1. General Course Information

1.1 Course Details

Course Code:	**1220HSL**
Course Name:	**Information Systems for Services Industries**
Trimester:	**Trimester 3, 2019**
Program:	Associate Degree in Commerce & Business
	Diploma of Hotel Management
Credit Points:	10
Course Coordinator:	Shaun Shao
Document modified:	9 October 2019

Course Description

Information Systems for Services Industries is a 10 Credit Point course within the Diploma of Hotel Management. The course focuses on the information systems that support the tourism and hospitality industry. It provides students with a theoretical knowledge of the ways in which information technology is transforming the industry and the likely impacts of technology in the future. The course also provides students with an opportunity to acquire and/or develop practical computing skills for use in their education and future careers.

Assumed Knowledge

There is no assumed prior knowledge for students in this course.

1.2 Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Name	Email
Shaun Shao	shaun.shao@staff.griffithcollege.edu.au
Alastair McWhir	alastair.mcwhir@staff.griffithcollege.edu.au

1.3 Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the "Support and Services/Teacher Consultation Times" link.

1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

2. Aims, Outcomes & Generic Skills

2.1 Course Aims

This course explores the different applications of technology and introduces students to the principles of information systems and how they underpin major business activities in the services industries. The course will also develop practical computing skills relevant to your future career in the tourism and hospitality industry.

2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. **Demonstrate** an ability to adapt to and utilise new technologies used in the tourism and hospitality industry;
2. **Analyse** the impacts of technology in the tourism and hospitality industry;
3. **Discuss** the ethical and social issues associated with the use of information systems in the tourism and hospitality industry; and
4. **Apply** computer literacy skills to communicate, analyse and solve problems in the services industries.

2.3 Generic skills

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy.

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills	Taught	Practised	Assessed
Written Communication	Yes	Yes	Yes
Oral Communication		Yes	
Information Literacy	Yes	Yes	Yes
Secondary Research	Yes	Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self Directed Learning		Yes	
Team Work		Yes	
Cultural Intelligence		Yes	
English Language Proficiency		Yes	Yes

3. Learning Resources

3.1 Required Resources

Course readings (listed in the weekly teaching schedule) are available through the campus bookshop. These provide students with information on each of the topic areas, and are designed to give students a more thorough understanding of the topics presented. To get the most out of the lectures, students should complete their weekly readings before coming to the lecture.

Tutorial / Workshop materials will be available electronically via the Griffith College student portal.

3.2 Recommended Resources

Refer to the 1220HSL course page via the Griffith College student portal, if you want to access additional materials for your assignments.

3.3 College Support Services and Learning Resources

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

Digital Library – Databases to which Griffith College students have access to through the Griffith Library Databases.

MyStudy – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

Academic Integrity Tutorial - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including personal support such as Counselling; Academic support; and Welfare support.

Jobs and Employment in the Student Hub can assist students with career direction, resume and interview preparation, job search tips, and more.

IT Support provides details of accessing support, information on s numbers and internet access and computer lab rules.

3.4 Other Learning Information

Attendance

You are expected to attend all lectures and tutorials and to actively engage in learning during these sessions. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you may BYOD (bring your own device) to class such as a laptop or tablet. This is not a requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

Preparation and Participation in Class

In order to enhance learning, prepare before lectures and tutorials. Read the relevant section of your text book before a lecture, and for a tutorial read both the textbook and the relevant lecture notes. If you have been given tutorial exercises, make sure you complete them. Active participation in lectures and tutorials will improve your learning. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

Consultation Sessions

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time is optional but you are encouraged to use this extra help to improve your learning outcomes.

Course Materials

Lecture notes will be made available to you in MyStudy on the Griffith College Portal and you are advised to either print these out and bring them to each class so that extra notes can be added or BYOD (bring your own device) and add extra notes digitally.

Self-Directed Learning

You will be expected to learn independently. This means you must organise and learn the course content even when you are not specifically asked to do so by your lecturer or tutor. This involves revising the weekly course material. It also means you will need to find additional information for some assessment items beyond that given to you in textbooks and lecture notes, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

Program Progression

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 [please see Griffith College Policy Library - Program Progression Policy - for more information].

Teacher and course Evaluation

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations via Griffith College's evaluation tool whenever these are available.

