ISIT917  Business Intelligence and Knowledge Management

Subject Outline

Autumn Session 2009

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

GENERAL INFORMATION

Subject Coordinator
Will Tibben
Telephone Number: 4221 3768
Email: wjt@uow.edu.au
Location: 39.110

Mr Tibben’s consultation times during session:
Day     Time
Tues    15.30-17.30
Fri     15.30-17.30

Subject Organisation
Session: Autumn Session, Wollongong Campus
Credit Points: 6 credit points
Contact hours per week: 1 hour lecture, 2 hours tut
Lecture Times & Location: Monday 12.30 AM – 1.30 PM 35.G45
Tutorial Day, Time and Location can be found at: 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/lol. Any information posted to the web site is deemed to have been notified to all students.

Subject Description
This subject focuses on the importance of information as a resource, on which the knowledge base of successful organisations is dependent. While the main focus of the subject is information management within the organisation, a broader context is important. National and international issues relating to information access will be addressed. These include: standards relating to electronic storage and retrieval of electronic documents (digital archiving); legal protection for information as an economic good (for example as patents, copyright and other forms of intellectual property); and social and ethical issues (eg privacy and security) relating to information management.

Subject Objectives
A student who successfully completes this subject should be able to: (i) Understand the importance of information management to the firm; (ii) Identify organisational concerns regarding information management; (iii) Evaluate current mechanisms and/or procedures relating to information management within organisations; (iv) Appreciate the influence of external forces (governments and international bodies) in controlling or facilitating information flows; (iv) Investigate the importance of networks like the Internet in the global information context; (v) Discuss the key issues relating to digital archiving.
Graduate Qualities
This subject will continue to the following graduate qualities:
- Informed
- Independent Learners
- Problem Solvers
- Effective Communicators
- Team Work
- Innovation & Design
Further information can be found at:

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.

Method of Presentation:
In order to maximize learning outcomes, it is strongly recommended that students attend all lectures.

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to subject, KM and BI perspectives</td>
<td>Ch 1</td>
</tr>
<tr>
<td>2</td>
<td>Philosophical perspective on knowledge</td>
<td>Ch 2</td>
</tr>
<tr>
<td>3</td>
<td>Generating knowledge</td>
<td>Ch 3</td>
</tr>
<tr>
<td>4</td>
<td>A KM methodology: CommonKADS I</td>
<td>Notes</td>
</tr>
<tr>
<td>5</td>
<td>A KM methodology: CommonKADS II</td>
<td>Notes</td>
</tr>
<tr>
<td>6</td>
<td>Evaluating Knowledge</td>
<td>Ch 5, 6</td>
</tr>
<tr>
<td>7</td>
<td>Sharing Knowledge</td>
<td>Ch 7, 8</td>
</tr>
<tr>
<td>8</td>
<td>Leveraging Knowledge in the Organisation</td>
<td>Ch 9, 10</td>
</tr>
<tr>
<td>9</td>
<td>Guest Lecture</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Business Intelligence and tools</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Business Intelligence case study</td>
<td>Notes</td>
</tr>
<tr>
<td>12</td>
<td>Leveraging Knowledge in a Globalised Environment</td>
<td>Notes</td>
</tr>
<tr>
<td>13</td>
<td>Review</td>
<td></td>
</tr>
</tbody>
</table>

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

The ISIT917 UOW e-Learning site http://www.uow.edu.au/student/lol/ contains all essential information about this course. Students are required to use this facility to access lecture notes, the assigned readings, “house-keeping” messages etc. Web-based activities will be delivered via UOW e-Learning. Participation in Web-based activities will contribute to a student’s marks.

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):
• Jashapara (2004), Knowledge Management: an Integrated Approach, Prentice Hall, Sydney
The text book can be purchased from the UniCentre Bookshop. Copies of the weekly readings are located in the library’s e-readings.

The following texts are a selection of just some relevant texts that are available in the library.

Assessment:
This subject has the following assessment components.

