SUBJECT OUTLINE

31258 Innovations for Global Relationship Management

Course area UTS: Information Technology
Delivery Spring 2024; standard mode; City
Credit points 6cp
Requisite(s) 31269 Business Requirements Modelling OR 31475 Requirements Engineering
Result type Grade and marks

Attendance: 3hpw; 1hpw (lecture), 2hpw (tutorial)

Subject coordinator

Subject Coordinator: Dr Husam Al-Najjar

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Email is the preferred means of contact.

Teaching staff

Lecturer:

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Announcements will be made on Canvas to cover commonly asked questions. Please check there prior to contacting teaching staff.

When sending an email, include your Subject Number (31258), your name, your student number, Tute/Group Number (if appropriate), for all correspondence with your instructors. Ensure you populate the Subject field of your email before sending.

Always sign-off your emails with your preferred name at the end of your email.

Send your email from your UTS email account only.

Subject description

The computing industry in Australia has passed through a number of stages and is entering a phase where its pivotal role is using computers to maintain relationships, knowledge management and innovation. This has lead to competitive advantage becoming the most important goal. This subject places local IT industries firmly within the local and global economic context. The topics covered include: an overview of the global IT industry, including its direction and structure; the value of IT in business; implications of e-commerce, customer relationship and knowledge management, user modelling, outsourcing, and off-shoring; and legal issues in the new economy for formalising those relationships. The subject also looks at ways of organising business information in organisations, with a focus on informal flows found in organisations. Relationships differ in the kind of work undertaken, process followed in team formation and management. This subject covers relationship building by having students using tools such as portals for maintaining customer loyalty and outsourcing collaborations.

Subject learning objectives (SLOs)

Upon successful completion of this subject students should be able to:

1. Explain the impact and opportunities of IT within the Australian and global economic context by using computer tools such as portals, etc to maintain relationships and grow these opportunities. (B.1)

2. Discuss how IT adds value to business in e-commerce, relationship and knowledge management, user modelling for customer satisfaction, outsourcing, off shoring and software development by using computers for innovation that leads to competitive advantage. (B.1)
3. Recognise how Intellectual Property, Service Level Agreements, patents and other legal tools are involved in the formalization of relationships in IT. (D.1)
4. Demonstrate the attributes employers look for when hiring and comprehend how to develop these skills in the context of organisational culture and fit of the employee. (F.1)

Course intended learning outcomes (CILOs)

This subject also contributes specifically to the development of the following Course Intended Learning Outcomes (CILOs):

- Socially Responsible: FEIT graduates identify, engage, interpret and analyse stakeholder needs and cultural perspectives, establish priorities and goals, and identify constraints, uncertainties and risks (social, ethical, cultural, legislative, environmental, economics etc.) to define the system requirements. (B.1)
- Technically Proficient: FEIT graduates apply abstraction, mathematics and discipline fundamentals, software, tools and techniques to evaluate, implement and operate systems. (D.1)
- Reflective: FEIT graduates critically self-review their performance to improve themselves, their teams, and the broader community and society. (F.1)

Teaching and learning strategies

In the online class the lecturer explains the complex background for each topic based on these Canvas materials and encourages students to use their sense making to clarify their interpretations through verbal feedback. Tutorials follow the class. Tutorial classes will take place in Microsoft Teams. Specific tutorial activities will be provided on Canvas/Teams each week, in line with the subject content and subject program, and following the existing teaching and learning strategies. Students are expected to communicate and collaborate through Microsoft Teams for assignment 2. Groups can be 3 or 4 students.

Each week, students are given questions based on a case study. They are required to define the problem and encouraged to come up with solution ideas that they discuss in class. Students are expected to critique and evaluate each other’s responses. This imparts peer feedback on a weekly basis so that students learn from one another.

Most weeks the tutorial sessions will consist of three main activities: (1) questions and/or exercises relating to that week’s class material; (2) student discussions that will be assessed (see "Contribution to Discussion" in the section on Assessment); and (3) guidance and assistance with understanding the concepts covered in classes and tutorials. Time will be available during the tutorials for students to ask specific questions regarding the class or tutorial aspects of the subject. Verbal feedback will be given each week to guide and inform learning. Tutorials will commence in week 3. Details of tutorial allocations will be provided in week 2. Students are required to access and use the weekly pre-class materials on Canvas as a sense making exercise attempting to create questions and explanations that will be used in class. Slides will be included showing directions on how to solve the presented problem. Questions are posed by the students and answers are to be used as discussions in the tutorial groups.

