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# SISAT

School of Information Systems & Technology  
Faculty of Informatics

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## ISIT401 Information Systems Strategic Planning Subject Outline Spring Session 2009

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Head of School –Associate Professor Peter Hyland, Student Resource Centre, Tel: (02) 4221 3606

### GENERAL INFORMATION

#### Subject Coordinator

Telephone Number:

Email:

Location:

Tim Coltman

4221 3912

tcoltman@uow.edu.au

39.206F

Assoc Prof Coltman's consultation times during session:

Day

Monday

Thursday

Time

1.30-3.30 PM

9.30-11.30 AM

#### Subject Organisation

Session:

Credit Points

Contact hours per week:

Lecture Times & Location:

Tutorial Day, Time and Location can be found at:

Spring Session, Wollongong Campus

6 credit points

1 hr lectures, 2 hrs tut

Thursday 11:30 AM – 12:30PM 35-G45

<http://www.uow.edu.au/student/timetables/index.html>

Students should check the subject's web site regularly as important information, including details of unavoidable changes in assessment requirements will be posted from time to time via e-Learning space <http://www.uow.edu.au/student/>. Any information posted to the web site is deemed to have been notified to all students.

#### Subject Description

The subject is essentially about the application of technology for competitive advantage. Throughout the subject, the spotlight will be trained on techniques and frameworks for 'thinking strategically about a company's technological orientation'. A wide spectrum of business and technology issues will be covered that address the problems and issues surrounding the analysis and development of an IT strategic plan.

#### Subject Objectives

Students who successfully complete this subject should be able to: (i) Identify the key techniques and frameworks of strategy analysis; (ii) critically apply these techniques to case study material; and (iii) Analyse the processes required to develop a sensible IT strategic plan.

#### Graduate Qualities

This subject will continue to the following graduate qualities:

-Informed

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- Independent Learners
- Problem solvers
- Effective communicators
- Team work

Further information can be found at:

<http://www.uow.edu.au/informatics/sisat/current/SubjectInformation/UOW051055.html>

### **Attendance Requirements:**

It is the responsibility of students to attend all lectures/tutorials/labs/seminars/ practical work for subjects for which you are enrolled. It should be noted that the amount of time spent on each 6 credit point subject should be at least 12 hours per week, which includes lectures/tutorials/labs etc.

Satisfactory attendance is deemed by the University, to be attendance at approximately 80% of the allocated contact hours. Students **MUST** attend their **allocated** tutorial unless they have the written permission of the subject coordination

### **Method of Presentation:**

In order to maximize learning outcomes, it is strongly recommended that students attend all lectures. The online lecture slides provide a summary of the lecture but this is generally insufficient to develop a working knowledge of how to write an IS strategic plan.

**Lecture Schedule:** A proposed Lecture schedule for the subject is as follows:

<b>Week</b>	<b>Topic</b>	<b>Prior Reading</b>
<b>1</b>	Introduction	No tutorial
<b>2</b>	Developing a strategic perspective	Carr (2003)
<b>3</b>	External market competitive analysis	Porter (2001)
<b>4</b>	SISP Techniques I	Teubner (2007)
<b>5</b>	Internal capability assessment	Ray, Muhanna and Barney (2007)
<b>6</b>	SISP Techniques II	Feeney & Willcocks (1998)
<b>7</b>	IT Organisation	Jeffrey and Leliveld (2004)
<b>8</b>	Business level applications (CRM and SCM)	Sauer and Willcocks (2003)
<b>9</b>	Corporate level IT infrastructure	Ross (2003)
<b>10</b>	IT investment costs	Davenport (2005)
<b>11</b>	IT Governance & outsourcing	Lepeak (2007)
<b>12</b>	Managing the delivery of IS/IT services	Basu and Muylle (2007)
<b>13</b>	Measuring the success of IT strategic planning: and Review	No reading

Changes to the above schedule will be posted via e-Learning space <http://www.uow.edu.au/student/>. Any information posted to the web site is deemed to have been notified to all students.

### **Subject Materials:**

Any readings/references are recommended only and are not intended to be an exhaustive list. Students are encouraged to use the library catalogue and databases to locate additional readings

### **Textbook(s):**

There is no textbook allocated for this subject. A reading list for weekly tutorials is provided below.

### **Other Resources:**

These readings are available through the UOW library eReadings.