<table>
<thead>
<tr>
<th>ASSESSMENT ITEMS &amp; FORMAT</th>
<th>% OF FINAL MARK</th>
<th>GROUP/INDIVIDUAL</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Group Seminar Presentation</td>
<td>10%</td>
<td>Group</td>
<td>In tutorials, as allocated.</td>
</tr>
<tr>
<td>2. Participation</td>
<td>20%</td>
<td>Individual</td>
<td>Online Quizzes and Tutorial Activities</td>
</tr>
<tr>
<td>3. Assignment 1: Common KADS</td>
<td>15%</td>
<td>Individual</td>
<td>Soft Copies: Week 7 Monday 9.30 am via TurnItIn</td>
</tr>
<tr>
<td>4. Assignment 2: Social Analysis</td>
<td>15%</td>
<td>Individual</td>
<td>Soft Copies: Week 9 Monday 9.30 am via TurnItIn</td>
</tr>
<tr>
<td>5. Group Project</td>
<td>40%</td>
<td>Group</td>
<td>Soft Copies: Week 13 Monday 9.30am (09.30) via TurnItIn</td>
</tr>
</tbody>
</table>

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

Participation
Students are required to participate in tutorials. Participation in tutorials is an assessable component of the course.

Electronic Submission of Assessment Items:
Unless otherwise notified by the subject coordinator, all written assignments must be submitted electronically.

All electronic submissions must include the following declaration:

I declare that this assignment is original and has not been submitted for assessment elsewhere, and acknowledge that the assessor of this assignment may, for the purpose of assessing this assignment: Reproduce this assignment and provide a copy to another member of faculty; and/ or Communicate a copy of this assignment to a plagiarism checking service (which may then retain a copy of this assignment on its database for the purpose of future plagiarism checking.

Other Procedures for the submission of assessment items:
In addition to electronic submission students are required to submit assignments in hard copy to their tutor.
All assignments will be returned within 2 weeks of their submission.

Assignment Details
1. GROUP SEMINAR PRESENTATION [10 MARKS]

Your group will have responsibility for conducting a seminar. The purpose of the seminar 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. The purpose of this activity is to enable the class to learn about the weekly reading. The topic for your presentation will be the reading set down for that week. The principal criteria used in assessing the seminar are your skills in oral and visual communication as well as the information imparted on that topic.
Other important factors used in judging the success of the seminar will include the learning value of the class activities that have been devised by you. The nature and form of the presentation and activities are at your discretion.

The class tutor and the members of your tutorial group will award the marks for the presentation activities. More information is available on UOW e-Learning subject site.

**Due date**

Seminar presentations are due in the week that will be allocated. Late presentations are not permitted. Penalties may apply to all late work, except if student academic consideration is deemed necessary or unless an extension has been granted by your subject co-coordinator or tutor. Requests for extensions should be emailed to the tutor or coordinator, prior to the due date. You should plan your seminar to enable the presentation to continue should one member be unexpectedly absent. Non-delivery of presentation may result in zero marks being awarded for this assessment item.

**Presentation Length**

Each presentation will be expected to last a maximum of forty five (45) minutes. As a guide, twenty (20) minutes should be devoted to a formal presentation of the reading’s main points. The learning activities that you have developed for the class are expected to last up to twenty (20) minutes.

**Group Work**

A group should consist of three to four students. All members are expected to participate. Students are expected to report regularly on their group’s progress via the e-learning website. It is important that any problems that may arise with performance of your team be drawn to the attention of your tutor and subject coordinator as early as possible.

A mandatory requirement for group work is that you use an information or knowledge management tool to coordinate and document the efforts of your group. You will be asked to report on your use of this technology in an Appendix in the Group Report.

### 2. PARTICIPATION [20 MARKS]

Students will be expected to participate in class activities. Marks for participation will be allocated in the following way:

- **Online Quizzes – 10 marks**
  
  A quiz will be made available on UOW e-Learning for students to complete. The purpose of the quiz is to enable students to gain foundational knowledge about course content after their participation in subject activities such as lectures, tutorials and private reading.

- **Tutorial participation – 10 marks**
  
  Participation will be assessed on contributions to class activities and class discussion. Students will gain marks by filling out a “tick-a-box” style of assessment sheet in their allocated tutorial. The purpose of this exercise is to assist you to learn course material as well as develop skills in critical analysis. Other written tutorial activities will also contribute to your tutorial participation mark.

You will earn tutorial participation marks in the following way.

