



ITEC871

Information Systems Design and Management

S2 Evening 2019

Dept of Computing

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General Information

Unit convenor and teaching staff

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Credit points

4

Prerequisites

Admission to MInfoTech or MEng or MSc or MScInnovation

Corequisites

Co-badged status

Unit description

This unit focuses on enterprise management information systems and the technologies used in their design, implementation and maintenance. The alignment of information systems with business strategy and the socio-technical aspects of systems development are explored. Systems discussed include ERP, CRM, Business Intelligence and Groupware. The nexus between social media, cloud computing, mobile devices and big data is considered. A case study analysing the business rationale for an enterprise systems project is conducted.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Analyse the business value of information systems to assist in the justification of an IT investment based on the delivery of specific business benefits.

Analyse the functionality and business context for major enterprise systems including ERP, BI, CRM and Enterprise 2.0, and recommend appropriate investments based on the specific business context.

Use your understanding of the nexus of mobile, cloud, social and big data trends to an enterprise IT strategic plan to generate opportunities from these developing technologies

Critically evaluate contemporary and emerging enterprise IT technologies to establish a watching brief for an IT department within a major enterprise.

General Assessment Information

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

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Assessment tasks

- Case for IT Capital Project
- ERP Analysis
- Strategic IT Initiatives
- Final Exam

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Standards

Your standards, namely HD, D, CR, P summarize as many different levels of achievement. Each standard is precisely defined to help students know what kind of performance is expected to deserve a certain mark. The standards corresponding to the learning outcomes are given below:

HD	Apply techniques and knowledge in new contexts, show breadth and depth of understanding of business objectives, context, systems analysis and design. Fully capable support major strategic initiatives with a sound business case and technical solution.	A sound grounding on how major strategic IT systems are managed. Show breadth and depth of understandings on issues in the management of IT systems, including: change management, configuration management and planning, People management, hardware asset management and capacity planning and availability. Able to apply these techniques and knowledge in new contexts.	Demonstrate leadership, creativity, critical thinking and analysis skills. Enthusiastic in acquiring new knowledge in the IS Systems management area. Demonstrate capability in applying new IS management knowledge to solve real-world problems. Conduct team work effectively and play a key role in moving the whole IT team forward.
D	Apply techniques and knowledge in some new contexts, show breadth and depth of understanding across most of the topics including: business objectives, context, systems analysis and design. Largely capable to support major strategic initiatives with a sound business case and technical solution.	A sound grounding in most topics related to how major strategic IT systems are managed. Show breadth and depth of understandings on most issues in the management of IT systems, including: change management, configuration management and planning, People management, hardware asset management and capacity planning and availability. Able to apply these techniques and knowledge in some new contexts.	Demonstrate some leadership occasionally. Show creativity, critical thinking and analysis skills. Have the capability in applying IS systems management knowledge to solve real-world problems. Collaborate with team members well and finish assigned tasks on time and with good quality.
CR	Show breadth of understanding across most of the topics including: business objectives, context, systems analysis and design. Some capability to support major strategic initiatives with a sound business case and technical solution.	Understands some aspects of how major strategic IT systems are managed. Show breadth of understandings on most issues in the management of IT systems, including: change management, configuration management and planning, People management, hardware asset management and capacity planning and availability.	Demonstrate analysis skills in some occasions. Know how to apply IS systems management knowledge to solve some of the real-world problems. Able to finish assigned tasks on time and with good quality most of the time.
P	Can reproduce definitions and ideas, show some breadth of understanding of the topics including: business objectives, context, systems analysis and design. Some capability to support major strategic initiatives with a sound business case and technical solution.	Can reproduce some definitions and ideas, show some breadth on issues in the management of IT systems, including: change management, configuration management and planning, People management, hardware asset management and capacity planning and availability.	Demonstrate limited analysis skills. Can apply IS systems management knowledge to solve limited real-world problems. Able to finish all assigned tasks on time and with acceptable quality.

Grading

At the end of the semester, you will receive a grade that reflects your achievement in the unit

- **Fail (F):** does not provide evidence of attainment of all learning outcomes. There is missing or partial or superficial or faulty understanding and application of the fundamental concepts in the field of study; and incomplete, confusing or lacking communication of ideas in ways that give little attention to the conventions of the discipline.
- **Pass (P):** provides sufficient evidence of the achievement of learning outcomes. There is demonstration of understanding and application of fundamental concepts of the field of study; and communication of information and ideas adequately in terms of the conventions of the discipline. The learning attainment is considered satisfactory or adequate or competent or capable in relation to the specified outcomes.
- **Credit (Cr):** provides evidence of learning that goes beyond replication of content knowledge or skills relevant to the learning outcomes. There is demonstration of substantial understanding of fundamental concepts in the field of study and the ability to apply these concepts in a variety of contexts; plus communication of ideas fluently and clearly in terms of the conventions of the discipline.
- **Distinction (D):** provides evidence of integration and evaluation of critical ideas, principles and theories, distinctive insight and ability in applying relevant skills and concepts in relation to learning outcomes. There is demonstration of frequent originality in defining and analysing issues or problems and providing solutions; and the use of means of communication appropriate to the discipline and the audience.
- **High Distinction (HD):** provides consistent evidence of deep and critical understanding in relation to the learning outcomes. There is substantial originality and insight in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critical evaluation of problems, their solutions and their implications; creativity in application.