- Basu A. and S. Muylle (2007) "How to Plan E-Business Initiatives in Established Companies", MIT Sloan Management Review 49(1): 28
- Carr N. (2003) "IT Doesn't Matter", Harvard Business Review, May: 41-49.
- Davenport T. (2005) "The Coming Commoditization of Processes" Harvard Business Review, July: 101-108.

- Feeney D. and Willcocks L. (1998) “Core IS Capabilities for Exploiting IT” MIT Sloan Management Review, April
- Grover V. and A. Segars (2005) “An empirical evaluation of stages of strategic information systems planning: patterns of process design and effectiveness” Information and Management, 42(5):761-779.
- Jeffery M. and I. Leliveld. (2004) “Best Practices in IT Portfolio Management”, MIT Sloan Management Review. 45(3):41-49.
- Lepeak S. (2007) “Fix IT-Business Relationships Through Better Decision Rights” Communications of the ACM, 50-(12): 80-86
- Porter M.E. (2001) “Strategy and the Internet” Harvard Business Review, March: 63-78.
- Ray G., W.A. Muhanna, and J.B. Barney (2007) “The Role of Shared IT-Business Understanding” Communications of the ACM, 50(12): 87-91
- Ross J.W. (2003) “Creating a Strategic IT Architecture competency: Learning in Stages” MIS Quarterly Executive 2(1):31-43.
- Sauer and Willcocks (2003) “Establishing the Business of the Future: The Role of Organizational Architecture and IT” European Management Journal 21(4): 497-508
- Teubner R.A. (2007) “Strategic information systems planning: A case study from the financial services industry” The Journal of Strategic Information Systems 16(1):105-125.

**Assessment:**

This subject has the following assessment components.

ASSESSMENT ITEMS & FORMAT	% OF FINAL MARK	GROUP/ INDIVIDUAL	DUE DATE
Tutorial Participation	5%	Individual	Weekly assessment by tutor
Class Quiz	15%	Individual	There will be 4 quizzes throughout the session. The quizzes will be held in weeks 4, 6, 8 & 10, in your allocated tutorial.
Preliminary IT Strategic Plan	10%	Individual	Electronically via eLearning, Monday 11 <sup>th</sup> September 11:59pm (23:59) (Hardcopy in the Week 7 tutorial)
Final IT Strategic Plan	40%	Individual	Electronically via eLearning, Friday 9 <sup>th</sup> October 11:59pm (23:59) (Hardcopy in the Week 10 tutorial)
Readings Presentation	30%	Group	Group presentation during allocated tutorial. Articles to be allotted in tutorial 1, week 2.

**Notes on Assessment:**

All assignments are expected to be completed independently. Plagiarism may result in a FAIL grade being recorded for that assignment.

More information is available under “Assessment Information” on eLearning space for assessment tasks.

- If you cannot submit an assessment item on time it must be submitted to the subject coordinator as soon as possible. Late submission of assessment item MUST be accompanied by a special consideration request via SOLs
- All submissions must be accompanied by a SISAT Assignment Cover Sheet.
- Faxes, email and un-receipted mail submissions will NOT be accepted.
- It is a requirement of this subject that the IT strategic Plan be initially submitted electronically (via eLearning).

**Electronic Submission of Assessment Items:**

Unless otherwise notified by the subject coordinator, all written assignments must be submitted electronically.

Submission of assessment items via email will not be accepted.

All assignments will be returned within 2 weeks of their submission.

### **Class Participation (5%)**

Active participation in class is essential to your learning, and good participation is expected and rewarded. A total mark of five percent (5%) will be awarded for your individual contribution to class activities and tutorial discussions. This will include your active involvement in asking questions to presenting groups after the reading presentations. No marks will be awarded for attendance. Your class participation mark will be determined by your tutor.

### **Class Quiz (15%)**

Many students will find the concepts in this subject quite new and challenging. To reinforce your learning there will be a brief in tutorial quiz based activity at the commencement of classes in weeks 4, 6, 8 and 10. The quiz questions will test for knowledge, comprehension, and application of terms and concepts as they relate to the learning objectives specified in the outline. A total of 4 quizzes have been set. Each quiz will be worth 5 marks. The best 3 marks from your quiz attempts will be included. The rules and expected readings for all quizzes will be provided during tutorial 1, week 2 of session. Alternative arrangements may be made for students that meet special consideration guidelines.