Content (topics)

1. The Global IT industry - changes in the IT environment both in Australia and overseas.
2. IT as a Business - Explore how IT adds value to business in e-commerce, relationship and knowledge management, offshoring and software development.
3. Explore opportunities and threats within the local IT industry. Recognise consulting as the leading part of the IT industry.
4. Legal Issues - Intellectual Property, Service Level Agreements, patents and other legal tools involved in the formalization of relationships in IT.

Program

Week/Session	Dates	Description

Week 0 (Orientation)	02 Aug	Prepare yourself for the lectures starting from next week by performing the following activities this week: **a)** Familarise yourself with the subject outline available on Canvas, **b)** Familiarise yourself with other contents on Canvas, especially the support material for your assignments in the Assignments section. **Notes:** • **There are no classes (lecture or tutorials) during this week** • **The first lecture session is in week 1.** • **Tutorials start from week 3.**
week 1	09 Aug	**Lecture:** Introduction to the subject **Notes:** • **No tutorials this week. Tutorials start from week 3.** • **Lectures are through Zoom** • **Tutorials are in person** • **Lectures are subject to change**
Week 2	16 Aug	**Lecture:** Innovation **Notes:** No tutorial this week
Week 3	23 Aug	**Lecture:** Business Strategy **Notes:** Tutorial 1 • **Tutorials start from this week onwards.** • There will be individual marks for your weekly contributions, discussion, and engagement during the tutorial, which will contribute to your Assessment Task 4. • You are to form groups of 5+/-1 at this session. Students who do not form a group by the due date/time will be randomly put into groups by the teaching team. • See your timetable for your tutorial classroom location and start time. • Only attend your allocated tutorial. Tutors may not accept you if you are not on their class roll.

Week 4	30 Aug	**Lecture:** Managing Business Processes **Notes:** Tutorial 2
Week 5	06 Sep	**Lecture:** Global Digital IT industry - E-business **Notes:** Tutorial 3
Week 6	13 Sep	**Lecture:** Business Intelligence & Customer Relationship Management **Notes:** Tutorial 4 Assessment task 1 due (by week 6, Friday 13 September at 23:59)
Week 7	20 Sept	**Lecture:** Relationship Management: Supply Chain Management **Notes:** Tutorial 5
Week 8	27 Sept	**Lecture:** Ethics, Information Security **Notes:** Tutorial 6 Tutorial: Assessment task 2: Group Report Consultations (Feedback Session)
StuVac	04 Oct	No Lecture and No Tutorial this week **Notes:** **StuVac week: 30 September - 6 October 2024**
Week 9	11 Oct	**Lecture:** Infrastructre **Notes:** Tutorial 7

Week 10	18 Oct	**Lecture:** Developing Enterprise Applications **Notes:** Tutorial 8
Week 11	25 Oct	**Lecture:** New Technologies **Notes:** Tutorial 9
Week 12	01 Nov	**Revision lecture:** Review Week 1 - Week 12 content Tutorial: Each group is required to make a presentation during their tutorial class in Week 12. **Notes:** Tutorial 10 **Deadlines:** • **Assessment Task 2: Group Report due (by Week 12, Friday 1 November at 23:59).** • **Assessment Task 3: Take-Home Examination (UTS Exam Period: will be announced).** • **Assessment Task 4: Contribution to Discussion and Engagement (at the end of each tutorial from Week 3 to Week 12).**
Final Assessment Period		Take-home exam questions will be availabe at the Canvas on the exam day at 9:00 am. It is an open book exam. Delivery of the soft copy of the take-home exam to the Canvas Turnitin by 17:00 pm as per the Exam timetable.

Additional information

Working in Teams

In this subject it is aimed that the team

assignment will assist students in learning how to work together and in gaining team skills and knowledge. If any student has trouble with the operation of their team, they need to ask their tutor for advice immediately as problems arise. A group meeting at Microsoft Teams may be held to produce a solution.

