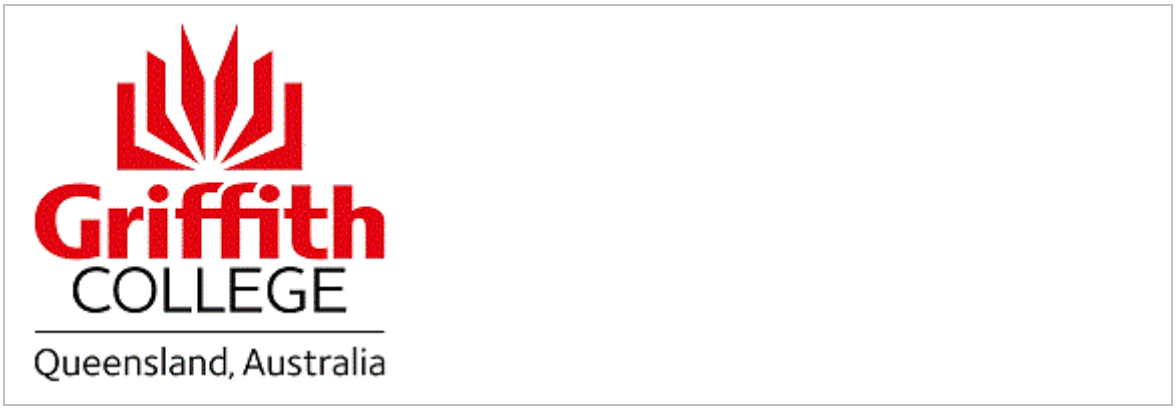

1. General Course Information

1.1 Course Details

Course Code:	**1220HSL**
Course Name:	**Information Systems for Services Industries**
Trimester:	**Trimester 3, 2021**
Program:	Associate Degree in Commerce & Business
	Diploma of Hotel Management
Credit Points:	10
Course Coordinator:	Dr Shaun Shao
Document modified:	28 September 2021

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.

1.2 Teaching Team

Your teacher can be contacted via the email system on the portal.

Name	Email
Shaun Shao	shaun.shao@griffithcollege.edu.au

1.3 Staff Consultation

Your teacher is available each week for consultation outside of normal class times. Times that your teacher will be available for consultation will be found on the Moodle Course Site.

1.4 Timetable

Your timetable is available on the Griffith College Digital Campus 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 knowledge of digital communication and emerging technologies in a business context
2. Apply computer literacy skills to communicate, analyse and solve problems
3. Utilise new technologies to develop and deliver a website project
4. Discuss the impacts of technology in the tourism and hospitality industry

2.3 Generic Skills and Capabilities

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 and Capabilities		Taught	Practised	Assessed
Acquisition of discipline knowledge and skills with critical judgement		✓	✓	✓
Communication and collaboration			✓	
Self-directed and active learning			✓	✓
Creative and future thinking			✓	✓
Social responsibility and ethical awareness		✓	✓	✓
Cultural competence and awareness in a culturally diverse environment		✓		

3. Learning Resources

3.1 Required Learning Resources

Details of the required materials for weekly Learning Experiences materials can be found in the weekly Learning Content and in the Resources folder of the 1220HSL course site.

3.2 Recommended Learning Resources

Additional resources are available in the weekly Learning Content and in the Resources folder of the 1220HSL course site.

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 Digital Campus.

Griffith College is committed to ensuring academic integrity is understood and maintained by all staff and students. All students learn about academic integrity through engagement with the Academic Integrity online modules within the suite of Academic and Professional Studies courses.

Services and Support provides a range of services to support students throughout their studies including academic advice and assignment help from Student Learning Advisors, and personal and welfare support from Student Counsellors.

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 Information about your Learning

Attendance

You are expected to actively engage in all learning experiences and learning activities which underpin the learning content in this course. You are expected to engage with the learning content and learning activities outside of timetabled class times. This requires you to be an active agent of your learning. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you are encouraged to 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 Learning

In order to enhance your learning, you need to prepare before participating in the learning experiences. Absorb the learning content and complete the learning activities that are provided online before you attend the scheduled learning experiences. Make sure you complete the learning activities set each week, they are designed to support your learning. Active participation in your learning will enhance your success. Ask questions when something is unclear or when you want to bring some issue to your teacher'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 Learning Materials

Learning materials are made available to you in MyStudy on the Griffith College Digital Campus. The learning materials are arranged in Modules. In each Module you will find Learning Content, Learning Experiences and Learning Activities. **Learning Content** will be engaged with prior to the scheduled **Learning Experience (your weekly class)**. This will ensure you are prepared for the scheduled Learning Experience by being aware of the content to be covered and therefore will be able to actively participate in the session. **Learning Activities** are accessed after the scheduled session for purposes of review, consolidation of learning, and preparation for the Evidence of Learning tasks (assessment) in the course.