### **IT Strategic Plan (Total 50%)**

The most important objective of the subject is for you to learn how to do a strategic analysis and then prepare a strategic plan. This will be completed in 2 stages:

- 1) The Preliminary Plan (10% / 1500 words) will be used as the basis of the Final Report
- 2) The Final Plan (40% / 5000 words)

Further details including the case study and requirements will be provided in tutorial 1, week 2.

### **Readings Presentation (30%)**

Your group will have responsibility for conducting a readings presentation. The purpose of the Readings Presentation is to develop your skills in oral and visual communication. Each group will be allocated a week in which they will manage part of the tutorial by developing a presentation that will include learning activities for other class members. Student groups (3-4 students per group) are to select and present a week from the "tutorial readings" section in the lecture schedule (weeks 5-11 will be available for selection).

Each student group should prepare a 30 minute presentation for the class that provides an overview of the topic and emphasizes what each group has learned and/or found interesting in the article(s). A one page summary handout sheet for the entire class is required. The readings presentation will be worth 30% of your overall mark. A standard check-list (available on UOW eLearning) detailing the involvement of individuals in group work must be submitted with the presentation materials.

### **Procedures for the return of assessment items:**

- All assignments will be returned to students in tutorials.
- Penalties may apply to all late work, except if special consideration is deemed necessary or unless an extension has been granted the subject coordinator.

### **Penalties for late submission of assessment items:**

Penalties apply to all late work, except if student academic consideration has been granted. Late submissions will attract a penalty of 20% of the assessment mark per day including weekends. Work more than (5) days late will be awarded a mark of zero.

### **Tutorial/Lab Closure Policy**

If for any reason, the number of students in a tutorial or lab falls below a sustainable enrolment level, as determined by the Head of School, tutorials/labs offered for that subject may be collapsed or deleted.

You will have to attend the new tutorials/lab if this closure affects the one you are attending.

We will endeavour to make this decision no later than Week 4 of session.

## **Supplementary Exams**

Supplementary Exams will be dealt with in accordance with student academic consideration policy (<http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf>) 9.2 Timing of Supplementary Exams.

While the School normally grants supplementary exams when the student does not sit the standard exam for an acceptable reason, each case will be assessed on its own merit and there is no guarantee a supplementary exam will be granted. If a supplementary exam is granted, you will normally be notified via SOLS Mail the time and date of this supplementary exam. You must follow the instructions given in the email message.

**Please note that if this is your last session and you are granted a supplementary exam, be aware that your results will not be processed in time to meet the graduation deadline.**

## **Student Academic Consideration Policy**

The School recognises that it has a responsibility to ensure equity and consistency across its subjects for all students. Sometimes, in exceptional circumstances, students need to apply for student academic consideration in order to complete all assessable work.

The University applies strict criteria to the granting of student academic consideration. Before applying for student academic consideration, students should carefully read the University's policy which can be found at: <http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf>.

## **Plagiarism**

**When you submit an assessment task, you are declaring the following**

1. It is your own work and you did not collaborate with or copy from others.
2. You have read and understand your responsibilities under the University of Wollongong's policy on plagiarism.
3. You have not plagiarised from published work (including the internet). Where you have used the work from others, you have referenced it in the text and provided a reference list at the end of the assignment.

Students must remember that:

Plagiarism will not be tolerated.

Students are responsible for submitting original work for assessment, without plagiarising or cheating, abiding by the University's policies on Plagiarism as set out in the University Handbook under University Policy Directory and in Faculty handbooks and subject guides. Plagiarism has led to the expulsion from the University.

## **Student Academic Grievance Policy**

The School aims to provide a fair, equitable and productive learning environment for all its students. The Student Academic Grievance Policy seeks to support the achievement of this goal by providing a transparent and consistent process for resolving student academic grievances.

Any student who has a grievance over a result should obtain a Faculty of Informatics Appeal Against Decision or Action Affecting Academic Experience form from the Informatics Student Enquiry Centre. (<http://www.uow.edu.au/content/groups/public/@web/@inf/@faculty/documents/doc/uow017433.pdf>) The student should firstly take the form to the marker/lecturer to discuss the matter and, if the student is still not satisfied, s/he should take the next step as outlined on the form.