4. Learning and Teaching Activities

4.1 Weekly Learning Activities

Week	Topic	Activity	Readings	Learning Outcomes
1	Introduction to information systems in the services industries	Lecture	Chapters 1	1,2
	Icebreaker activity	Tutorial		
	Administration and overview	Workshop	Online readings (Refer to student portal)	

2	Computers, information systems and the Internet	Lecture	Chapters 2	1,2,4
	Website plan assignment	Tutorial	Refer to student portal	
	Selecting assignment topic and relevant literature	Workshop		
3	Database management in the services industries	Lecture	Chapters 3	1,2,3
	Referencing articles using APA style	Tutorial	Refer to student portal	
	Documenting website plan report	Workshop		
4	Internet marketing in the services industries	Lecture	Chapter 4	1,2,3
		Tutorial	**Wk.4 In-class Quiz**	
	Designing website storyboard and page templates	Workshop		
5	Website development in the services industries	Lecture	Chapter 5	1,2,4
	MS Word tutorial - report formatting	Tutorial		
	Documenting website plan report	Workshop		
6	Introduction to WordPress	Lecture	Refer to student portal	1,2,4
	Website project assignment - WordPress website setup	Tutorial		
	Assignment submission	Workshop	**Assignment one DUE**	
7	Information Technology in hotels	Lecture	Chapter 7	1,2,4
		Tutorial	**Wk.7 In-class Quiz**	
	WordPress website design – theme selection and customisation	Workshop		
8	Website design principles	Lecture	Refer to student portal	1,2,4
	WordPress website design – page and post	Tutorial		
	Logo design, image editing, copyrights	Workshop		
9	Information technology in tourism distribution	Lecture	Chapter 9	1,2,4
	WordPress website design – text, multimedia contents, widgets	Tutorial		
	Referencing images and videos	Workshop		
10	Information technology in tourism destinations	Lecture	Chapter 10	1,2,4
	WordPress website design – user engagement and SEO	Tutorial		
	Increasing website traffic through social media	Workshop	Refer to student portal	
11	IT ethics, crime and privacy	Lecture	Chapter 11	3,4
		Tutorial	**Wk.11 In-class Quiz**	
	Assignment submission	Workshop	**Assignment two DUE**	
12	Revision and Exam Preparation	Lecture	Guided review of trimester lectures	1,2,3,4
	Exam preparations	Tutorial		
	FAQ	Workshop		

5. Assessment Plan

5.1 Assessment Summary

Item	Assessment Task	Weighting	Learning Outcomes	Due Date
1	Lecture Comprehension Activities (In-Class Online Quizzes)	10%	1,2,3	Weeks 4,7,11
2	Website Plan	20%	1,2,3	Week 6
3	Website Project	30%	1,2,3,4	Weeks 11
4	Final Exam	40%	1,2,3	Exam Period

5.2 Assessment Detail

There are four assessment items in this course.

The **Lecture Comprehension Activities** includes a set of activities in varying formats such as online quizzes and group discussion to test students' understanding of course materials delivered in the lectures. These activities are to be completed during the lectures or tutorials throughout the trimester. Timing of the activities will NOT be announced in advance.

The **website plan** requires students to consider various management and design issues that need to be considered before developing a website. One copy of the website plan must be submitted through Turnitin, and will be assessed based on the clarity of writing, appropriately and directly addressing the information required, and the congruity between information in different sections. The plan should be presented as a business report, and will be the basis of the website project. Students should pay attention to the feedback they receive on the website plan to improve their website projects. Further information regarding this assessment will be provided during the lecture/tutorial in Week 2.

The **website project** requires the development of a website, based on the previously developed website plan. This is intended to assess students' familiarity with and application of practical skills, while also requiring consideration of how to implement the management and design issues that were raised in the website plan. Students are also required to provide a document detailing the image or video references. Further information regarding this assessment will be provided during the lecture/tutorial in Week 7.

The **Final Exam** is intended to assess students' knowledge of information systems in the tourism and hospitality industry. Further information regarding the final exam will be provided during the lecture/tutorial in Week 12.

5.3 Late Submission

An assessment item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Assessment items submitted more than five working days after the due date are awarded zero marks.

Please refer to the Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

5.4 Other Assessment Information

Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Requests for extension

To apply for an extension of time for an assignment, you must submit an [Application for Extension of Assignment](#) form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. [Griffith College Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Return of Assessment Items

1. Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).

2. Students will be advised of their final grade through the Student Portal. Students can review their exam papers after student grades have been published (see relevant Griffith College Fact Sheet for allocated times at Support> Factsheets). Review of exam papers will not be permitted after the final date to enrol.

3. Marks for **all** assessment items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

   The sum of your marks overall assessment items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.

6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

Academic Integrity Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

In the case of an allegation of a breach of academic integrity being made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

Please ensure that you are familiar with the Griffith College Academic Integrity Policy; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Griffith College website - Policy Library > Academic Integrity Policy

Reasonable Adjustments for Assessment – The Disability Services policy

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

Risk Assessment Statement

There are no out of the ordinary risks associated with this course.

Note: For all Diploma level programs, Griffith College acknowledges content derived from Griffith University.