UNSW Business School

School of Information Systems and Technology Management

INFS1602
Digital Transformation in Business

Course Outline
Semester 2, 2017

Course-Specific Information

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the Course Outlines Policies webpage which contains key information on:
•   Program Learning Goals and Outcomes
•   Academic Integrity and Plagiarism
•   Student Responsibilities and Conduct
•   Special Consideration
•   Student Support and Resources

This webpage can be found on the Business School website:
https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies

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COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: **Chona Ryan**
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Consultation Times – Mondays 2pm-3pm & Wednesdays 10am -12pm

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1 (to Week 12): The Times and Locations are:
Tuesdays: 1300H to 1400H - Law Lecture Theatre G04
Wednesdays: 1400H to 1500H – Science Theatre F13

Tutorials start in Week 2 (to Week 13). A full list of tutorials, times and tutors will be on the Course Website.

2.2 Units of Credit

Digital Transformation in Business (INFS1602) is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course

INFS1602 is a foundational course that introduces students to the application of Information Systems (IS) in business and society. It aims to give students an appreciation of how contemporary and emerging technologies affect the:

(i)   Operation and management of businesses,
(ii) Relationships that businesses have with external entities (e.g., customers, suppliers and regulators), and
(iii) Products and services that businesses can offer

2.4 Course Aims and Relationship to Other Courses

The course aims to further student development as scholars and future business professionals by refining their communication and group-work skills, improving their time management, and assisting them in developing their research skills.

If you are studying Information Systems (IS), then INFS1602 is the introduction to the area and is a prerequisite for most Stage 2 & 3 IS courses. The material covered in this course will be built upon in more advanced IS courses.

If you are studying accounting, finance, marketing or any other business course, INFS1602 will not only introduce you to the crucial role of technology in modern-day businesses, but it will also improve your overall understanding of how businesses work in general. The course will explore the key systems that are in use by accountants, financial managers and marketing professionals on a daily basis. Because INFS1602 does not assume any prior experience with technology, you will find that it fits easily with your background and degree programme. If you intend to become an accountant, then

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INFS1602 is an important course to enrol for because it is one of the prerequisites for becoming a Certified Practicing Accountant (CPA). By taking INFS1602, you also open up the possibility of doing more advanced business-oriented IS courses such as Enterprise Systems, Business Analysis, Business Process Management and IS Security.

If you are studying software engineering or computer science, then INFS1602 will give you a better comprehension of the business context in which your software and technology will be deployed. This in turn bolsters your capacity to build and deliver quality systems that organisations want and need.

2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

By the end of this course, you should be able to:

1. Discuss IS components and their use.
2. Identify different approaches for developing information systems.
3. Illustrate how organisations could leverage on IS to improve organisational / managerial efficiency & effectiveness.
4. Propose how an organisation could use information systems and technology (IS/IT) to compete in a global marketplace.
5. Evaluate the range of cultural, security, privacy & ethical issues confronting individuals and organisations as a consequence of IS/IT.
6. Explain and discuss the suitability of various IS infrastructure options.
7. Communicate an argument in oral and written form.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes – what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

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Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
This course helps you to achieve the following learning goals for all Business undergraduate students:		*On successful completion of the course, you should be able to:*	*This learning outcome will be assessed in the following items:*
1	Knowledge	Discuss IS components and their use Identify different approaches for developing information systems Explain and discuss the suitability of various IS infrastructure options	• Workshop preparation and participation • Assignments • Quiz • Exam
2	Critical thinking and problem solving	Illustrate how organisations could leverage on IS to improve organisational / managerial efficiency & effectiveness Propose how an organisation could use information systems and technology (IS/IT) to compete in a global marketplace	• Workshop preparation and participation • Assignments • Exam
3a	Written communication	Communicate clearly an argument in a written form	• Online Workshop • Assignments
3b	Oral communication	Communicate clearly an argument in an oral form	• Parts of Class participation mark • Assignments
4	Teamwork	Work collaboratively to complete a task	• Workshop preparation and participation • Assignments
5a	Ethical, social and environmental responsibility	Evaluate the range of cultural, security, privacy & ethical issues confronting individuals and organisations as a consequence of IS/IT	• Workshop preparation and participation • Quiz • Assignments • Exam
5b	Social and cultural awareness	Not specifically addressed in this course	

3   LEARNING AND TEACHING ACTIVITIES

3.1   Approach to Learning and Teaching in the Course

The field of Information Systems is exciting, innovative and dynamic. New technologies and novel ways of doing things are emerging all of the time. Nothing stays the same for very long! Such a fast-moving environment means that not only do we need to learn about information systems today, but that we need to learn how to continue learning

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about information systems in the future in order to effectively utilise these systems for developing innovative business practices. This course aims to equip you with necessary understanding of IS fundamentals, as they stand, and to also equip you with critical thinking tools and techniques that will allow you to understand IS in the future.