Communication about assessments

Discussion boards will be used to consolidate all questions and communication about assessment items. This aims to ensure that all students benefit from any clarification or extra information that may be provided. The discussion boards will be a useful resource for students. If you have any questions - first ensure you have read the supplied documentation and instructions, then consult the relevant discussion board - check and see if your query is already addressed. If you decide to post a question, make the post as clear as possible and change the subject line to provide

a short overview of the nature of your question. The lecturers and coordinator will check the discussion boards regularly and address questions. Students are also encouraged to help each other and post their responses and ideas in response to questions posted by other students. The tutor will gauge the discussions and provide guidance and feedback.

Mark Moderation

Where assessment items are marked by more than one marker, moderation will occur in line with UTS policy.

Assessment

There is no formal examination for this subject.

Assessment task 1: Assignment 1 (Individual Assignment)

Intent:	To demonstrate an in-depth understanding of the concept of IT innovation and the relationship between technology and business based on scholarly articles and real-world case studies.
Objective(s):	This assessment task addresses the following subject learning objectives (SLOs): 1 and 2 This assessment task contributes to the development of the following Course Intended Learning Outcomes (CILOs): B.1
Type:	Report
Groupwork:	Individual
Weight:	20%
Task:	Students will write a report on the inhibitors to successful deployment of IT innovation and how technology changes and affects business structure. Refer assignment instructions under ‘Assignments’ in Canvas.
Length:	Maximum wordcount is 2,000 words.
Due:	11.59pm Friday 13 September 2024 (Due by week 6) See also Further information.
Criteria:	Research Report. To be successful in this assignment you need to exhibit analysis of your research in all your discussions, and then the deductions resulting from that analysis. 2,000 words max.
Further information:	Submit soft copy to **Turnitin** by the start of your tutorial on the due date. Refer to Canvas and the Assignment Question Sheet for further details on requirements.

Assessment task 2: Assignment 2 (Group Assignment)

Intent: To apply knowledge and theories gained during lectures and tutorials to develop an optimal strategic outsourcing plan considering multifaceted dimensions of business and the role of IT to realize business strategies.

Objective(s): This assessment task addresses the following subject learning objectives (SLOs):

3 and 4

This assessment task contributes to the development of the following Course Intended Learning Outcomes (CILOs):

D.1 and F.1

Type: Report

Groupwork: Group, group and individually assessed

Weight: 50%

Task: Students will write a report on the elements to be included while developing a contract for outsourcing IT operations and IT management. Refer assignment instructions under 'Assignments' in Canvas.

Length: Maximum word count 4,500 words.

Due: 11.59pm Friday 1 November 2024
(Due by week 12)
See also Further information.

Criteria: Group written research report (30%), peer evaluation (10%) and Individual oral presentation (10%) (Marked Individually for your part of your Group's presentation). To be successful in this assignment you need to exhibit analysis of your research in all your discussions, and then the deductions resulting from that analysis. 4,500 words max. Each team will deliver a video of max 15 minutes long.

Further information: Submit soft copy to **Turnitin** by the start of your tutorial on the due date. Refer to **information:** Canvas and the Assignment Question Sheet for further details on requirements.

Assessment task 3: Take-Home Examination

Intent: To demonstrate an in-depth understanding of the concepts thought at the lectures and tutorials by applying them in a case study.

Objective(s): This assessment task addresses the following subject learning objectives (SLOs):

1, 2, 3 and 4

This assessment task contributes to the development of the following Course Intended Learning Outcomes (CILOs):

B.1, D.1 and F.1

Type: Examination

Groupwork: Individual

Weight: 20%

Task: The examination will include materials discussed in the class, tutorials and assessment tasks. Take-home examination is maximum of 2,000 words.

Due: UTS Exam period
(will be announced).

Assessment task 4: Contribution to discussion and engagement

Intent: To apply knowledge and theories gained during lectures and tutorials to discussions at online lectures and tutorials by engaging with the lecturer, tutors and students by asking questions and giving comments.

Objective(s): This assessment task addresses the following subject learning objectives (SLOs):

1, 2, 3 and 4

This assessment task contributes to the development of the following Course Intended Learning Outcomes (CILOs):

B.1, D.1 and F.1

Type: Laboratory/practical

Groupwork: Individual

Weight: 10%

Task: Contribution to discussion and engagement in your tutorial will take various forms within the tutorials. Assessment will be made by your tutor only.