Once the grievance has been considered by the Faculty, if the student still feels the situation has not been fully resolved s/he may consult the Dean of Students. However, the Dean of Students can have no input into the academic judgment of the lecturer and can only review the grievance to ensure proper procedure has been followed.

## **Relevant University Policies, procedures and students services:**

For more information students must refer to the Faculty handbook, online references or consult the UOW policy in full at <http://www.uow.edu.au/handbook/courserules/studacgrievpol.html> which contains a range of policies on educational issues and student matters.

This outline should be read in conjunction with the following documents:

Code of Practice - Teaching and Assessment <a href="http://www.uow.edu.au/handbook/codesofprac/teaching_code.pdf">http://www.uow.edu.au/handbook/codesofprac/teaching_code.pdf</a>	Code of Practice - Students <a href="http://www.uow.edu.au/handbook/codesofprac/cop_students.html">http://www.uow.edu.au/handbook/codesofprac/cop_students.html</a>
Code of Practice-Honours <a href="http://www.uow.edu.au/handbook/CodeofPractice-Honours.pdf">http://www.uow.edu.au/handbook/CodeofPractice-Honours.pdf</a>	Acknowledgement Practice <b>Plagiarism will not be tolerated:</b> <a href="http://www.uow.edu.au/handbook/courserules/plagiarism.html">http://www.uow.edu.au/handbook/courserules/plagiarism.html</a>
Key Dates <a href="http://www.uow.edu.au/student/dates.html">http://www.uow.edu.au/student/dates.html</a>	Student Academic Consideration Policy: <a href="http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf">http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf</a>
Course Progress Requirements: <a href="http://www.uow.edu.au/student/mrp/index.html">http://www.uow.edu.au/student/mrp/index.html</a>	Graduate Qualities Policy: <a href="http://www.uow.edu.au/about/teaching/qualities/index.html#_The_new_UOW">http://www.uow.edu.au/about/teaching/qualities/index.html#_The_new_UOW</a>
Academic Grievance Policy (Coursework and Honours students) <a href="http://www.uow.edu.au/handbook/courserules/studacgrievpol.html">http://www.uow.edu.au/handbook/courserules/studacgrievpol.html</a>	Non-Discriminatory Language Practice and Presentation <a href="http://staff.uow.edu.au/eed/nondiscrimlanguage.html">http://staff.uow.edu.au/eed/nondiscrimlanguage.html</a>
Occupational Health and Safety <a href="http://www.uow.edu.au/about/policy/ohs.html">http://www.uow.edu.au/about/policy/ohs.html</a>	Ownership of Work & Intellectual Property Policy: <a href="http://www.uow.edu.au/handbook/generalcourserules/UOW028651.html">http://www.uow.edu.au/handbook/generalcourserules/UOW028651.html</a>
Human Research Ethics Committee: <a href="http://www.uow.edu.au/research/rso/ethics/human/">http://www.uow.edu.au/research/rso/ethics/human/</a>	Rules for student conduct: <a href="http://www.uow.edu.au/handbook/generalrules/StudentConductRules.pdf">http://www.uow.edu.au/handbook/generalrules/StudentConductRules.pdf</a>
Independent Learners' Introductory Program <a href="http://www.uow.edu.au/student/attributes/ilip/">http://www.uow.edu.au/student/attributes/ilip/</a>	Informatics Faculty Librarian, Ms Annette Meldrum, phone: 4221 4637, email: <a href="mailto:ameldrum@uow.edu.au">ameldrum@uow.edu.au</a>
Student Support Services: <a href="http://www.uow.edu.au/student/services/">http://www.uow.edu.au/student/services/</a> Informatics Faculty SEDLO ( <b>Student Equity and Diversity Liaison Officers</b> ) Virginie Schmelitschek, phone 4221 3833, <a href="mailto:virginie@uow.edu.au">virginie@uow.edu.au</a>	SISAT Internet Access & Student Resource Centre <a href="http://www.uow.edu.au/informatics/sisat/current/uow024466.html">http://www.uow.edu.au/informatics/sisat/current/uow024466.html</a>
SISAT Computer Usage Rules <a href="http://www.uow.edu.au/informatics/sisat/current/uow024457.html">http://www.uow.edu.au/informatics/sisat/current/uow024457.html</a>	SISAT Subject Outlines <a href="http://www.uow.edu.au/informatics/sisat/current/UOW055502.html">http://www.uow.edu.au/informatics/sisat/current/UOW055502.html</a>