Information systems are complex entities that form an integral part of every business and our society. Information systems are difficult to study in the abstract and are best understood through the real-world examples and case studies, from which we then look for theory to explain their behaviour. Our course takes this approach – lots of cases and examples from which we distil our understanding of what IS are, how they are (and should be) used, and how they are best acquired.

We will cover a lot of material in INFS1602, so it is vital that you study from Week 1. Essentially, this means that you should read the set chapters in the textbook and prepare for your workshops. The course team will facilitate your learning by providing the guidance as to what you need to study, and working with you on problems you may encounter. It is, however, your responsibility to make a concerted and timely effort to study. If you make this effort you will find the material interesting, the course worthwhile and the interaction with your fellow students stimulating. You should also do well.

3.2   Learning Activities and Teaching Strategies

The course involves three key components – lectures, workshops, and your private study.

Each lecture will focus on the topic outlined for that week (see section 7). The lecture will help you understand the organizational and societal context in which IS are built and utilized, and will provide guidance on how to use workshops, laboratories and private study to improve your understanding.

A lecture slide pack for each week will be supplied to you 24 hours before the lecture via the course site on Moodle http://moodle.telt.unsw.edu.au. This is a 'skeleton' pack only. You need to take notes during the lecture to supplement the slides.

Workshops will help build your understanding of each course topic through the application of what you have learnt in the lecture to **case studies and real-life scenarios**. They also give you the opportunity to discuss your work with your colleagues, and can offer an indication of your own progress. Further information on workshop preparation and participation is provided in section 4, and will be discussed in your first workshop.

Your private study is the most important component of this course. The textbook contains Review Questions to help you. The questions are designed to test your understanding of the topic at hand and include application questions and discussion questions of varying difficulty. The course site on Moodle will provide you with access to recent news articles and videos on current IS issues. The readings, self-assessment exercises and your own topic summaries form the basis of an excellent private study regime. Keeping up-to-date is very important.

Peer Assisted Study Sessions (PASS). PASS are free, weekly, out-of-class study sessions available to all students enrolled in INFS1602. They are facilitated by a leader (or leaders), who is (are) student(s) who have previously enrolled for and successfully completed the course. PASS (Peer Assisted Study Sessions) study groups offer you the chance to:

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- Learn in a supportive environment from your peers
- Meet other students and friends
- Reinforce what you learn in lectures and workshops
- Practice problems with experienced leaders
- Learn how to study effectively
- Feel free to ask any questions

PASS sessions begin in week 3. There is no need to register. It is recommended that you attend the same group regularly but there is no obligation. You can even attend more than one PASS group a week if you like. You can also choose to attend some weeks but not others.

Timetable of PASS will be found on Moodle.

4 ASSESSMENT

4.1 Formal Requirements

To receive a pass grade in this course, **you must meet ALL of the following criteria**:

- Attain an overall mark of at least 50%.
- Attend at least 80% of all scheduled classes.
- Attain a satisfactory performance in each component of the course. A mark of 45 percent or higher is normally regarded as satisfactory.
- Attain a mark of **AT LEAST 45%** (45 out of 100) in the final exam.
- In the case of peer assessed group work, the mark assigned to each member of the group may be **scaled based on peer assessment of each member's contribution to the task**.

The School reserves the right to scale final marks to a mean of 60%.

- It should be noted that group members are expected to work in a harmonious and professional fashion, which includes adequate management of non-performing members. You should inform your tutor **as soon as possible** if you experience problems within a project group. You will be required to evaluate the contribution of each group member (including yourself) in all group work. Marks for individual students may be adjusted based on peer assessment.

4.2 Assessment Details

Assessment Task	Weighting	Length	Due Dates
Workshop Preparation and Participation	15%	N/A	Weeks 2 to 13 Workshops
Quizzes	10%	12 minutes	Weeks 4 to 12 on Moodle
Group Assignment Part A – Video Component	15%	12-15 minutes	21 September (Week 9)

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Group Assignment Part B – Explanatory Document	10%	1,650 words maximum	21 September (Week 9)
Final Exam	50%	2 hours	University Exam Period
Total	100%		

Workshop Preparation and Participation (15%)

The workshops are designed to cultivate your critical and analytical thinking skills while at the same time, enhance your understanding and appreciation of information systems within businesses. Additionally, the design of these workshops is also aimed at improving your skills in communication, group-work, time management and personal organization.

