School of Computing and Information Systems

Unit Outline

KXO303 IS Strategic Planning & Management

October 2008 - February 2009
Shanghai, China

Unit Coordinator
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UNIT OVERVIEW

Introduction
This unit is a third year unit in the Bachelor of Information Systems. It is designed to prepare students to critically analyse the environment and identify potential usage for strategic information systems within an organisation.

This unit introduces the concepts of Information Systems strategic planning in a business environment. It examines what is meant by a Information Systems strategic planning and how it can be used in business to help achieve business goals. The unit explores the role of an IS manager, IS function and the development of IS policies. Themes include Information Systems Strategic planning and current issues for an IS manager.

Prerequisites
KXO203 or BSA203

Unit Weight
12.5% of one academic year

Teaching Pattern
2 x 1 week intensive lecture support periods
3 hours per week in group workshop exercises
1 hour per week in controlled self study using electronic learning objects

Unit Content

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<tr>
<th>Learning Modules</th>
<th>Learning Objects</th>
<th>References</th>
<th>Workshop Topic</th>
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<tr>
<td>1</td>
<td>Introduction to KXO303 (Lecture Week 1 only) Lateral Thinking Brainstorming Innovation Group Dynamics</td>
<td>De Bono Narayanan Dwyer</td>
<td>No workshop</td>
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<tr>
<td>2</td>
<td>Presentation Skills Critical Analysis Case Study Analysisys</td>
<td>Dwyer Amos, Longview Szpiro</td>
<td>Lateral Thinking Learning Information Systems with Cases Case Study Analysis</td>
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<td>3</td>
<td>Feasibility Plan Structure Feasibility</td>
<td>Miller Ch 1 Blackwell Horngren</td>
<td>Executive Summary Feasibility Studies</td>
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<td>4</td>
<td>Time Transition Perspectives of Information Economy</td>
<td>Boar Ch 1 &amp; 2 Boar</td>
<td>SWOT GAP Scenario Analysis</td>
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<td>5</td>
<td>Managing Horizons Strategic Paradox Challenges for IS Managers</td>
<td>Boar Ch 1 &amp; 2 Frenzel, Ch 2 Boar, Ch 1</td>
<td>CSF</td>
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<tr>
<td>6</td>
<td>3 Era Model Technology Strategy Lifecycle of Technology CSFs Core Competencies</td>
<td>Ward &amp; Whitmore Boar Ch 2 Boar Ch 2 Boar Ch 3, Neumann Boar Ch 3, Neumann</td>
<td>CA SCA</td>
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For more information see the section titled 'Content' on the unit website.

**Learning Outcomes**

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

1. Be capable of developing an IS strategic plan;
   
   Assessment Evidence:
   HD level: Produce a professional IS Strategic Plan to an extremely high standard.
   DN level: Produce a professional IS Strategic Plan to a high standard.
   CR level. Produce a professional IS Strategic Plan to a reasonable standard
   PP level: Produce a standard IS Strategic Plan.

2. Be capable of developing a vision and mission statement for an organisation;

   Assessment Evidence:
   HD level: Have a deep understanding and in-depth knowledge and be able to produce vision and mission statements
   DN level: Have an extensive knowledge and be able to produce vision and mission statements
   CR level: Have a sound knowledge vision and mission statements
   PP level: Have a satisfactory knowledge of vision and mission statements

3. Have an understanding of the range of skills and knowledge required for IS management;

   Assessment Evidence:
   HD level: Have a deep understanding and in-depth knowledge of the range and skills required for IS management
   DN level: Have an extensive knowledge of the range and skills required for IS management.
   CR level: Have a sound knowledge of the range and skills required for IS management
   PP level: Have a satisfactory knowledge of the range and skills required for IS management.

