SITACS
Subject Outline
IACT901 Information Technology Strategic Planning
2004

GENERAL INFORMATION
Lecturer & Subject Co-ordinator: Mrs Penney McFarlane
Co-Ordinators Telephone Number: +61 2 4221 4864
Email: penney@uow.edu.au

Subject Organisation
Session: Session 3 2004, ABRS
Credit Points: 6 credit points

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 completes 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.

Method of Presentation
Satisfactory attendance at lectures, tutorials and seminars (80%) is a requirement for the successful completion of this course. Many of the concepts discussed in this subject are not easily understood and it is especially important for students to participate in exercises and discussions.

It should be noted that according to Course Rule 003 [Interpretation Point 2 (t)] each credit point for a single session subject has the value of about 2 hours per week including class attendance. Therefore, 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.

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. Any information posted to the web site is deemed to have been notified to all students. The WebCT site is: [http://www.uow.edu.au/LOL]. An additional site with subject content can be found at: www.itacs.uow.edu.au/subjects/overseas/abrs/IACT901_HK304/. Login and password will be provided during the first UOW lecture. Please note this site login is case sensitive.

Head of School – Professor Philip Ogunbona: Tel: +61 2 4221 3606, Fax: +61 2 4221 4170
Assessment

This subject has the following assessment components:

Assessment Items | Final Mark % | Submission Date
---|---|---
Group Assignment | 35% | Due LT5 August 5th
Case Studies x 5 | 25% | In Tutorials July 15, 22, 29, Aug 5 and Aug 12. The first Case Study will be given on Saturday July 10th during the UOW lecture week.
Exam | 40% |

- Please note that marks may be scaled; Please see http://www.itacs.uow.edu.au/current/regulations.html for further information on scaling and formulas.
- All assessment items are to be submitted during your tutorial, unless otherwise advised;
- Assignments will be returned to students in tutorials;
- No assessment work will be accepted in electronic form;
- Assignments are to be submitted in hard copy form, with an accompanying SITACS cover sheet.

Assessment Details - IMPORTANT - PLEASE NOTE

All students are required to submit work for all assessable components of the course and meet attendance requirements in order to pass the course. Satisfactory attendance means that students MUST attend 80% of tutorials. Students are required to actively participate in tutorials. This means not only attending and listening to tutorial seminar presentations, but contributing insights gained from the discussion.

Penalties may apply to all late work, except if special consideration is deemed necessary or unless an extension has been granted by your subject co-ordinator or lecturer. Requests for extensions should be emailed to the lecturer or co-ordinator, prior to the due date.

One mark will be deducted from work for each week day it is overdue. All written work will be graded with the following criteria in mind:

1. the extent to which the question has been correctly interpreted and answered;
2. originality;
3. demonstrated understanding of the main concepts of the course;
4. clarity and structure of written work and oral presentations;
5. the level of communication skills demonstrated;
6. awareness of the literature.

Group Assignment: 35 percent (3000 word limit)

This assignment is to be completed in groups of 3-4 students. Each group will critique an IT Strategic Plan for a selected organization and prepare a report for submission for assessment. The report must be professionally presented and cover the following:

(1) Background on the organization (nature of the business etc.); SWOTCC
(2) Description of the organizations current IT infrastructure; it’s present mode of operation (PMO)
(3) Critical analysis of the existing IT Strategic Plan;
(4) Identification of areas within the plan that need to be reviewed/revised; clearly describe the ACTION plan
(5) Recommendations in line with the areas identified at (4) above; clearly define it’s future mode of operation (FMO)

Further aspects of this assignment will be discussed in lectures/ tutorials. For further details see the subject website.

Students should ensure that the information they provide is clearly understood by the marker(s). They should acknowledge any environmental influences both externally and internally (1 & 2) on the organisation as well as indicating where the key competition for the organisation exists. Analysis of the existing IT plan(3) should be clearly defined and diagrams are encouraged. Once the action plan (4) has been determined, students also need to identify strengths and weaknesses for each plan proposed as well as a clear description of why the final action plan (5) was decided upon.

Case Studies: 25 percent (5x 5% each)

Students are required to read the case studies provided and answer a set of questions available on the subject website. A one and a half page typed set of answers to the questions must be handed to the tutor during tutorial classes. For further details see the subject website.

Final Exam: 40 percent

Further requirements/details will be advised in lectures and tutorials.
Textbook
Recommended Readings


Lecture Schedule (Subject to Variation)

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Additional Information

Supplementary Exams

While the School normally grants supplementary exams when the student does not sit the standard exam for an acceptable reason, each student is treated as an individual case and there is no guarantee a supplementary exam will be granted. If a supplementary exam is granted the date will be determined by the School. Supplementary exams will be approved by UOW and ABRS respectively. Requests must be submitted in writing on the appropriate form, which can be obtained from ABRS. You will be notified in writing/e-mail/phone concerning the time and date of this supplementary exam. Thus, it is important to have your correct address and telephone number listed on SOLs and with ABRS.

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.

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

- School Computer Usage Rules
- Plagiarism
- SITACS’ Student Guide to Some of the University's Regulations, Codes of Conduct and School Policies
- University Codes of Practice – Teaching and Assessment
- Special Consideration
- Subject Outlines
- SITACS Style Guide for Footnotes and Documentation
- Internet Access and Student Reception and Resource Centre
- Key dates 2003
- Information Literacies Introduction Program
- Disability Services and Non-sexist and non-racist language

Students are advised to visit the subject site regularly to check for Student Notices.