Due: Not applicable
From week 3 - Week 12

Assessment feedback

Assessment feedback will be provided for Assignment 1 & 2.

The assessment criteria will accompany each assessment and will be released on Canvas. Feedback will be given to you after assignments submission. General feedback for all assignments will be discussed during tutorials.

Minimum requirements

In order to pass the subject, a student must achieve an overall mark of 50% or more.

Required texts

Baltzan, P. and Phillips, A. Business Driven Information Systems. 8th ed. McGraw-Hill.

Recommended texts

Cetindamar, D., Phaal, R., Probert, D. 2016, Technology Management Activities and Tools, Palgrave/Macmillan.

Other resources

Canvas: https://canvas.uts.edu.au/

Graduate attribute development

For a full list of the faculty's graduate attributes refer to the FEIT Graduate Attributes webpage.

For the contribution of subjects taken in the Bachelor of Engineering (Honours) or Master of Professional Engineering to the Engineers Australia Stage 1 Competencies, see the faculty's Graduate Attributes and the Engineers Australia Stage 1 Competencies webpage.

Assessment: faculty procedures and advice

Marking criteria

Marking criteria for each assessment task will be available on the Learning Management System: Canvas.

Extensions

When, due to extenuating circumstances, you are unable to submit or present an assessment task on time, please contact your subject coordinator before the assessment task is due to discuss an extension. Extensions may be granted up to a maximum of 5 days (120 hours) for standard students or up to a maximum of 7 days (168 hours) for UTS Online students. In all cases you should have extensions confirmed in writing.

Special consideration

If you believe your performance in an assessment item or exam has been adversely affected by circumstances beyond your control, such as a serious illness, loss or bereavement, hardship, trauma, or exceptional employment demands, you may be eligible to apply for Special Consideration.

Late penalty

For Graded subjects:

Work submitted late without an approved extension is subject to a late penalty of 10 per cent of the total available marks deducted per calendar day that the assessment is overdue (e.g. if an assignment is out of 40 marks, and is submitted (up to) 24 hours after the deadline without an extension, the student will have four marks deducted from their awarded mark). Work submitted after five calendar days is not accepted and a mark of zero is awarded.

For some assessment tasks a late penalty may not be appropriate – these are clearly indicated in the subject outline. Such assessments receive a mark of zero if not completed by/on the specified date. Examples include:

a. weekly online tests or laboratory work worth a small proportion of the subject mark, or
b. online quizzes where answers are released to students on completion, or
c. professional assessment tasks, where the intention is to create an authentic assessment that has an absolute submission date, or
d. take-home papers that are assessed during a defined time period, or
e. pass/fail assessment tasks.

For Pass/Fail subjects:

Work submitted late without an approved extension will only be assessed at the subject coordinator's discretion. Students who do not submit assessment tasks by the due dates may be referred to the Responsible Academic Officer under Student Rule 3.8.2, and a fail result may be recorded for the subject.

Request a review of a result

If you believe an error may have been made in the calculation of your result in an assessment task or the final result for the subject, it is possible to request a review of a result with the Subject Coordinator within five (5) working days of the date of release of the result.

Academic integrity

Academic integrity is about demonstrating honesty, trust, fairness, respect, and responsibility in your studies and assessments. Studying at UTS and being part of our community means maintaining these values and acting with academic integrity at all times. This is in line with expectations for professional practice in Engineering and IT.

Guide to practising academic integrity

As a UTS student, when you create something original, credit others and collaborate with care, you act with academic integrity:

- Create something original. This means doing all your own work from start to finish, submitting work that is original for that assessment and being honest about any data or results.
- Credit others. You need to acknowledge and reference the source of any ideas, data or materials you use or adapt in your work.
- Collaborate with care. Make sure you do group work according to the guidelines from your tutor, lecturer or supervisor, study with your classmates and friends with care and keep your assessment and study notes just for you.

If you are feeling confused about academic integrity, it's okay, just ask! We are here to help you understand academic integrity and do your assessments with confidence:

- Explore the guide to practising academic integrity, including dos and don'ts.
- Complete the academic integrity self-paced tutorial and quiz.
- Get help with academic skills, such as writing, researching and referencing, and other support for life outside of the classroom.
- Talk to your tutor, lecturer, subject coordinator or UTS help services if you are unsure about anything academic integrity related.

