

THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS

School of Business
For BUSI1003 (A, B, C & D) Introduction to Management Information Systems
2008-2009 1 semester

I. Information on Instructor, Tutor, and Course

Instructor: Ms. Ada Wong
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Instructor: Dr. Indrail Bose
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Tutor for Lab Session: T.B.A.
Office: T.B.A.

Course Website:

Class readings, assignments and other related materials will be provided on the course Website.

Pre-requisites:
Nil

Textbook:

Laudon, K.C. and Laudon, J.P. (2007) Management Information Systems: Managing the Digital Firm (10th Edition) Prentice-Hall, ISBN: 0-13-157984-3

II. Course Description and Objectives

Topics to be discussed in this course will be approached using a combination of lectures, laboratory sessions, and projects. The lectures will cover important concepts, issues and case studies of the topics discussed. The laboratory sessions will teach students knowledge and techniques using popular business software to create business solutions and applications required in the course. Topics to be covered in the lecture include:

- An Overview of Information Systems
- Information Systems in the Enterprise (TPS, MIS, DSS & ESS)
- Information Systems in the Enterprise (CRM, SCM, ERP & KMS)
- Information Systems, Organizations, Management and Strategy
- Electronic Commerce and Electronic Business
- IT Infrastructure
- Basic concept of database
- Introduction to BI, Data Warehouse & OLAP Analysis
- Guest Seminar & MIS Case Discussion
- Overview of Systems Development

- Telecommunications, the Internet, and Wireless Technology
- Information Systems Security and Control

Course objectives

1. Provide students with the opportunity to learn information systems concept and understand how to apply and manage information systems to acquire competitive advantages for business enterprises.
2. Raise students' awareness of the importance and latest development of information systems.

III. Learning Outcomes

After taking this course, students should be able to:

1. Describe and explain the concepts of information systems/technology and their roles and functions in the organization
2. Evaluate the applications of various information systems and propose information systems solution in solving problems
3. Apply different business models to evaluate the risks and opportunities of using information systems as a strategic weapon to acquire competitive advantage
4. Describe and explain the concepts concerned with managing, developing and implementing contemporary information systems
5. Describe and explain the information systems security and control issues

IV. Alignment of Program and Course Outcomes

Program Learning Outcome	Course Learning Outcome
1. Acquisition and internalization of knowledge of business and information systems	1,2,3,4,5
2. Application and integration of knowledge of business and information systems	1,2,3,5
4. Developing global outlook	1,2,3

V. Teaching and Learning Activities

Teaching and learning activities for this course include:

- Lectures: basic concepts and knowledge will be presented in-class through powerpoint-slides.
- In-class case studies: MIS case studies will be discussed in class. Students are encouraged to participate in discussions and share their opinions with their peers. These discussions will help students apply their concept and knowledge to solve business problems.
- Demonstration: live demonstrations of software and technologies will be given in class to show students how they work.
- Guest seminars: Guest seminars will be conducted for selected topics. Students are required to attend the seminar, participate in discussion and share their ideas with the guests based on the topics discussed. Guest seminars offer students opportunities to meet with IS professionals and understand how they manage their information systems..
- Lab session assignments: students accomplish tasks using technologies covered in class. Through the assignments they can acquire hands-on experience using these technologies.
- Examination: mid-term and final examination test students' knowledge of the topics covered in class and their application of the knowledge.

VI. Assessment

Each learning outcome in a course should be assessed. A matrix can be a helpful way to check that the outcomes, teaching and learning activities and assessment tasks are aligned. Students can see the direct relevance of the activities and can see that they are being assessed on what is relevant and what they have been covering during the course.

Learning outcome	Teaching and learning activity	Assessment
1. Describe and explain the concepts of information systems/technology and their roles and functions in the organization	Lectures, software demonstration, in-class case studies, lab sessions, group project and exams	Attendance, participation in discussions, assignments, examination
2. Evaluate the applications of various information systems and propose information systems solution in solving problems	Lectures, software demonstration, in-class case studies, lab sessions, group project and exams	Attendance, participation in discussions, assignments, examination
3. Apply different business models to evaluate the risks and opportunities of using information systems as a strategic weapon to acquire competitive advantage	Lectures, in-class case studies, lab sessions, group project and exams	Attendance, participation in discussions, assignments, examination
4. Describe and explain the concepts concerned with managing, developing and implementing contemporary information systems	Lectures, software demonstration, in-class case studies, lab sessions, group project and exams	Attendance, participation in discussions, assignments, examination
5. Describe and explain the information systems security and control issues	Lectures, in-class case studies, lab sessions, group project and exams	Attendance, participation in discussions, assignments, examination

VII. Standards for assessment

Laboratory exercises	20%
Project	20%
Mid-term test	20%
Final examination	40%
Pop-up quizzes (bonus)	10%

Total 110%

(A maximum of 10% bonus for those attempting the quizzes and participate in the class)

Laboratory (20%)

You will be given laboratory exercises to be accomplished in each laboratory session. These exercises together will contribute to 20% of the total course assessment.

Project (20%)

This will be a team exercise. You are required to form groups of five to six students to investigate how an organization in Hong Kong uses Information Systems (IS) to support its business. This will require you to carry out visits and interviews with IS personnel in the organization. You will need to first submit a proposal of what you are going to do for approval prior to conducting your studies. When finished, you will need to submit a report and present your findings in the class. Detailed instructions will be given in due course.

Mid-term test (20%)

This will be a 60-minute written test with closed books and no notes.

Final examination (40%)

This will be a 2-hour written test with closed books and no notes.

Pop-up quizzes (10%)

There will be two pop-up quizzes conducted in an un-announced manner in the class. If you are late for the quizzes, you will not be given extra or alternative time to complete them. The quizzes provide bonus points for your final marks and will cover materials discussed in prior lectures.

VIII. Course Policies

Project reports are to be turned in on or before 5:00 pm of the due date. Late reports will have points taken off (10% of base mark per day).

The mid-term test and the final examination are not to be missed unless under exceptional cases.

Attendance of all lectures is not mandatory but strongly encouraged, and the questions on the mid-term test and the final examination will cover topics discussed in the lectures.

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IX. Course Schedule

Tentative Teaching Plan for Class A, B, C & D

Week	Topic
1	An Overview of Information Systems
2	Information Systems in the Enterprise (I) ➤ TPS, MIS, DSS & ESS
3	Information Systems in the Enterprise (II) ➤ CRM, SCM, ERP & KMS
4	Information Systems, Organizations, Management and Strategy
5	Electronic Commerce and Electronic Business
6	IT Infrastructure
7	Basic concept of Database
8	Introduction to BI, Data Warehouse & OLAP Analysis
9	Guest Seminar & Case Discussion
10	Overview of Systems Development
11	Telecommunications, the Internet, and Wireless Technology
12	Information Systems Security and Control