You are expected to prepare for your workshops by reading the textbook, case studies and preparing written notes for the task assigned for each week. You should read/view supplementary materials (articles/videos) posted on Moodle. During workshops, you are expected to participate actively in class activities, group discussions and class presentations. You are also required to answer questions that have been raised during the class. Your P&P mark will therefore be based on **4 components**: **attendance**, **workshop written preparation** (ie weekly homework), **team participation & presentation** and **individual contribution** to class discussions. Expectations for workshop preparation and participation will be discussed further in your first lecture and workshop.

Workshop attendance is compulsory for all 12 workshops. For each week, you are evaluated on the 4 components outlined above. If you are absent, you will be unable to earn any participation mark for that week. There is no opportunity to make up for the marks you missed due to your absence (i.e. there will be no supplementary classes). It is important to keep in mind that it is a University requirement that you must attend at least 80% of your classes, otherwise you may be excluded from sitting your final exam. Preparation and Participation marking guide is posted on Moodle.

If you are absent due to a medical condition, illness or misadventure (as per the University's special consideration rules), you **MUST** (1) **email the signed and stamped Professional Authority form** (copy of the form on Moodle) **or original valid** relevant documentation (e.g., doctor's certificate) **to the LiC within 3 working days** from the missed workshop date. Your email must include (a) date of missed workshop and (b) brief reason/s for missing the workshop.

Only absences due to illness or misadventure are considered valid circumstances for special consideration provided you are able to provide the required documents and are able to apply within the required time frame.

Public transport issues, traffic jams, friend/family in need are not considered valid special consideration reasons.

There are no considerations for the online tutorial week unless in serious medical situations where you are unable to have online access the entire week (such as recovery from surgery, etc.).

Workshops on **Week 10** will take place **online on Moodle**. For this reason, you **must** have **full access** to the internet and Moodle for the **entirety** of **Week 10**. If you **fail** to

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complete **any** of the assigned tasks for the workshops **before the designated deadline for each assigned task**, you will be marked **absent** for that particular workshop in that week.

If you have missed more than 2 workshops – regardless whether those absences were previously excused, you will be requested to meet with the LiC to discuss your absences and your ongoing performance and participation in the course.

Only the LiC can evaluate and decide on these requests for consideration. Tutors are not allowed to decide on such matters and unauthorized decisions made by tutors will be revoked.

Quizzes (10%)

5 short quizzes comprising questions [10 Multiple Choice Questions (MCQs), True or False Questions or Short Answer Questions] about chapters from the textbook will be administered on Moodle on **Week 04**, **Week 06**, **Week 08**, **Week 10**, and **Week 12** during the semester. You will only have **one** attempt to complete each quiz. The time limit for each quiz is set at 12 minutes. You must finish the quiz in **ONE** sitting. Closing your browser or quitting Moodle in the middle of the quiz will **NOT** stop the timer. The quiz will be automatically submitted at the end of the time limit, regardless of whether you have managed to answer all questions.

A mock quiz (with unlimited attempts) will be provided for you to test out all possible technical issues you might face when attempting to take the quiz. It is your responsibility to make sure that everything is in working order before attempting the actual quiz.

Each quiz will test you on your knowledge of the materials covered in the chapters you have read.

Quiz Number	Week Number	Chapters Covered
Quiz 01	Week 04	TBA in Lectures in Week 03
Quiz 02	Week 06	TBA in Lectures in Week 05
Quiz 03	Week 08	TBA in Lectures in Week 07
Quiz 04	Week 10	TBA in Lectures in Week 09
Quiz 05	Week 12	TBA in Lectures in Week 11

Your overall mark for this component will be based on the average of 4 quizzes for which you have scored the highest. In other words, you can elect not to take one quiz or have the lowest mark excluded from the final assessment. You are responsible to try to complete each quiz **as soon as** it is activated. In extreme cases whereby the student is ill and has provided medical documentation covering the **entire duration for which the quiz is active**, the LIC might exempt the student from taking the particular quiz. There will be **NO** opportunity to undertake supplementary quizzes.

Please note: We license the quiz questions, and our license does not permit us to share the answers to the quizzes with students.

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Group Assignment (25%)

The group assignment involves producing and uploading a short video on YouTube on a proposal for a new or innovative technology-based business proposal. For the proposal, you have to conduct a feasibility research and present the business model, strategy, software solutions and appropriate infrastructure of your idea.

