

BA (Hons) BUSINESS STUDIES /
BA (Hons) BUSINESS ADMINISTRATION
BA COMBINED HONOURS PROGRAMME

THE MANAGEMENT OF INFORMATION SYSTEMS FOR
STRATEGIC ADVANTAGE

REFERENCE NUMBER
Ref: BIS-3-MSA

SEMESTER ONE
ACADEMIC YEAR 2011-2012

Department of Business Studies

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1.0 UNIT DETAILS

Unit Title:	The Management of Information Systems for Strategic Advantage
Unit Level:	Level 3
Unit Reference Number:	BIS-3-MSA
Credit Value:	15 CAT points
Student Study Hours:	150
Contact Hours:	3 Hours per week (1 hour lecture and 2 hour seminar)
Private Study Hours:	105
Pre-requisite Learning (If applicable):	None
Co-requisite Units (If applicable):	None
Course(s):	BABS/BABA
Year and Semester	Year 3/4, Semester 1
Unit Coordinator:	Colquhoun Ferguson
UC Contact Details (Tel, Email, Room)	Room 321, Tel: 0207 815 7871, Email fergusc2@lsbu.ac.uk
Teaching Team & Contact Details (If applicable):	Colquhoun Ferguson John Cullen
Subject Area:	Business Information Systems
Summary of Assessment Method:	Examination 70% Coursework 30%

2.0 SHORT DESCRIPTION

This unit places emphasis on the management of information systems within a global context. The unit will focus upon the use of information systems within business to gain strategic advantage over competitors.

3.0 AIMS OF THE UNIT

Students who successfully complete this unit will be able to meaningfully contribute as managers within the sphere of information systems management. This contribution will be securely based upon knowledge, information literacy, problem solving and creative solution formulation skills. These abilities will be framed within a clear ethical understanding of management decisions.

4.0 LEARNING OUTCOMES

4.1 Knowledge and Understanding:

Demonstrate a sound knowledge of a range of current issues in the management of information technology systems.

4.2 Intellectual Skills:

Be able to apply this knowledge in a critical way to current themes and practices and demonstrate a theoretical understanding of the issues associated with the management of information systems.

4.3 Practical Skills:

To devise practical solutions to real world scenario challenges within the context of political, economic, cultural and power realities.

4.4 Transferable Skills:

Problem analysis, communication, critical appraisal of information systems and their contexts.

5.0 EMPLOYABILITY

This unit will develop problem solving solution providers who are sensitised to the constraints generated by power, culture, finance, technological threshold, knowledge, politics and economics. These employable characteristics will be developed within the paradigm of managing information systems.

6.0 INTRODUCTION TO STUDYING THE UNIT

6.1 Overview Of The Main Content

The content of this unit will offer an overview of the academic area of Business Information Systems / Information Management by focusing on a selection of key topical areas. This focus will not adopt a highly detailed examination of the minutiae of electronic information systems but take a high-level management perspective. Some of the specific areas to be examined will include the strategic use of information systems, the management of information systems via outsourcing, virtual organisations and ethical issues associated with information systems. A detailed list of topics can be found under 7.0.

6.2 Overview Of Types Of Classes

This unit will be delivered by 2 hour lectures supported by 1 hour seminars. The seminars will be discursive in nature with students sometimes working individually and sometimes working in teams, analysing and discussing real world case studies. Case studies will directly relate to lecture content.

6.3 Importance Of Student Self-Managed Learning Time

Students will receive direction regarding specific reading on a weekly basis. This reading may be the case study to be discussed the following week, an academic paper or a particular chapter in a textbook. It will be necessary for students to complete this reading if they are to fully participate during seminars and to achieve higher marks in the assessment.

7.0 THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

The programme of weekly lectures is indicative. Specific details will be given during the course.

Week 1	Introduction Strategic Information Systems <i>Overview</i>
Week 2	Strategic Information Systems <i>Theory</i>
Week 3	Learning Organisations & Knowledge Management (I)
Week 4	Learning Organisations & Knowledge Management (II)
Week 5	Project Management (I)
Week 6	Project Management (II)
Week 7	Business Intelligence (I)
Week 8	Business Intelligence (II)
Week 9	Presentations (week beginning 21st November 2011)
Week 10	Enterprise Resource Planning
Week 11	To be announced
Week 12	To be announced

8.0 ASSESSMENT OF THE UNIT

Group Assignment

Groups of Not Fewer Than Two and Not More Than Three People

Paper To Be Analysed Should Be Identified By Self-Selecting Group Members And Approved Not Later Than Week Beginning 10th October 2011

Written work submitted and Presentations to Commence Week Beginning 21st November 2011

Select an academic paper of your choice, which is broadly relevant to the academic discipline of Management Information Systems. Such papers may be easily obtained from business or information technology journals (e.g. Communications of the ACM, Information Management) available at London South Bank University Library either in hard copy or via LIS@.

