may be required to undertake additional educational activities to remediate their behaviour.

Specifically it is academic misconduct for a student to:

- **Cheat in examinations and tests** by communicating, or attempting to communicate, with a fellow individual who is neither an invigilator or member of staff; by copying, or attempting to copy from a fellow candidate; attempting to introduce or consult during the examination, any unauthorised printed or written material, or electronic calculating or information storage device; or mobile phones or other communication device, or impersonates another.

- **Fabricate results** by claiming to have carried out tests, experiments or observations that have not taken place or by presenting results not supported by the evidence with the object of obtaining an unfair advantage.
- **Misrepresent themselves** by presenting an untrue statement or not disclosing where there is a duty to disclose in order to create a false appearance or identity.
- **Plagiarise** by representing the work of another as their own original work, without appropriate acknowledgement of the author or the source. This category of cheating includes the following:
 1. collusion, where a piece of work prepared by a group is represented as if it were the student's own;
 1. acquiring or commissioning a piece of work, which is not his/her own and representing it as if it were, by
 - purchasing a paper from a commercial service, including internet sites, whether pre-written or specially prepared for the student concerned
 - submitting a paper written by another person, either by a fellow student or a person who is not a member of the University;
 2. duplication of the same or almost identical work for more than one assessment item;
 3. copying ideas, concepts, research data, images, sounds or text;
 4. paraphrasing a paper from a source text, whether in manuscript, printed or electronic form, without appropriate acknowledgement;
 5. cutting or pasting statements from multiple sources or piecing together work of others and representing them as original work;
 6. submitting, as one own work, all or part of another student's work, even with the student's knowledge or consent.

A student who willingly assists another student to plagiarise (for example by willingly giving them their own work to copy from) is also breaching academic integrity, and may be subject to disciplinary action.

Visit the following web sites for further details:

[Institutional Framework for Promoting Academic Integrity among Students](#)

[Academic integrity for students](#)

PLAGIARISM DETECTION SOFTWARE

The University uses plagiarism detection software. Students should be aware that your Course Convenor may use this software to check submitted assignments. If this is the case your Course Convenor will provide more detailed information about how the detection software will be used for individual assessment items.

HEALTH AND SAFETY

Griffith University is committed to providing a safe work and study environment, however all students, staff and visitors have an obligation to ensure the safety of themselves and those whose safety may be affected by their actions. Staff in control of learning activities will ensure as far as reasonably practical, that those activities are safe and that all safety obligations are being met. Students are required to comply with all safety instructions and are requested to report safety concerns to the University.

General health and safety information can be obtained from

http://www.griffith.edu.au/hrm/health_and_safety/

Information about Laboratory safety can be obtained from

http://www.griffith.edu.au/ots/secure/health/content_labsafety.html

KEY STUDENT-RELATED POLICIES

All University policy documents are accessible to students via the University's Policy Library website at: www.griffith.edu.au/policylibrary. Links to key policy documents are included below for easy reference:

[Academic Calendar](#)

[Academic Standing, Progression and Exclusion Policy](#)

[Assessment Policy](#)

[Examinations Timetabling Policy and Procedures](#)

[Guideline on Student E-Mail](#)

[Health and Safety Policy](#)

[Institutional Framework for Promoting Academic Integrity Among Students](#)

[Policy on Student Grievances and Appeals](#)

[Student Administration Policy](#)

[Student Charter](#)

UNIVERSITY SUPPORT RESOURCES

The University provides many facilities and support services to assist students in their studies. Links to information about University support resources available to students are included below for easy reference:

[Learning Centres](#) - the University provides access to common use computing facilities for educational purposes. For details visit <https://intranet.secure.griffith.edu.au/computing/student-computing/finding-available-computers>

[Learning@Griffith](#) - there is a dedicated website for this course via the Learning@Griffith student portal.

[Student Services](#) facilitate student access to and success at their academic studies. Student Services includes: Careers and Employment Service; Chaplaincy; Counselling Service; Health Service; Student Equity Services (incorporating the Disabilities Service); and the Welfare Office.

[Learning Services](#) within the Division of Information Services provides learning support in three skill areas: computing skills; library skills; and academic skills. The study skills resources on the website include self-help tasks focusing on critical thinking, exam skills, note taking, preparing presentations, referencing, writing, proof reading, and time management.