4. Be capable of critically analysing relevant case studies, both individually and in small groups;

   Assessment Evidence:
   HD level: Able to undertake an in-depth critical analysis demonstrating insight, a deep understanding and completeness
   DN level: Able to undertake a critical analysis demonstrating all important insights
   CR level: Able to undertake a critical analysis demonstrating most important insights and understanding
   PP level: Able to undertake a critical analysis to a basic level demonstrating key understandings

5. Be capable of effectively engaging in group problem solving and presentation of appropriate solutions;

   Assessment Evidence:
   HD level: Facilitate effective group processes to critically evaluate the solutions to problems, be able to monitor, evaluate and seek opportunities for improvement
   DN level: Facilitate effective group processes to evaluate the solutions to problems, be able to monitor, evaluate and seek improvement
   CR level: Assist in group processes to seek the solutions to problems, be able to improve processes
   PP level: Assist in group processes and help solve simple problems.

6. Be capable of developing and presenting a written IS feasibility plan

   Assessment Evidence:
   HD level: Produce a professional feasibility plan to an extremely high standard.
   DN level: Produce a professional feasibility plan to a high standard.
   CR level. Produce a professional feasibility plan to a reasonable standard
   PP level: Produce a standard feasibility plan.

**Generic graduate attributes**

The university has defined a set of generic graduate attributes expected in its graduates. [http://www.utas.edu.au/policy/subject.html#graduates](http://www.utas.edu.au/policy/subject.html#graduates) Your course is designed to enable you to develop generic skills that are valued in, and expected of, graduates. These are skills that you will need to develop over time. Hence you are encouraged to look for opportunities, as you study each unit, to reflect on and improve these skills.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Descriptor</th>
<th>Unit Specifics</th>
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<tr>
<td></td>
<td></td>
<td>Use a wide range of academic skills (research, analysis, synthesis etc) to evaluate organisational information;</td>
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<tr>
<td>Component</td>
<td>Weight</td>
<td>Due Date</td>
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<td>----------------------------</td>
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</tr>
<tr>
<td>Group Workshop Exercises</td>
<td>10%</td>
<td>The Monday night following each workshop session</td>
</tr>
<tr>
<td>Feasibility Plan</td>
<td>20%</td>
<td>Monday, 24th of November 2008 - 3pm</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>10%</td>
<td>During week beginning Monday 17th November 2008</td>
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<tr>
<td>SWOT Analysis</td>
<td>30%</td>
<td>Monday, 15th December 2008 - 3pm</td>
</tr>
<tr>
<td>IS Strategic Plan</td>
<td>30%</td>
<td>Wednesday, 7th January 2009 - 3pm</td>
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**Assessment Items**

**Item 1**

**Title:** Group Workshop Exercises  
**Type:** In-Semester - learning tasks  
**Task Length:** Continuous throughout the semester  
**Weighting:** 10%  
**Links to Learning Outcomes:** 1, 3, 5  
**Due:** The Monday night following each workshop session  
**Description:** Students will be formed into groups and assigned a group leader for each workshop session. The group leader is to conduct the session and send an email report to the unit coordinator by the Monday night directly following that week's workshop session. A report format is provided.

**Item 2**

**Title:** Feasibility Plan  
**Type:** In-Semester - group assignment  
**Task Length:** max 2000 words  
**Weighting:** 20%  
**Links to Learning Outcomes:** 6 & 3  
**Due:** Monday, 24th of November 2008 - 3pm  
**Description:** Prepare a written Feasibility Plan of no more than 2000 words in length to establish an innovative business venture or apply ICT to an existing business with the view of securing financial backing. See assignment sheet for detailed information.
Item 3  Title: Group Presentation  
Type: In-Semester - group assignment  
Task Length: 15 minutes plus 5 minutes for questions  
Weighting: 10%  
Links to Learning Outcomes: 1, 2, 4 & 5  
Due: During week beginning Monday 17th November 2008  
Description: Present your group strategic plan to an organisation TBA. The presentation will be a maximum of 15 minutes in length plus 5 minutes for questions. Use appropriate technology to support your presentation.

Item 4  Title: SWOT Analysis  
Type: In-Semester - group assignment  
Task Length: max 2500 words  
Weighting: 30%  
Links to Learning Outcomes: 4  
Due: Monday, 15th December 2008 - 3pm  
Description: Analyse your group project as a case study by using appropriate analysis tools. Identify CSF’s, CA’s and SCA’s relevant to your project. Prepare a written discussion of no more than 2500 words. Format of this discussion is flexible.