Selection of Academic Paper is Subject To The Approval of the Unit Leader

TASKS:

1. Précis the selected paper. Not to exceed one side of A4.
2. Critically evaluate this paper in not more than 2000 words.
3. Present your précis and analysis. Length of presentations should take 10/15 minutes.

Assessment Criteria

Overall Weighting:	Written Report	60%
	Oral Presentation	40%

Written Report:	50	Quality of précis to include layout, clarity, quality of expression
	50	Critical Analysis
Oral Presentation:	40	Organisation and précis of key issues
	40	Response to questions
	20	Presentation style

9.0 LEARNING RESOURCES

9.1 Core Materials

Students will receive a substantial case study booklet, which will be referred to and used throughout the course during seminars. This will contain in excess of 30 real world case studies. On an occasional basis academic papers will be distributed to students.

Reading

Management Information Systems, Managing the Digital Firm, Laudon & Laudon, Pearson Prentice Hall, 10th Edition, 2009

Management Strategies for Information Technology, Michael J. Earl, Prentice Hall, 2009

Business Information Management, Dave Chaffey and Steve Wood, Prentice Hall, 2010

10.0 Attendance

Students are expected to attend all classes and their attendance will be monitored. The attendance record will be presented to the examination board and will be one of the factors considered to determine your progress on your course.

11.0 Plagiarism

In recent years plagiarism has been seen by all universities in the UK, Europe, the USA and elsewhere as a growing problem, and a serious issue. London South Bank University and The Department of Business are taking a determined approach to reducing the problem of plagiarism at all levels.

11.1 Plagiarism and its dangers

Students often get into trouble with the Academic Misconduct Authorities of the University because they either;

- a). do not understand what plagiarism is, or
- b). they fail to see that they have committed plagiarism by not being careful in how they approach and present their academic work.

It is not difficult to avoid plagiarism, by taking a little care, and being aware of the rules and regulations of the University. The problem is made more difficult because the internet and electronic forms of information and data often make it seem that

information is freely available for all of us to use; just like a railway timetable. However, all academic and other forms of information must have been written by someone, or created by some institution or company. This is what makes academic copying so dangerous. It appears to be OK and acceptable. But it is not, and can lead the student into serious disciplinary problems with the University authorities.

11.2 What is Plagiarism?

Plagiarism is the practice of representing another person's work as the student's own, without acknowledgment of the source. Examples of plagiarism include:-

- Including in a student's own work more than a single actual phrase from the work of another person **without use of quotation marks and acknowledgement of the source**
- Summarising another person's work by changing a few words, or altering the format or order of presentation, without acknowledgement
- Using the ideas of another person, or data gathered by another person, in assessed work presented as the student's own, without acknowledgement of the source
- Copying the work of another source (e.g. a book or article, or the work of another current or past student at LSBU or elsewhere)
- Using and presenting as the student's own work, material prepared by another person and stored on a computer disk or downloaded from the Internet

11.3 Help to Avoid Plagiarism

The University provides materials and assistance to help students avoid the pitfalls of plagiarism. With this amount of material available, it is no defence for a student to say *"I didn't know, or understand that I was plagiarising"*.

All students should read the following university materials. The Library has several very good simple help sheets on the subject.

- LISA Help Sheet HS04. Plagiarism, gives a clear definitive view and help on the subject. It is at: <http://www.lisa.lsbu.ac.uk/helpsheets/hs4.pdf>
- LISA Help Sheet HS30, How to Do Your Referencing Using the Harvard System is a first class guide on referencing, including electronic references. It is at: <http://www.library.lsbu.ac.uk/helpsheets/hs30.pdf>
- LISA Help Sheet HS28, How to do your Referencing; Numerical Style is at: <http://www.library.lsbu.ac.uk/helpsheets/hs28.pdf>
- The Student Handbook has a section on Plagiarism. It is at: <http://www.lsbu.ac.uk/current.student/handbook.html>

