

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF BUSINESS AND ECONOMICS**  
**School of Business**  
**Course Outline for Semester I of 2010-11**  
**BUSI1003A, B, C & D: Introduction to Management Information Systems**

**I. INFORMATION ON INSTRUCTOR AND TUTOR**

**Class A, B, C & D:**

**Instructor:** Dr. Ada Wong

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**Office Hours:** By appointment

**Instructor for Tutorial Sessions:** Miss Debbie Chu, Mr Ian Chan

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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 on 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 lectures include:

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

### **Course Objectives**

- To learn the concepts of information systems and understand how to apply and manage information systems to acquire competitive advantage for business enterprises.
- To learn to use state-of-the-art information systems software for business analysis and support decision making
- To learn the concepts of how to manage, develop and implement contemporary information systems
- To learn the current issues of information systems security and controls and understand how to use information systems ethically
- To review the latest research articles related to the use of information systems in modern businesses.
- To learn how to think critically and creatively in solving information systems related problems
- To work in teams effectively

### **Course Learning Outcomes**

After taking this course, students should be able to:

1. Describe and explain the concepts of information systems/technology, their roles and functions in the organization
2. Evaluate and propose different information systems applications to support business analysis and improve decision making
3. Describe and explain the concepts and issues concerned with managing, developing, and implementing contemporary information systems
4. Describe and explain the issues relating to managing information systems security and control
5. Apply different business models to evaluate the risks and opportunities of using information systems as a strategy for acquiring competitive advantage
6. Apply different models to evaluate the applications of various information systems and propose information systems solutions in solving problems

### **Alignment of Program and Course Outcomes**

<b>Program Learning Outcomes</b>	<b>Course Learning Outcomes</b>
1. Acquisition and internalization of knowledge of business and information systems	1,2,3,4,5,6
2. Application and integration of knowledge of business and information systems	1,2,3,5,6
3. Inculcating professionalism and instilling leadership skills	2,3,5
4. Developing global outlook	1,2,3,6

## **Required Text**

Management Information Systems: Managing the Digital Firm (11<sup>th</sup> Global Edition)  
Laudon, K.C. and Laudon, J.P.  
Prentice-Hall, ISBN: 978-0-13-609368-8

The class notes and other supporting materials can be downloaded from:  
<http://www.fbe.hku.hk/~BUSI1003/>

## **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 seminar: A guest seminar will be conducted for selected topics. Students are required to attend the seminar, participate in discussions, and share their ideas with the guests based on the topics discussed. The guest seminar offer students opportunities to meet professionals and understand how they manage information systems in their organizations.
- Lab session assignments: Students will 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 helpful to check that the learning outcomes, teaching and learning activities, and assessment tasks are aligned.

<b>Learning Outcomes</b>	<b>Teaching and Learning Activities</b>	<b>Assessment</b>
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
Apply different information systems applications to support business analysis and improve decision making	Lectures, software demonstrations, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination
Describe and explain the concepts and issues concerned with managing, developing, and implementing contemporary information systems	Lectures, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination
Describe and explain the issues relating to managing information systems security and control	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 strategy for acquiring competitive advantage	Lectures, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination
Apply different models to evaluate the applications of various information systems and propose information systems solutions in solving problems	Lectures, in-class case studies, lab sessions, group project, and exams	Attendance, participation in discussions, assignments, examination

### **Standards For Assessment**

Laboratory Exercises	20%
Project	20%
Project Presentation and Self-Reflection Report	10%
Mid-term Examination	20%
Final Examination	30%
Class Participation (bonus)	10%

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Total 110%

(A maximum of 10% bonus for active participation and excellent contribution in class)

#### **Laboratory Exercises (20%)**

You will be given laboratory exercises which are 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 are required to follow a framework to perform problem analysis and propose solutions. 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

#### **Project Presentation and Self-Reflection Report (10%)**

You are required to present your problem statements and solutions in the project presentation. You need to submit your self-reflection report after your presentation (i.e., provide details of what you have learned from the group project and your feedback from the project).

#### **Mid-term Examination (20%)**

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

#### **Final Examination (30%)**

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

#### **Class Participation (10%)**

This will be graded according to students' overall participation and contribution during lectures and lab sessions.

## **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 in 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	Date	Topic	Reading
1	01/09/10 - 03/09/10	Information Systems in Global Business Today	Ch. 1
2	06/09/10 - 10/09/10	How Businesses Use Information Systems (TPS, MIS, DSS, ESS)	Ch. 2
3	13/09/10 - 17/09/10	Enterprise Applications (CRM, SCM, ERP)	Ch. 9
4	20/09/10 - 24/09/10	Information Systems, Organizations, and Strategy	Ch. 3
5	27/09/10	E-Commerce: Digital Markets and Digital Goods	Ch. 10
6*	04/10/10 - 08/10/10	Case Analysis	
7	11/10/10 - 15/10/10	IT Infrastructure and Emerging Technologies	Ch. 5
	18/10/10 - 22/10/10	No Class – Readings Week	
8	23/10/10 - 29/10/10	Databases and Information Management	Ch. 6
9	01/11/10 - 05/11/10	Building Systems	Ch. 13
10	08/11/10 - 12/11/10	Telecommunications, the Internet, and Wireless Technology	Ch. 7
11	15/11/10 - 19/11/10	Securing Information Systems	Ch. 8
12	22/11/10 - 26/11/10	Guest Seminar & Project Presentation	
13#	29/11/10 - 03/12/10	Project Presentation	

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**\* Project team compositions and brief project proposals** (printed copy only) MUST be handed in **before 5:00pm, Friday, 08/10/10** into the Assignment Box on the 7<sup>th</sup> floor of Meng Wah Complex.

**#Final reports** (both hardcopy and softcopy) MUST be handed in **before 5:00 pm, Monday, 03/12/10** into the Assignment Box on the 7<sup>th</sup> floor of Meng Wah Complex.