<table>
<thead>
<tr>
<th>N</th>
<th>Maximum number of tutorial presentations.</th>
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<tbody>
<tr>
<td>Y</td>
<td>Actual number of presentations assessed by you.</td>
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</tbody>
</table>
Weekly score = (W₁, W₂,…Wₚ)

Boxes ticked with no comments will be given a score of Wₚ=1
Boxes ticked with basic comment will be given a score of Wₚ=2.
Boxes ticked with descriptive comment will be given a score of Wₚ=3
Boxes ticked with critical comment will be given a score of Wₚ=4.
If a notable comment made to class activity add 1 mark to Wₚ

Final calculation of mark: (W₁+W₂+…+Wₚ)/N

3. ASSIGNMENT 1 1,000 words [15 MARKS]

This assignment requires you to write a report addressing given knowledge engineering and management problems using the CommonKADS methodology. The aim of this assignment is to firstly familiarise yourself with the use of CommonKADS methodology and secondly to provide you with the tools to solve problems in the group project.

Due date:
Soft Copies: Week 7 Monday 9.30 am (09.30) via TurnItIn. (http://www.turnitin.com).
Hard copies: To be handed-in during the tutorial in Week 7.

4. ASSIGNMENT 2 1,000 words [15 MARKS]

This assignment requires you to write a social analysis of the topic described in Assignment 1.

Due date:
Soft Copies: Week 9 Monday 9.30 am (09.30) via TurnItIn. (http://www.turnitin.com)
Hard copies: To be handed-in during the tutorial in Week 9.

5. GROUP PROJECT 5,000 words [40 MARKS]

This group report represents the final product of your individual and combined research endeavours. Your group will write this report paying particular attention to ensuring editorial consistency.

Full academic referencing is expected using In-text/Harvard method. Please include page numbers in citations.

The choice of topics for the report will be distributed via the e-Learning website

A mandatory requirement of the group project is that you assess the contribution of yourself and your group members. This will be done through the subject’s e-Learning portal. Group members’ assessments will be taken into consideration when awarding your final mark for this assessment item.

Due date: Week 13, Monday, 9.30am (09.30) via TurnItIn (http://www.turnitin.com).
Hard copies of the Group Report to be handed-in along with TurnItIn digital receipt during the tutorial in Week 13.

Procedures for the return of assessment items:

- All assignments except the Group Project will be returned to students in tutorials.
- The Group Project will be available from the subject coordinator after being marked.

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 10% per day of the assessment mark. This amount is per day including weekends.

Work more than seven (7) days late (including weekends) 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) 6.2 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](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:

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<tr>
<th>Code of Practice - Teaching and Assessment</th>
<th>Code of Practice - Students</th>
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<tr>
<th>Code of Practice-Honours</th>
<th>Acknowledgement Practice Plagiarism will not be tolerated:</th>
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<tr>
<th>Key Dates</th>
<th>Student Academic Consideration Policy:</th>
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<th>Course Progress Requirements:</th>
<th>Graduate Qualities Policy:</th>
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<tr>
<th>Academic Grievance Policy (Coursework and honours students)</th>
<th>Non-Discriminatory Language Practice and Presentation</th>
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<tr>
<th>Occupational Health and Safety</th>
<th>Ownership of Work &amp; Intellectual Property Policy:</th>
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<tr>
<th>Human Research Ethics Committee:</th>
<th>Rules for student conduct:</th>
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<tr>
<th>Information Learners Introductory Program</th>
<th>Informatics Faculty Librarian, Ms Annette Meldrum, phone: 4221 4637, email: <a href="mailto:ameldrum@uow.edu.au">ameldrum@uow.edu.au</a></th>
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<tr>
<th>Student Support Services:</th>
<th>SISAT Internet Access &amp; Student Resource Centre</th>
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<tbody>
<tr>
<td><a href="http://www.uow.edu.au/student/services/Informatics">http://www.uow.edu.au/student/services/Informatics</a> Faculty SEDLO (Student Equity and Diversity Liaison Officers) Virginie Schmelitschek, phone 4221 3833, <a href="mailto:virginie@uow.edu.au">virginie@uow.edu.au</a></td>
<td><a href="http://www.uow.edu.au/informatics/sisat/current/uow024466.html">http://www.uow.edu.au/informatics/sisat/current/uow024466.html</a></td>
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<thead>
<tr>
<th>SISAT Computer Usage Rules</th>
<th>SISAT Subject Outlines</th>
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