The assignment has 2 components:

Part A (15%) – Video Component
Part B (10%) – Explanatory document of your project proposal

The full assignment document and requirements will be made available on Moodle on Week 4.

Submission of all assignment components must be accompanied by a **signed** cover page (by **all group members**) provided on Moodle. Digital signatures are **not** allowed. Signature on the cover page **must match** the one you signed for your workshop attendance.

Missing cover page or cover page without proper signatures will result in an automatic **penalty of 10%** of the maximum marks available for the assignment.

Assignments are peer assessed group work. Each member of the group should submit the physical copy of a peer assessment form (properly filled in and SIGNED) during workshops **Week 11 for Assignment PARTS A and B**. Any claims of unequal contribution in the peer assessment form **must be** substantiated with supporting documentation or evidence (e.g., emails, communication logs and/or screenshots of text messages being communicated).

This supporting documentation must be submitted **together** with the peer assessment form in the workshop for an **investigation to be initiated by the tutor** and to be attended by **all members** (see below). If accuser(s) is not able to show up for his/her enrolled workshop in Week 11, the peer assessment form together with supporting documentation must be emailed to the tutor before the end of his/her enrolled workshop in Week 11 for the claim to be considered valid.

Supporting documentation must demonstrate that: (1) problems were detected promptly (**before 1 SEPT 2017**) (2) problems had been **ongoing**, (3) the accused had been **made aware** that he/she has **continuously failed** to meet the expectations of other group member(s), and; (4) any step(s) proposed by the accuser(s) to resolve the problems had been rebuffed or ignored by the accused. Evidence should also demonstrate that the group had exhausted all possibilities to manage the underperforming member(s). Please note that doctoring supporting documentation or making false claims of unequal contribution will be deemed as serious misconduct and the incident will be referred to the Head of School.

Upon receiving the necessary documents from the accuser(s), the tutor will inform the accused (through his/her UNSW email account) that a claim of unequal contribution has been filed against him/her. The accused will then have **one working day** to submit any supporting documentation in his/her defence against the accusation of unequal contribution. The tutor will compile all these documents into a single case file. The tutor will **only** initiate an investigation when all the conditions for a valid claim by the accuser(s) of unequal contribution have been met.

Whenever the tutor decides to initiate an investigation, he/she will notify all members (through the UNSW email accounts) that an investigation has been initiated and to schedule an investigation session.

All group members must **make every possible effort** to attend the investigation sessions scheduled by the tutor. These sessions also represent an opportunity for the accused to defend their cases in front of their accuser(s). If the group members are not able to find a common time to meet with the tutor after several attempts to schedule the investigation session, the tutor and the LiC will then decide on the distribution of each group member's contribution based on **all** evidence submitted by both the accuser(s) and the accused. The decision is then binding and all members have to accept the outcome.

Upon the conclusion of the investigation, be it in the presence of all members or through the tutor's discretion (whichever applies), the mark assigned to the underperforming member of the group may be scaled down according to the outcome of the investigation. There will be no scaling up of marks for other group members.

Detailed feedback on your performance for each assignment will be provided using *ReView*. Marks will be available in the Grade Centre on Moodle after the feedback is provided in *ReView*. Further details on using *Turnitin* and *ReView* will be provided in lectures and workshops.

Final Examination (50%)

The final examination will be held during the formal end-of-session examination period. The final examination will cover **ALL TOPICS** in this Course, and will be based on material from lectures, workshops and the textbook. The aim of the final examination is to enable you to demonstrate that you have achieved all the Learning Objectives for this course. Further details of the exam will be provided in the Week 12 lecture.

4.3   Assessment Format

Full details regarding assessment format will be provided in the Assignment Instruction Pack on Week 4.

4.4   Assignment Submission Procedure

You are required to submit an electronic copy of each assignment via the Turnitin Assignment submission link on Moodle. Further information will be provided on the Moodle course website.

4.5   Special Consideration, Late Submission and Penalties

For information on Special Consideration please refer to the Business School's Course Outlines Policies webpage.

Deadlines for assignments are **absolute**. We use the timestamp of the submission system on Moodle and the late penalty will apply starting from **1201hrs** (**afternoon**) and onwards. The late submission of assignments carries a penalty of **10%** of the maximum marks available for that assignment **per day** of lateness (**10 marks deduction per day**) (including weekends and public holidays), unless an extension of time has been granted. The easiest way to avoid late penalty is to submit early and to ensure you have understood and tested the submission process.

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If you faced technical problems in submitting your assignment on Moodle and the deadline is closing in, you should submit your file to your tutor through your **UNSW EMAIL** account (files sent though any other external email accounts will be automatically rejected). We will still accept your assignment if the timestamp of your email with the correct attached file arriving in your tutor's inbox is within the deadline. Please note however that this should be the **last resort** to avoid flooding your tutor's email account.