- Academic Assistant has a good website looking at Plagiarism, Referencing and Quotations at:
[http://www.blc.lsbu.ac.uk/aa/aa/Communication/Writing%20Skills/R%26Q\(68\)/R%26Q_2Plagiarism\(68\).html](http://www.blc.lsbu.ac.uk/aa/aa/Communication/Writing%20Skills/R%26Q(68)/R%26Q_2Plagiarism(68).html)
- How to Avoid Plagiarism is tackled at the interesting Purdue University webpage at:
<http://owl.english.purdue.edu/owl/resource/589/01/>
- Academic Regulations for Taught Programmes are boring, certainly; but very important. They are at:
<http://www.lsbu.ac.uk/current.student/downloads/AcademicRegsTaughtProgrammes.pdf>
- There is also a range of books in the library on the subject of plagiarism.
 - Neville, C., (2010). [The complete guide to referencing and avoiding plagiarism](#). 808.027 NEV
 - Tissington, P., Hasel, M., and Matthiesen, J., (2009). [How to write successful business and management essays](#). 808.06665 TIS
 - Pears, R., and Shields, G., (2008). [Cite them right: the essential guide to referencing and plagiarism](#). 025.324 PEA
 - Neville, C., (2007). [The complete guide to referencing and avoiding plagiarism](#). 808.027 NEV
 - Menager-Beeley, R., and Paulos, L., (2006). [Understanding plagiarism: a student guide to writing your own work](#). 808.066 MEN

11.4 Why do Universities get so upset about Plagiarism?

Consider two students. One has worked very hard in the library for six months on a dissertation. The other has 'cut and pasted' large chunks of material from the web and 'wrote' a dissertation in a few days. Should both get the same mark?

It is because plagiarism is a form of cheating for personal advantage that the university takes a strong line on exposing students who plagiarise and copy other people's work.

11.5 What if I am Caught Plagiarising?

Plagiarism is a form of serious academic misconduct and is not allowed.

Where plagiarism appears to have taken place, the case will be reported to the Academic Misconduct Co-ordinator for the Department.

A preliminary investigation is undertaken to determine whether there is a case to answer over an allegation of plagiarism. If there is a case to answer, a full investigation takes place by the university, in which the student will be given the opportunity to explain their actions. Taking into account the explanation given by the student, a decision on the case is made either at department level, or at a specially convened,

independent university panel which will then recommend to the Examinations Board the appropriate penalty. Where plagiarism has occurred, **it may result in the student failing the module without the opportunity to be re-assessed.** In extreme cases, a student may be deemed to have failed all modules of the course and be asked to terminate their studies and leave the university.

- Plagiarism is **very** serious
- There are **very** strict university rules that apply to all aspects of Plagiarism
- Punishment is severe, with significant financial and personal costs to the student
- The investigation and judicial process is very thorough, and so necessarily slow. The university uses a range of detection systems, including the JISC (Joint Information Systems Committee) computer based system, Turnitin, and other computer based systems.
- You cannot progress **or graduate** until the full process is completed. It may take 3-6 months
- This may mean you miss the graduation ceremony with your parents
- Even if you are found innocent, you may easily miss an academic year and not graduate with your friends

11.6 Student Requirements on Courses and Modules

All students must submit their work themselves to the Turnitin system for checking. This can easily be done through the Blackboard site for each Module, with also has full instructions on how to undertake this simple task.

In addition, to address the problem of plagiarism in the writing of coursework, the Business Department requires students to submit **a copy of all coursework in electronic form, and a paper print out of the first two pages of the Turnitin Report. These need to be attached to the back of the coursework** when it is handed in to L105. Work cannot be marked without this. Students may also be required to submit to a *viva voce* interview and investigation to demonstrate that their work is authentic.

Remember

One simple guarantee that you are not plagiarising is to show your work to your class tutor before you submit it, with your Turnitin Report and ask, “Am I doing something silly here. Am I at risk of being caught plagiarising?”

They will give you guidance and advice.

PRESENTATION ASSESSMENT SHEET

PLANNING	<30	40	50	60	70<
Structure/Organisation of Materials					
Content					
Evidence of Analysis					
Research					
Conclusions					
Originality of Approach					
Awareness of Audience					
USE OF VISUAL AIDS	<30	40	50	60	70<
<i>Were they clear, well produced, available for view long enough, understandable?</i>					
Flip Charts					
Slides (OHP)					
Posters					
Leaflets, Hand-outs					
AREAS FOR IMPROVEMENT					
COMMENTS AND OVERALL IMPRESSION					
TUTOR(S)					

DELIVERY	<30	40	50	60	70<
Voice - Audible, Pace & Speed of delivery					
Manner - Confident, Enthusiastic etc.					
Eye Contact					
Effective Use of Time					
Ability to Answer Questions					
AREAS FOR IMPROVEMENT					
COMMENTS & OVERALL IMPRESSIONS					