INFS1602
Digital Transformation in Business

Course Outline
Summer Term 2017-2018

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
# Table of Contents

COURSE-SPECIFIC INFORMATION 1

1 STAFF CONTACT DETAILS 1

2 COURSE DETAILS 1

2.1 Teaching Times and Locations 1
2.2 Units of Credit 1
2.3 Summary of Course 1
2.4 Course Aims and Relationship to Other Courses 1
2.5 Student Learning Outcomes 1

3 LEARNING AND TEACHING ACTIVITIES 3

3.1 Approach to Learning and Teaching in the Course 3
3.2 Learning Activities and Teaching Strategies 3

4 ASSESSMENT 5

4.1 Formal Requirements 5
4.2 Assessment Details 5
4.3 Assessment Format 5
4.4 Assignment Submission Procedure 7
4.5 Special Consideration, Late Submission and Penalties 7
4.6 Protocol for viewing final exam scripts 7

5 COURSE RESOURCES 8

6 COURSE EVALUATION AND DEVELOPMENT 8

7 COURSE SCHEDULE 8
COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Jill Moore
Room: Room 2092, Quadrangle Building
Phone No: 9385-0590
Email: jill.moore@unsw.edu.au
Consultation Times – Tuesdays and Thursdays 11:00-12:00 (or by appointment)

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1a (to Week 6): The Times and Locations are:

Tuesdays and Thursdays: 1000H to 1100H – Macauley Theatre (K-E15-1027).
Tutorials start in Week 1a (to Week 6).

A full list of tutorials, times and tutors will be on the Course Website and Moodle.

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

## 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 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 case studies; 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.
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 major component of the course – that is the Final Exam and the Individual Assignment. A mark of AT LEAST 45 percent or higher is regarded as satisfactory.
- 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.
- It should be noted that group members are expected to work in a harmonious and professional fashion, which includes adequate management of nonperforming 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.

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

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop Preparation, Participation and Group Presentation</td>
<td>20%</td>
<td>N/A</td>
<td>Weeks 1 to 6 Workshops</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>30%</td>
<td>3000 words</td>
<td>Friday 19 January at 12 noon</td>
</tr>
<tr>
<td>Final Exam</td>
<td>50%</td>
<td>2 hours</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Workshop Preparation and Participation (20%)**
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, presenting, group-work, time management and personal organization.

You are expected to prepare for your workshops by reading the textbook, additional material as assigned and preparing written notes for each workshop. During workshops, you are expected to participate actively in class activities, group discussions and 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 (i.e., weekly homework), team participation & individual contribution to class discussions and a group presentation. 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). Students are expected to attend at least 80% of your classes. 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 a copy original valid relevant documentation (e.g., doctor’s certificate) to the LiC within 3 working days from the missed workshop date and supply the original document upon your return to class. 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.

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.

**Individual Assignment (30%)**
For this assignment, you will assume the role of a business analyst. You will be asked to analyse an organisation within the e-commerce market place and make recommendations based upon your research, analysis and logical application on concepts covered in this course.

Submission of your assignment must be accompanied by a signed cover page provided on Moodle. Digital signatures are not allowed. The 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.

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 6b lecture.
4.3 Assessment Format
Full details regarding the assessment will be posted on Moodle in Week 2b.

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.

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 through 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 has set a protocol under which students may view their final exam script. 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.
5 COURSE RESOURCES

The prescribed textbook for the course is:


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](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

Workshop Schedule (Workshops start in Week 1a and finish in Week 6b).

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Tutorial Topic</th>
<th>Resources</th>
</tr>
</thead>
</table>
| Week 1a    | Information Systems and IS Professionals in Global Business | Course outline  
Team Building,  
Academic writing | Chapter 1 |
| Week 1b    | Information Systems, Organizations, and Strategy | IS Transforming Business  
Strategic business objectives of IS | Chapter 2 |
| Week 2a    | Enabling Commerce Using the Internet       | Organisations strategy  
Porter’s models  
Osterwalder’s model | Chapter 3 |
<p>| Week 2b    | Web 2.0                                    | E-commerce defined                                 | Chapter 4 |</p>
<table>
<thead>
<tr>
<th>Week 3a</th>
<th>Enterprise Information Systems</th>
<th>Web 2.0 Need for Communication and Collaboration Enterprise 2.0 Strategy</th>
<th>Chapter 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3b</td>
<td>Supply Chain Management</td>
<td>Using the Value Chain to optimise core business processes</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>4 January</td>
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<tr>
<td>Week 4a</td>
<td>Customer relationship Management</td>
<td>Applying SCM to achieve competitive advantages based on organisations' strategic objectives</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>9 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4b</td>
<td>Decision Support and Business Intelligence</td>
<td>Using CRM to attract and retain customers</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>11 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5a</td>
<td>Building Information Systems</td>
<td>Defining Big Data and applying to case studies based on organisational strategies</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>16 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5b</td>
<td>Managing Projects</td>
<td>Systems Development and Organisational Change Business Process Redesign</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>18 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6a</td>
<td>Securing Information Systems</td>
<td>Runaway Projects and Systems Failures Project Management Objectives</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>23 January</td>
<td>Ethical and Social Issues in Information Systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6b</td>
<td>Course Revision</td>
<td></td>
<td></td>
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<tr>
<td>25 January</td>
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**UNSW key dates for Summer Term:**

<table>
<thead>
<tr>
<th>Summer Term</th>
<th>U1C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching period</td>
<td>4 Dec 2017 – 25 Jan 2018</td>
</tr>
<tr>
<td>Study period</td>
<td>27 Jan – 1 Feb 2018</td>
</tr>
<tr>
<td>Exam period</td>
<td>2 – 6 Feb 2018</td>
</tr>
</tbody>
</table>

**Holidays & Observances:**
Christmas shutdown: 20 Dec 2017 – 1 Jan 2018
‘Australia Day’ holiday: Friday 26 Jan 2017