In this unit, your final grade depends on your performance in each part of the assessment. For each task, you receive a mark that combines your standard of performance regarding each learning outcome assessed by this task. Then the different component marks are added up to determine your total mark out of 100. Your grade then depends on this total mark and your overall standards of performance.

Obtaining a grade higher than a Pass (P) in this unit will require a student to obtain (in addition to the above):

- the required total number of marks (Credit - 65, Distinction - 75, High Distinction - 85).

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Case for IT Capital Project</u>	15%	No	Week 4
<u>ERP Analysis</u>	15%	No	Week 6
<u>Strategic IT Initiatives</u>	20%	No	Week 13
<u>Final Examination</u>	50%	No	Exam Week

Case for IT Capital Project

Due: **Week 4**

Weighting: **15%**

Justification for IT Capital Projects - This is an individual assignment which considers a series of IT capital projects and uses non-financial models to prioritise these projects for the given business context. Eight contemporary IT capital projects are suggested. Each project has good financial returns and is useful to the business, but only 3 to 4 projects can be funded. Non-financial models are used to prioritise the projects.

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ERP Analysis

Due: **Week 6**

Weighting: **15%**

This is an individual assignment which considers a detailed real world case study about a failed ERP implementation and provides guidance based on course material on how this company should now proceed. This real company in Taiwan failed with their first wave ERP upgrade. Students are to identify the reasons for this failure and consider a series of different go forward strategies based on the latest available technology.

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Strategic IT Initiatives

Due: **Week 13**

Weighting: **20%**

This is a group assignment. Students start with a contemporary IT major initiative e.g. ERP upgrade, BI, CRM, AI, Cloud, KM, Mobile and IoT. Then, a suitable company is selected and a high level business plan is submitted for the proposal identifying the business context, expected business benefits, a possible technical solution and major risks. Each student is allocated a segment of the report. One deliverable is the group report and the second deliverable is an individual presentation on the component that the student was allocated. Each of these two deliverables counts towards 10% of the final grade.

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Final Examination

Due: **Exam Week**

Weighting: **50%**

This is a closed book exam with short and long answer questions based on the lecture and reference material presented throughout the course. The questions vary in difficulty. The exam is composed of two parts, A and B, reflecting the two lecture components of the course.

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Delivery and Resources

Recommended Texts The following text is recommended, especially for students without an extensive IT background: **K. C. Laudon and J. P. Laudon “Management Information Systems: Managing The Digital Firm” 14th Edition, Pearson, 2015.** This book is available from the University Co-op Bookstore. If unsure about the value of this text, I suggest you first borrow a copy from the library and make your own assessment. I will be referencing the 14th and most up to date edition, however, earlier editions are quite similar.

The following books are suggested as recommended reading. Copies of these books are available from the library.

Sumner, M, “Enterprise Resource Planning” Prentice Hall, 2005

Magal, S.R. and Word, J., “Integrated Business Processes with ERP Systems”, Wiley, 2012.

Turban, E., Sharda, R, Delen, D and King, D, ”Business Intelligence: A Managerial Approach” 3rd Edition, Pearson, New International Edition, 2014

Lectures will list appropriate Web based references and further reading for some of the rapidly evolving technologies discussed in this course. These additional references will be available for download through the class website. **Unit Material** A student folder with all the lecture notes and electronic references will be available for download through the class web site on iLearn at: <https://ilearn.mq.edu.au/>

Supplementary Exam If you receive special consideration for the final exam, a supplementary exam will be scheduled in the week of December 16-20 2019. By making a special consideration application for the final exam you are declaring yourself available for a resit during the supplementary examination period and will not be eligible for a second special consideration approval based on pre-existing commitments. Please ensure you are familiar with the policy prior to submitting an application. Approved applicants will receive an individual notification one week prior to the exam with the exact date and time of their supplementary examination.

Unit Schedule

Week	Topic	Reference
1 Jan	Course Introduction Business Value of Information Systems Financial Metrics for IS Investments Strategic Alignment	Gartner Laudon & Laudon Henderson and Venkatraman

2 Ian	ERP Implementation Issues ERP Modules: Sales and Marketing ERP Modules: Accounting and Finance <i>Hand out Assignment One (Individual Assignment) 'Justification for IT Capital Projects'</i>	Sumner
3 Ian	ERP Modules: Production and Materials ERP Modules: Human Resources Postmodern ERP Strategies	Sumner Gartner
4 Ian	SAP Guest Speaker Succeeding with SAP <i>Assignment One</i> <i>Hand out Assignment Two "ERP Analysis"</i>	Phil Merrick Michael Hammer
5 Ian	Big Data Analytics Analytics for Marketing	IBM Gartner
6 Ian	Analytics for Industrial Applications Business Led Technology IT of the Future <i>Assignment Two Due Hand out Group Assignment "Strategic IT Initiatives"</i>	IBM Gartner
7 Steve	AI/Fuzzy Logic Top IT Strategic Trends	Research Articles
8 Steve	Customer Relationship Management (CRM) Analytical CRM Social CRM	Laudon & Laudon Gartner Hubspot
9 Steve	Knowledge Management Mobile Commerce and IoT	Gartner
10 Steve	Industry Guest Speaker The Internet and Human Cognition	Nicholas Carr
11 Steve	Group Assignment Tutorial	
12 Steve	Group Presentations Group Assignment Due	
13 Steve	Tutorial, Group Presentations Revision	
14 Steve	Examination Revision (TBA)	

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

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