Item 5  Title: IS Strategic Plan  
Type: In-Semester - group assignment  
Task Length: max 3000 words  
Weighting: 30%  
Links to Learning Outcomes: 1, 2, 4 & 5  
Due: Wednesday, 7th January 2009 - 3pm  
Description: In groups prepare a strategic IS Plan for their project team as an organisation. Present the plan in the appropriate long report format of no more than 3000 words.

See the ‘Assessment’ section in unit website for more detailed information about assessment items.

How your Final Grade will be determined

Overall assessment will be based on the student's performance throughout the semester. In order to achieve a pass (or better) result, a student must obtain:
• at least 45% of the combined mark for assessment items 1 and 2
• at least 45% of the combined mark for assessment items 3, 4 and 5
• at least 50% of the overall mark

UNIT RESOURCES

Unit Web Site
This unit is Web Dependent: content & communication. This means that you will need to use the Web for this unit. The unit website contains unit information and resources. The unit website is accessed from http://www.utas.edu.au/coursesonline/. You will need to use your University of Tasmania email pop account username and password to log on to the MyLO system. Once authenticated by the system your personalised MyLO Learning Online area will be displayed. It contains links to the websites that you have permission to access - including the website for this unit. If you are not able to access the unit website, please contact the technical staff at SOU.

Prescribed Text
None

Readings
These readings will be provided by the Unit Coordinator and located on a local server for student access:
Boar BH, Strategic Thinking for Information Technology John Wiley, 1997.


Narayanan VK, Managing Technology and innovation for Competitive Advantage, Prentice Hall, 2001


Oz Effy, Management Information Systems, 2nd Ed, Thomson Learning, 2000


Software

The software that you will need to access the unit website and to study this unit, including general purpose software such as word processors, is provided on the computers in the computing labs. If you intend to use software on other computers please check that the versions are compatible. Students will need to ensure that their personal computers have been updated with Java Platform edition 6 (build 1.6.0_05-b13) or later to ensure that they can access the learning modules for this unit that have been created using Impatica v.333

GENERAL RESOURCES

School Website

School of Computing and Information Systems - Faculty of Science, Engineering, and Technology.
http://www.cis.utas.edu.au

Faculty Website

Information and Resources for Faculty of Science, Engineering and Technology students are available on the faculty website at: http://www.utas.edu.au/scieng

University Website

Information and Resources for 'Current Students' are available on the university website at:
http://www.utas.edu.au/students/

GENERAL ASSESSMENT

Approach to Learning

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

You are expected to spend about 130 hrs studying in this unit - this includes attendance at scheduled teaching sessions. (For a 13 week semester this is, on average, 10 hr/wk.) This is the amount of study time that the 'typical' student will need to reach the level of competence and understanding required to fulfil the unit objectives. You are expected to:

- attend all scheduled teaching sessions, unless otherwise notified by the unit coordinator
- prepare for, and actively participate in all scheduled teaching sessions
- complete the assigned learning tasks
- review what has been learnt
- complete assessment items and submit them on time
- access and be familiar with the information and resources available on the unit website
- seek help from teaching staff if you have any questions or difficulties in studying this unit

You are encouraged to read the university's Code of Conduct for Teaching and Learning. Part A describes the 'Responsibility of the University to Students' and part B describes the 'Responsibilities of Students to the University'.

It is expected that students will familiarise themselves with access and use of the MyLO system operated by the University for the electronic delivery of course materials, and for various forms of communication.

It is expected that students will consult email sent to their University email address at least twice a week for notices relating to the administration of the unit, and for notification of the results of assignments.

It is expected that students will read the background material specified in the course curriculum, will actively attend and participate in tutorials, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.
Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

1. To be able to contact a lecturer or tutor by electronic mail, to raise issues arising in the unit, either relating to content or student performance within the unit.
2. Subject to availability, to be able to discuss such issues in person with the lecturer or tutor.
3. That assignments will be marked and the marks will normally be returned within 3 weeks of due dates.
4. That all relevant notices regarding the administration of the unit, including any necessary changes, will be communicated to all students enrolled in the unit via email.