In addition, **Anytime Anywhere** learning material is provided in the course. This learning material provides support, interactive tools and directions for students who occasionally cannot attend the weekly scheduled Learning Experience (either in person or on Zoom) perhaps due to illness or other commitments. The Anytime Anywhere learning material should also be used in conjunction with Learning Content and Learning Activities resources.

Self-Directed Learning

You will be expected to learn independently. This means you must organise and engage with the course learning content even when you are not specifically asked to do so by your teacher. The weekly guide will be helpful to organise your learning. This involves revising the weekly course learning material and completing the learning activities. It also means you will need to find additional information to evidence your learning (assessment) beyond that given to you, 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 teachers. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your teachers or by completing course and teacher evaluations via Griffith College's evaluation tool whenever these are available.

4. Learning Content, Learning Activities and Learning Experiences

4.1 Modules for Learning and Weekly Learning Content, Learning Activities and Learning Experience

	Learning Content	Learning experiences	Learning activities	Evidence of learning	Learning outcome
	Module 1: Introduction to tourism and information technologies				
1	Introduction to information systems in the services industries	Icebreaker Overview of course assessments	Watching selected videos and browsing the websites listed on the Digital Campus		**1**
2	Computers, information systems and networks	Digital profile in social media	Building a Linkedin profile and planning a project proposal		**1**
3	Database management in the services industries	Literature review on technology and tourism	Drafting a mini literature review	Online quiz (2.5%) Mini literature review	**1**
	Module 2: Website project planning				
4	Internet marketing in the services industries	Case study - SEO for website design	Drafting website plan - process analysis and marketing techniques		**2**
5	Website development in the services industries	Website analysis and evaluation	Drafting website plan - storyboard, themes and page templates		**2**
6	Hospitality information systems	Case study - Hotel PMSs	Documenting a website plan report	Online quiz (2.5%) Website Plan report (20%)	**2**
	Module 3: Website project implementation				
7	Website development in WordPress - Part 1	Website content. copyrights, and basic coding techniques	Creating website content for pages and posts		**3**
8	Website design principles	Website user engagement	Creating navigation, sub menus, inbound links and editing multimedia content		**3**

9	Website development in WordPress - Part 2	Website widgets and function design	Integrating social media, and building meta tags for SEO	Online quiz (2.5%)	**3**
	Module 4: Impacts and ethics of emerging technologies				
10	IT in tourism distribution and destination management	Case study - SMTEs and DMS	Reading articles and analysing the impacts of IT in tourism	Website Project (30%)	**4**
11	IT ethics, crime and privacy	Case study - technology vs humanity	Reading articles and preparing for a group discussion	Online quiz (2.5%)	**4**
12	Revision and Exam Preparation	Lecture revision MCQ & Essay guidance, Q&A	Exam preparation		**4**
				Final exam (40%)	**4**

5. Evidence of Learning (Assessment Plan)

5.1 Evidence of Learning Summary

	Evidence of learning	Weighting	Learning outcome	Due Date
1	Lecture Comprehension (online quiz)	10%	1,4	Weeks 3,6,9,11
2	Website Plan report	20%	2	Week 6
3	Website Project	30%	3	Week 10
4	Final Exam	40%	4	Exam Period

(Note: To pass this course, students must submit ALL pieces of Evidence of Learning and achieve overall 50% or above.)

5.2 Evidence of Learning Task Detail

There are four assessment items in this course.

Assessment 1 - The **Lecture Comprehension** 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 Learning Experiences throughout the trimester.

Assessment 2 - The **website plan** requires students to consider various management and design issues that need to be considered before developing a website. This must be completed as an individual assignment. 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 congruency 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 Learning Experiences of Week 2.

Assessment 3 - The **website project** requires the development of a website, based on the previously developed website plan. This is an individual assignment which 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 Learning Experiences of Week 7.

Assessment 4- 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 Learning Experiences of Week 12.

5.3 Late Submission

An evidence of learning (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. Evidence of learning 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 Information about Evidence of Learning

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 evidence of learning item, 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 Evidence of Learning Items

1. Marks awarded for in-trimester evidence of learning items, except those being moderated externally with Griffith University, will be available on the Student Digital Campus within fourteen [14] days of the due date. This does not apply to the final evidence of learning 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 Digital Campus. Students can review their final exam papers after student grades have been published. Review of final exam papers will not be permitted after the final date to enrol.

3. Marks for **all** evidence of learning 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 of evidence of learning *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 Sittings, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed 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 teachers 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 within 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.

Copyright © - Griffith College

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