GENERAL INFORMATION

Subject Coordinator

Mr Mark Freeman
Telephone Number: 4221 3223
Email: mfreeman@uow.edu.au
Location: 39.214

Mr Freeman’s consultation times during session:

Day Time
Monday 1.30 PM – 3.30 PM
Wednesday 1.30 PM – 3.30 PM

Subject Organisation

Session: Spring Session, Wollongong Campus
Credit Points: 6 credit points
Contact hours per week: 1L, 2Tut
Lecture Times & Location: Monday 15.30 – 16.30 at 67.104
Tutorial Day, Time and Location can be found at: http://www.uow.edu.au/student/sols/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.

Content

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.

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.
**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 to be attendance at approximately 80% of the allocated contact hours. Attendance rolls may be kept for lectures and will be kept for TUTORIALS. If you are present for less than 80% you need to apply for special consideration, otherwise a fail grade may be recorded.

**Method of Presentation**

A proposed Lecture schedule for the subject is as follows:

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Topic</th>
<th>Tutorial Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Developing a strategic perspective</td>
<td>No tutorial</td>
</tr>
<tr>
<td>2</td>
<td>Evolving nature of IS/IT planning</td>
<td>Carr (2003); Dorgan and Dowdy (2004)</td>
</tr>
<tr>
<td>3</td>
<td>Industry competitive analysis</td>
<td>Porter (2001)</td>
</tr>
<tr>
<td>4</td>
<td>Resourced-Based View on IS/IT strategy</td>
<td>Peppard and Ward (2004)</td>
</tr>
<tr>
<td>5</td>
<td>SISP Techniques</td>
<td>Teubner (2007)</td>
</tr>
<tr>
<td>7</td>
<td>IT architecture and management</td>
<td>Davenport (2005); Ross (2003)</td>
</tr>
<tr>
<td>8</td>
<td>Business level IS/IT strategy</td>
<td>Jeffrey and Leliveld (2004)</td>
</tr>
<tr>
<td>9</td>
<td>CRM and SCM</td>
<td>Coltman (2005); Lee and Whang (1999)</td>
</tr>
<tr>
<td></td>
<td><strong>RECESS</strong></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>PUBLIC HOLIDAY – No Lectures or Tutorials</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>IT Governance</td>
<td>Ribbers et al. (2002)</td>
</tr>
<tr>
<td>12</td>
<td>Issues in strategic planning: I</td>
<td>No reading</td>
</tr>
<tr>
<td>13</td>
<td>Issues in strategic planning: II and Review</td>
<td>No reading</td>
</tr>
</tbody>
</table>

**Subject Materials**

These 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.

**Textbooks:**

There is no allocated text book for this subject. However, background material can be found in texts such as:


Or, any text book in the general strategic management literature. These may be available from UniCentre Bookshop.
Reference Books:

These readings are available through the UOW library eReadings.


Assessment

This subject has the following assessment components.

<table>
<thead>
<tr>
<th>Assessment Items &amp; Format (Individual Assessment)</th>
<th>Percentage of Final Mark</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorial Participation</td>
<td>5%</td>
<td>Weekly Assessment by tutor</td>
</tr>
<tr>
<td>Class Quiz</td>
<td>15%</td>
<td>There will be 4 quizzes throughout the session. The quizzes will be held in weeks 4, 6, 8 &amp; 11, in your allocated tutorial.</td>
</tr>
<tr>
<td>IT Strategic Plan - Milestone</td>
<td>10%</td>
<td>Electronically via eLearning, Sunday 2nd September 11:59pm (2359) (Hardcopy in the Week 7 tutorial)</td>
</tr>
<tr>
<td>IT Strategic Plan - Final Report</td>
<td>40%</td>
<td>Electronically via eLearning, Sunday 14th October 11:59pm (2359) (Hardcopy in the Week 12 tutorial)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment Items &amp; Format (Group Assessment)</th>
<th>Percentage of Final Mark</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings Presentation</td>
<td>30%</td>
<td>Group presentation during allocated tutorial. Articles to be allotted in tutorial 1, week 2.</td>
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</tbody>
</table>

Notes on Assessment

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

Submission of Assessment Items

- 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 and un-receipted mail submissions will NOT be accepted.
- Electronic submission of Assessment Items
- It is a requirement of this subject that the IT strategic Plan be initially submitted electronically (via eLearning).
Return of Assessment Items

- All assignments except the IT Strategic Plan will be returned to students in tutorials.
- The IT Strategic Plan will be available from the subject coordinator after being marked.
- Penalties may apply to all late work, except if special consideration is deemed necessary or unless an extension has been granted by the subject coordinator.
- 10% of available marks will be deducted from work for each working day it is overdue. Work more than one week late may be awarded a mark of zero.

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 11. 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 Milestone (10% / 1500 words) will be used as the basis of the Final Report
2) The Final Report (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 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. Student groups (3-4 students per group) are to select and present a week from the “tutorial readings” section in the lecture schedule (weeks 4-10 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.

Special 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 special consideration in order to complete all assessable work.

The University applies strict criteria to the granting of special consideration. Before applying for special consideration students should carefully read the University’s policy. The policy can be found at:

As an example: If a student requires an extension of time for the completion of an assignment this may be granted in certain circumstances. A request for an extension must be made to the Subject Coordinator via SOLs before the due date.
Scaling

Final results in this subject may be scaled. The scaling method that may be used in this subject is as follows. If $E$ is the student exam mark, and $A$ is the student assignment mark, the student final mark will be determined as follows:

- if $E \geq 40\%$ of the maximum exam mark: then student final mark is $E + A$;
- if $35\% \leq E < 40\%$ of the maximum exam mark: then student final mark is $$\min\{E+A, 47\}$$
- if $E < 35\%$ of the maximum exam mark: then student final mark is $$\min\{E+A, 42\}$$

Additional Information

Students must refer to the Faculty Handbook or online references which contain a range of policies on educational issues and student matters.

Supplementary Exams

Supplementary Exams will be dealt with in accordance with Special Consideration Policy (http://www.uow.edu.au/handbook/courserules/specialconsideration.html ) 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 of 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, that your results will not be processed in time to meet the graduation deadline.

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.
4. Plagiarism will not be tolerated.
5. 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 Calendar under University Policies, 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 or 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 judgement of the lecturer and can only review the grievance to ensure proper procedure has been followed.

For more information, please consult the UOW policy in full at: http://www.uow.edu.au/handbook/courserules/studacgrievpol.html
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>Key Dates</th>
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<tr>
<th>Code of Practice - Students</th>
<th>Information Literacies Introduction Program</th>
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<tr>
<th>Acknowledgement Practice</th>
<th>Student Support Services:</th>
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<tbody>
<tr>
<td><a href="http://www.uow.edu.au/handbook/courserules/plagiarism.html">Plagiarism will not be tolerated</a></td>
<td><a href="http://www.uow.edu.au/student/services/">http://www.uow.edu.au/student/services/</a> Informatics 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>
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<tr>
<th>Code of Practice-Honours</th>
<th>Intellectual Property Policy</th>
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<tr>
<th>Non-Discriminatory Language Practice and Presentation</th>
<th>Occupational Health and Safety</th>
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<thead>
<tr>
<th>SCSSE SISAT Student Guide</th>
<th>SCSSE SISAT Subject Outlines</th>
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