These expectations are in addition to those specified in relevant University regulations.

Plagiarism

Unless specifically stated in the specification of the assessment item provided on the unit website, it is required that:

- work submitted by a student is the work of that student alone OR
- where the assessment item is to be completed by a group of students, the work submitted by the group of students is the work of that group of students alone.

While students are encouraged to discuss the assignments in this unit and to engage in active learning from each other, it is important that they are also aware of the University’s policy on plagiarism. Plagiarism is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example downloading an essay wholly or in part from the internet, copying another student's work or using an author’s words or ideas without citing the source.

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at [http://www.academicintegrity.utas.edu.au](http://www.academicintegrity.utas.edu.au).

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see [http://www.utas.edu.au/universitycouncil/legislation/](http://www.utas.edu.au/universitycouncil/legislation/).

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed."

It is important that you understand this statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer. Useful resources on academic integrity, including what it is and how to maintain it, are also available at: [http://www.academicintegrity.utas.edu.au](http://www.academicintegrity.utas.edu.au)

Referencing

The preferred text referencing systems for the School is the Harvard system (also referred to as the author-date system). In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. For information on presentation of assignments, including referencing styles: [http://utas.libguides.com/referencing](http://utas.libguides.com/referencing)

It is important that you understand how to correctly refer to the work of others and maintain academic integrity. Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence. The university document on plagiarism contains information about referencing the work or ideas of others (see [http://www.utas.edu.au/plagiarism/](http://www.utas.edu.au/plagiarism/)).

Submissions

The details of the submission method (paper, electronic or other) for each assignment will be supplied in a separate assignment specification sheet. All in-semester assignment submissions (including electronic submissions) are to include an Assignment Cover Sheet which includes a statement confirming that the submission is your own work. If this undertaking is not signed, the assignment will not be marked. The Assignment Cover Sheet is available on the School's web site [http://www.cis.utas.edu.au/cisview/resources.jsp](http://www.cis.utas.edu.au/cisview/resources.jsp).

Extensions


Review of Assessment and Appeals

1. It is expected that students will adhere to the following policy for review of any piece of continuous assessment.
   a. Within 5 days of the release of the assessment result, the student should request an appointment with the Lecturer. The student should be prepared to discuss specifically which section of the marking criteria
they are disputing and why they consider the mark is inappropriate.
b. Following this discussion, students may request a formal remark of the original submission (in accordance with Rule of Academic Assessment 111, clause 22.1). This remark will be undertaken, where practicable, by an alternative assessor.

2. Students may also request a review of the final result in a unit. The request and payment must be made within 10 days from the date of the result notification. Students are referred to Rule of Academic Assessment 111, clause 23 at http://www.utas.edu.au/universitycouncil/legislation/rule111.pdf and http://www.admin.utas.edu.au/ac_serv/flowchart_review_assesment.pdf.

Complaints Procedure

It is expected that students will adhere to the following policy for making any complaint or grievance directly related to a Unit:

a. In the first instance, students are to approach the Lecturer or Unit Coordinator concerned and arrange a time to speak with them about their concern.
b. If an issue remains unresolved, the student should approach the Head of School and arrange a time to speak with them about their concern.

If the School’s internal policy of complaints is unable to resolve an issue, students should consult Ordinance 8 Student Complaints for further direction, see http://acserv.admin.utas.edu.au/complaints_info.html

Final Grade

Passing grades will be awarded based on the AVCC guidelines:

- PP at least 50% of the overall mark but less than 60%
- CR at least 60% of the overall mark but less than 70%
- DN at least 70% of the overall mark but less than 80%
- HD at least 80% of the overall mark

In order to comply with the benchmarks set by the Faculty of Science, Engineering & Technology for distribution of grades in units, both the in-semester and examination marks that students obtain may be adjusted either upwards or downwards. See http://fcms.its.utas.edu.au/scieng/scieng/policies.asp for details of the Faculty Assessment Guidelines.