

THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS
School of Business
Course Outline for Semester II of 2008-09
BUSI1003E & G Introduction to Management Information Systems

I. INFORMATION ON INSTRUCTOR AND TUTOR

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II. COURSE INFORMATION

Prerequisite

None

Course Description

This class will use 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:

- Information Systems in Global Business Today
- How Businesses Use Information Systems
- Information Systems, Organizations, and Strategy
- E-Commerce: Digital Markets and Digital Goods
- IT Infrastructure and Emerging Technologies
- Databases and Information Management
- Building Systems and Managing Outsourcing
- Telecommunications, the Internet, and Wireless Technology
- Securing Information Systems

Course Objectives

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

Course 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 issues related to information systems security and control

Alignment of Program and Course Outcomes

Program Learning Outcomes	Course Learning Outcomes
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
3. Developing global outlook	1,2,3

Required Text

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

The class notes and other supporting materials will be posted on the course Web page before each class meeting for you to download. The address for the course Web page is:

<http://www.fbe.hku.hk/~adawong/>

III. 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 done 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 professionals and understand how they manage information systems in their organizations.
- **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 examinations test students' knowledge of the topics covered in class and their application of the knowledge.

IV. ASSESSMENT

Each learning outcome in a course should be assessed. A matrix can be a helpful way to check that the learning 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 Outcomes	Teaching and Learning Activities	Assessment
Describe and explain the concepts of information systems/technology and their roles and functions in the organization	Lectures, software demonstrations, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination
Evaluate the applications of various information systems and propose information systems based solution in solving problems	Lectures, software demonstrations, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination
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
Describe and explain the concepts concerned with managing, developing and implementing contemporary information systems	Lectures, software demonstrations, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination

Describe and explain the issues related to information systems security and control	Lectures, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination
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Standards For Assessment

Laboratory Exercises	20%
Project	20%
Mid-term Examination	20%
Final Examination	40%
Pop-up Quizzes (bonus)	10%

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Total	110%
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(A maximum of 10% bonus for those attempting the quizzes and participating in class)

Laboratory Exercises (20%)

You will be given laboratory exercises to be accomplished in each laboratory session. These exercises 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 to support its business. This will require you to carry out visits and interviews with information systems 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. Detailed instructions will be given in due course.

Mid-term Examination (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.

V. 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 and the final examinations 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

and the final examinations will cover topics discussed in the lectures.

- Plagiarism and copying of copyright materials are serious offences and may lead to disciplinary actions. For detailed procedures related to plagiarism, please refer to the URL: <http://www.hku.hk/plagiarism/page2s.htm>

VI. TENTATIVE TEACHING PLAN

Week	Topic	Reading
1	Information Systems in Global Business Today	Ch. 1
2	How Businesses Use Information Systems (TPS, MIS, DSS, ESS)	Ch. 2 & 12
3	How Businesses Use Information Systems (ERP, CRM, SCM & KMS)	Ch. 9
4	Business Process Analysis & MIS Case Study	
5	Information Systems, Organizations, and Strategy	Ch. 3
6	E-Commerce: Digital Markets and Digital Goods	Ch. 10
7	IT Infrastructure and Emerging Technologies	Ch. 5
8	Databases and Information Management	Ch. 6
9	Guest Seminar and MIS Case Study	
10	Building Systems & Managing Outsourcing	Ch. 13
11	Easter Holiday	
12	Telecommunications, the Internet, and Wireless Technology	Ch. 7
13	Securing Information Systems	Ch. 8