An extension of time to complete an assignment may be granted by the LIC in cases of illness or misadventure through an application for **special consideration online** within the **specified time frame (3 working days from the date of assessment)**. You are **required** to substantiate your application with appropriate documentary evidence such as accident reports and medical certificates. Please back up your assignments constantly in a secure manner. Computer crashes, slow Internet, and work commitments are deemed as insufficient grounds for an extension.

4.6 Protocol for viewing final exam scripts

The School of Information Systems and Technology Management (ISTM) has set a protocol under which students may view their final exam script. ISTM exam script viewing day is usually a day after the official release of results. Details will be posted on both the school website and on your course Moodle.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will 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.

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5 COURSE RESOURCES

The prescribed textbook for the course is:

Information Systems: Enabling Business In A Digital World, Third Edition, 2015 by Valacich, Schneider, Laudon, Laudon, Sharda, Delen, Turban and King. Pearson Australia Custom Publication [ISBN: 9781488610639].

This textbook is necessary to help you to prepare for Lectures, workshops and quizzes. It will also be needed to help you prepare for the final examination. The textbook can be purchased from the university bookshop. It is also available as an eBook. To purchase an eBook, you need to purchase a value pack on http://www.pearson.com.au/9781488610899.

6 COURSE EVALUATION AND DEVELOPMENT

Your feedback at the end of this course is a valuable tool to help us assess our current course design and plan for further improvements in the future. UNSW's myExperience survey is an important way in which student evaluative feedback is gathered systematically from all courses. We will also add more specific forms of evaluation,

including informal feedback, at the end of semester. Given our approach to teaching and learning and the role of students in these processes, we view students' evaluation as an integral part of teaching and learning. As a consequence of student feedback from previous years, we have significantly revised the delivery of lectures, workshops, as well as the course assessments. We believe that these changes will lead to an enhanced learning experience for Semester 1 2018, and we look forward to receiving your feedback on the changes.

7 COURSE SCHEDULE

LECTURE SCHEDULE		
Week	**Topic**	**Reference**
Week 1 24 July	Course Outline & Policies Information Systems and IS Professionals in Global Business	Chapter 1
Week 2 31 Jul	Information Systems, Organizations, and Strategy	Chapter 2
Week 3 7 Aug	Enabling Commerce using the Internet	Chapter 3 Chapter 12
Week 4 14 Aug	Web 2.0	Chapter 4
Week 5 21 Aug	Supply Chain and Customer Relationship Management Systems	Chapter 6 Chapter 12
Week 6 28 Aug	Enterprise Information Systems	Chapter 5
Week 7 4 Sep	Decision Support and Business Intelligence	Chapter 7
Week 8 11 Sep	Building Information Systems	Chapter 8
Week 9 18 Sep	Project Management	Chapter 9
Mid-Semester Break: 23 September to 2 October 2017		
Week 10 2 Oct	Securing Information Systems	Chapter 10 Chapter 12
Week 11 9 Oct	Ethical and Social Issues in Information Systems	Chapter 11
Week 12 16 Oct	Review and Exam Preparation	
Week 13 23 Oct	NO LECTURES	

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Workshop Schedule (Workshops start in Week 2 and finish in Week 13).

WORKSHOP SCHEDULE		
Week	**Topic**	**Reference**
Week 1 24 Jul	**NO WORKSHOPS**	
Week 2 31 Jul	Information Systems and IS Professionals in Global Business	Chapter 1
Week 3 7 Aug	Information Systems, Organizations, and Strategy	Chapter 2
Week 4 14 Aug	Enabling Commerce using the Internet	Chapter 3 Chapter 12
Week 5 21 Aug	Web 2.0	Chapter 4
Week 6 28 Aug	Supply Chain and Customer Relationship Management Systems	Chapter 6 Chapter 12
Week 7 4 Sept	Enterprise Information Systems	Chapter 5
Week 8 11 Sept	Decision Support and Business Intelligence	Chapter 7
Week 9 18 Sept	Building Information Systems	Chapter 8
Mid-Semester Break: 23 September to 2 October		
Week 10 2 Oct	Project Management (Note: Workshops are ONLINE this week)	Chapter 9
Week 11 9 Oct	Securing Information Systems	Chapter 10 Chapter 12
Week 12 16 Oct	Ethical and Social Issues in Information Systems	Chapter 11
Week 13 23 Oct	Exam Preparation	Chapters 1-12

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