

**EBUS3050: The Digital Economy**

Callaghan

Semester 1 - 2024



**OVERVIEW**

<b>Course Description</b>	Information Technology is changing business fundamentally. This course overviews the nature of these changes in four distinct, but integrated parts.1. Development of IT solutions during the 20th century2. Contemporary ICT applications and practices3. Future opportunities and implications relating to ICT4. ICT Infrastructure and governance in the contemporary organisation
<b>Academic Progress Requirements</b>	Nil
<b>Requisites</b>	This course has similarities to EBUS3010. If you have successfully completed EBUS3010 you cannot enrol in this course.
<b>Contact Hours</b>	<b>Callaghan Lecture</b> Face to Face On Campus 2 hour(s) per week(s) for 13 week(s) starting Week 1  <b>Workshop</b> Face to Face On Campus 2 hour(s) per week(s) for 12 week(s) starting Week 2
<b>Unit Weighting Workload</b>	10 Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

**COURSE OUTLINE**

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# CONTACTS

**Course Coordinator**     **Callaghan**  
A/Pr Marc Adam  
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(02) 4921 5197  
Consultation: By appointment

**Teaching Staff**             Other teaching staff will be advised on the course Canvas site.

**School Office**             **School of Information and Physical Sciences**  
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9am-5pm (Mon-Fri)

# SYLLABUS

**Course Content**

1. Technology: Hardware & software, telecommunications & networking (contemporary and future)
2. The strategic place of ICT in the modern economy/organization
3. The use of ICT within present and emerging business models
4. Electronic Trading Cycles
5. Contemporary ICT Issues, e.g. Distributed computing, the “cloud”, social networking, supply chain re-engineering
6. Managing the ICT function within the organization
7. Privacy, security, ethical and social impact of ICT initiatives

**Course Learning Outcomes**

**On successful completion of this course, students will be able to:**

1. Understand the fundamental ICT technologies in use today, and be aware of likely ICT developments in the immediate future.
2. Have an appreciation of the nature and extent of the use of ICT within business today.
3. Appreciate the importance of integrating planning and management of ICT into mainstream business management.
4. Develop pro-active approaches to the introduction of innovative ICT applications.

**Course Materials**

**Lecture Materials:**

- Provided on Canvas.

**Recommended Reading:**

- Pearlson, K. E., Saunders, S., & Galletta, D. F. (2022). Managing and Using Information Systems: A Strategic Approach, 7th Australia and New Zealand Edition. Wiley. ISBN: 9781119668343
- Tapscott, D. (2014). The Digital Economy: Rethinking Promise and Peril in the Age of Networked Intelligence (20 Years Anniversary Edition). New York: McGraw-Hill Education. ISBN: 978-0-07-183555-5.

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	1. Introduction	Definition of (Digital) Economy, Digital Disruption, no workshop in week 1	
2	4 Mar	2. The Themes of the Digital Economy	Discussion of lecture and reading; preparation of journal entry 1; Introductory workshop.	Item 1 - Reflective Journal Entry 1 (11.59pm, Sunday)
3	11 Mar	3. Strategic Use of Information	Discussion of lecture and reading; preparation of journal entry 2; Student led workshop 1	
4	18 Mar	4. IS in the Organisation	Discussion of lecture and reading; preparation of journal entry 2; Student led workshop 2	Item 1 - Reflective Journal Entry 2 (11.59pm, Sunday)
5	25 Mar	5. Business Models	Discussion of lecture and reading; preparation of journal entry 3; Student led workshop 3	
6	1 Apr	6. Trust	Discussion of lecture and reading; preparation of journal entry 3; Student led workshop 4	Item 1 - Reflective Journal Entry 3 (11.59pm, Sunday)
7	8 Apr	7. Internet Auctions	Discussion of lecture and reading; preparation of journal entry 4; Student led workshop 5	
<b>Mid-Semester Recess</b>				
<b>Mid-Semester Recess</b>				
8	29 Apr	8. Social Business & IT	Discussion of lecture and reading; preparation of journal entry 4; Student led workshop 6	Item 1 - Reflective Journal Entry 4 (11.59pm, Sunday)
9	6 May	9. Business Analytics & Big Data	Discussion of lecture and reading; preparation of journal entry 5; Student led workshop 7	
10	13 May	10. Privacy in the Digital Economy	Discussion of lecture and reading; preparation of journal entry 5; Student led workshop 8	Item 1 - Reflective Journal Entry 5 (11.59pm, Sunday)
11	20 May	11. The Dark Side	Discussion of lecture and reading; Student led workshop 9	
12	27 May	12. Revision	Discussion of lecture and reading; Student led workshop 10	
13	3 Jun	NO LECTURE	NO WORKSHOP	
<b>Examination Period</b>				
<b>Examination Period</b>				

# ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Reflective journal	End of Week 2, 4, 6, 8, and 10 (11.59pm, Sunday).	Individual	20%	1, 2, 3, 4
2	Case Study - Presentation	During Workshops in Weeks 3-12	Combination	30%	1, 2, 3, 4
3	Final Examination	Exam Period	Individual	50%	1, 2, 3, 4

## Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

## Assessment 1 - Reflective journal

### Assessment Type Description

Written Assignment

Reflective Journal - Students submit at least four out of five reflective journal entries over the semester, and will be given the marks for their best four entries. Journal assessment will be based on (i) evidence of progress being recorded, (ii) reflection of issues, concepts, and trends in relation to contemporary topics in the digital economy, and (iii) depth of analysis and discussion. Journal entries will be individually marked on an on-going basis, and feedback given relating to the accuracy, appropriateness, and quality of the submissions.

### Weighting

20%

### Length

about 500 words per journal

### Due Date

End of Week 2, 4, 6, 8, and 10 (11.59pm, Sunday).

### Submission Method

Online

### Assessment Criteria

See Canvas

### Return Method

Online

### Feedback Provided

Online - . Feedback provided via Canvas based on marking rubrics.

### Opportunity to

Students WILL NOT be given the opportunity to reattempt this assessment.

### Reattempt

## Assessment 2 - Case Study - Presentation

### Assessment Type Description

Case Study / Problem Based Learning

Case Study Presentation and Discussion (Seminar) - Student groups will give a presentation in the workshop about a specific area of the digital economy by outlining the market, business model, nature of the digital disruption, and competitors of a specific domain of the digital economy. The presenting students will also lead the workshop discussion. For each workshop discussion students will be marked individually on their contribution to the debate, not just their attendance. The purpose of group and discussion activity is to enable peer-to-peer learning; develop oral communication skills and the ability to record data, synthesise an opinion and convey this clearly in a well presented and articulate manner.

### Weighting

30%

### Length

30 minutes presentation + discussion

### Due Date

During Workshops in Weeks 3-12

### Submission Method

In Class

### Assessment Criteria

See Canvas

### Return Method

Online

### Feedback Provided

Online - . Feedback provided via Canvas based on marking rubrics.

### Opportunity to

Students WILL NOT be given the opportunity to reattempt this assessment.

### Reattempt

## Assessment 3 - Final Examination

### Assessment Type Description

Formal Examination

The final formal examination is designed to test the individual student's knowledge of the

<b>Weighting</b>	course material and their ability to describe, analyse and hypothesise from this material.
<b>Length</b>	50%
<b>Due Date</b>	2 hours
<b>Submission Method</b>	Exam Period
<b>Assessment Criteria</b>	Formal Exam
<b>Return Method</b>	See Canvas
<b>Feedback Provided</b>	Not Returned
<b>Opportunity to Reattempt</b>	No Feedback - . Students WILL NOT be given the opportunity to reattempt this assessment.

## ADDITIONAL INFORMATION

### Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

### Attendance

Attendance/participation will be recorded in the following components:

- Workshop (Method of recording: Recording of participation in the discussion)

### Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

### Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

### Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

**Academic Misconduct** All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

**Adverse Circumstances** The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:  
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy Information** The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

## Graduate Profile Statements – Information Technology (UG)

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The following table illustrates how this course contributes towards building the skills students will need to work in their profession.

### Level of capability

- Level 1 indicates an introduction to a topic at a university level
- Levels 2 and 3 indicate progressive reinforcement of that topic
- Level 4 indicates skills commensurate with a graduate – entry to professional practice

Graduate attribute	University of Newcastle Bachelor of IT Graduate Profile Statements	Taught	Practised	Assessed	Level of capability
1	Demonstrate a comprehensive understanding of the discipline of information technologies with an emphasis on net-centric applications, information management and user requirements for ethical professional practice	☑	☑	☑	4
2	Apply critical reasoning and systems thinking to understand and support the operation and constraints of contemporary enterprises and their dynamic environment	☑	☑	☑	4
3	Work independently and collaboratively to locate, manage and organize information and resources and apply evidence-based methodologies to create, modify and maintain designs and design solutions				
4	Use creativity, problem solving skills, project management skills and technical expertise to analyse, interpret, evaluate and generate solutions to complex technical and organizational problems				
5	Demonstrate professional judgement and responsibility by communicating information technology principles, practices, standards to specialist and non-specialist audience clearly and persuasively	☑	☑	☑	3

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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