Generative AI (GenAI) and academic integrity

In the Faculty of Engineering and IT subjects, unless otherwise instructed by the Subject Coordinator, you are permitted to use AI technologies, such as ChatGPT or DALL-E, to generate materials for background research and self-study. Only assistive use is permitted. Content generated by AI technologies or other sources presented as your own work is considered to be academic misconduct as per the UTS Student Rules on misconduct.

There are a few things you must do to ensure you are maintaining academic integrity:

- Check the rules for if and how you can use GenAI in your subjects and assessments via this subject outline or your subject sites in Canvas (rules will differ between subjects, so make sure you check each subject). If you are not sure, check with your tutor, lecturer or subject coordinator.
- Understand how to use GenAI ethically.
- Unless instructed otherwise by the Subject Coordinator, reference and acknowledge the use of GenAI in your work, providing details of the type of interactions and extent of usage.

Academic integrity breaches

A breach of academic integrity is also known as 'academic misconduct'. A breach occurs if you engage in behaviour that undermines academic integrity, such as plagiarism and cheating (see Student Rule 16.2).

Plagiarism can take a number of forms including but not limited to:

- copying any section of text, no matter how brief, from a book, journal, article or other written source, such as coding, without duly acknowledging the source.
- copying any map, diagram, table or figure without duly acknowledging the source.
- paraphrasing or otherwise using the ideas of another author without duly acknowledging the source.
- re-using sections of verbatim text without using quote marks to indicate the text was copied from the source (even if a reference is given).

Cheating includes, but is not limited to:

- submitting work that is not your own, copying from another student, recycling another student's work, recycling previously submitted work, and working with another student in the same cohort in a manner that exceeds the boundaries of legitimate cooperation
- purchasing an assignment from a website and submitting it as original work.
- requesting or paying someone else to write original work, such as an assignment, essay or computer program, and submitting it as original work.
- manipulating an assessment to avoid the UTS detection software or using a third-party service to bypass the UTS detection software.
- using material or equipment that is not specified on an examination paper for use in the examination.

Students who allow their assessment to be copied, share their assessment on external platforms, or provide other students with the answers to assessments are also subject to student misconduct Rules.

These are all serious forms of misconduct and penalties apply.

To help ensure academic integrity, assessments that you submit electronically may be subject to similarity detection software. Your work must be submitted in a format able to be assessed by the software (e.g. doc, pdf (text files), rtf, html). Under the Coursework Assessments Policy (section 4.27), vivas or other invigilated tasks may be used to confirm or clarify your work and/or marks, and to verify achievement of learning outcomes.

Academic liaison officer

Academic liaison officers (ALOs) are academic staff in each faculty who assist students experiencing difficulties in their studies due to: disability and/or an ongoing health condition; carer responsibilities (e.g. being a primary carer for small children or a family member with a disability); and pregnancy.

ALOs are responsible for approving adjustments to assessment arrangements for students in these categories. Students who require adjustments due to disability and/or an ongoing health condition are requested to discuss their situation with an accessibility consultant at the Accessibility Service before speaking to the relevant ALO.

Statement about assessment procedures and advice

This subject outline must be read in conjunction with the Coursework Assessments Policy and the Coursework Assessments Procedure.

Statement on copyright

Please remember that teaching materials and resources provided to you at UTS are protected by copyright. You are not permitted to re-use those for any purposes (including commercial purposes, in kind benefit or gain) without permission of the copyright owner. Breaching copyright in relation to teaching materials and resources could lead to a legal action being brought against you.

Retention of student work

The University reserves the right to retain the original or one copy of any work executed and/or submitted by a student as part of the course including, but not limited to, drawings, models, designs, plans and specifications, essays, programs, reports and theses, for any of the purposes designated in Student Rule 3.9.2. Such retention is not to affect any copyright or other intellectual property right that may exist in the student's work. Copies of student work may be retained for a period of up to five years for course accreditation purposes. Students are advised to contact their subject coordinator if they do not consent to the University retaining a copy of their work.

Statement on UTS email account

Email from the University to a student will only be sent to the student's UTS email address. Email sent from a student to the University must be sent from the student's UTS email address. University staff will not respond to email from any other email accounts for currently enrolled students.