

THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS
School of Business
Course Outline for Semester II of 2011-12
BUSI1003 E, F & G: Introduction to Management Information Systems

I. INFORMATION ON INSTRUCTORS AND TUTORS

Instructor: Dr. Michael Chau (Section E), Dr. Ada Wong (Section F), Dr. Eric Chin (Section G)

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Office Hours: By appointment

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Teaching Timeslot & Venue

Sub-class	Teaching Schedule	Venue
E	TUE 13:00-14:55	TT403
	THU 13:00-13:55	CYPP3
F	MON 10:30-12:25	TT403
	WED 10:30-11:25	TT403
G	TUE 09:30-11:25	KKLG104
	THU 09:30-10:25	KKLG104

II. COURSE INFORMATION

Prerequisites

None

Course Description

This class consists of 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 them to acquire competitive advantage for business enterprises.
- To learn to use information systems software for business analysis and to support decision-making.
- To learn how to manage, develop and implement contemporary information systems
- To study current issues relating to the security of information systems and controls and understand how to use information systems ethically
- To learn how to search and read the latest research articles related to the use of information systems in modern businesses.
- To learn how to think critically and creatively in solving problems related to information systems
- To work effectively as part of a team

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 the management and security control of information systems
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

Program Learning Outcomes	Course Learning Outcomes
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	1,2,5,6
3. Inculcating professionalism and instilling leadership skills	2,3,5
4. Developing global outlook	1,2,3

Required Text

Management Information Systems: Managing the Digital Firm (12th Global Edition)
Laudon, K.C. and Laudon, J.P.
Prentice-Hall, ISBN: 978-0-27-375453-4

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

III. TEACHING AND LEARNING ACTIVITIES (TLA)

TLA1: Interactive Lectures and Discussions

- Interactive lectures will be provided by the instructor to illustrate and reinforce basic concepts and knowledge of information systems. Students are expected to have done pre-class reading and preparation and encouraged to share their views and experience actively in class discussions to deepen their learning.

TLA2: In-Class Case Studies

- Case studies of information systems will be discussed in class. Students are encouraged to participate in discussions and identify the key issues, sharing their opinions and solutions with their peers. These discussions will help students apply their concepts and knowledge to solve business problems.

TLA3: Project

- Students will investigate how an organization in Hong Kong uses information systems to support its business.

TLA4: Demonstration

- Live demonstrations of software and technologies will be done in class to show students how they work. Students are expected to share their views on how to apply information systems related software and technologies to solve problems.

TLA5: 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 guest based on the topics discussed. The guest seminar offer students opportunities to meet a professional practitioner and understand how he/she manages information systems in his/her organization.

TLA6: Laboratory Session Assignments

- Information systems software and technologies will be taught in class to show students how they work. Students are expected to follow the instructions to complete all the required software exercises. Case studies will be provided to assess if students can apply information systems related software and technologies to solve problems.

TLA7: Examination

- Mid-term and final examinations test students’ knowledge of the topics covered in class and their ability to apply that knowledge.

IV. ASSESSMENT

The following matrix can be helpful to check that the learning outcomes, teaching and learning activities, and assessment tasks are aligned.

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, project & 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, project & 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, project & 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, project & 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, project & 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, project & examination

Standards For Assessment

Each student will be assessed by a combination of the group work (25%) and individual work (75%)

AT1: Laboratory Exercises	20%
AT2: Group Project	20%
AT3: Group Project Presentation	5%
AT4: Self-Reflection Report	5%
AT5: Mid-term Examination	20%
AT6: Final Examination	30%

Total	100%
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AT1: Laboratory Exercises (20%)

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

AT2: Group Project (20%)

This will be a team exercise. You are required to form groups of four 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.

AT3: Group Project Presentation (5 %)

Students are required to present their problem statements and solutions in the project presentation.

AT4: Self-Reflection Report (5%)

Students need to submit a self-reflection report after presentation (i.e., conduct peer evaluation and provide details of what you have learned from the group project and your feedback from the project).

AT5: Mid-term Examination (20%)

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

AT6: Final Examination (30%)

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

Assessment Criteria and Marking Rubrics:

AT1: Laboratory Exercises (20%)

You will be given laboratory exercises which are to be completed in each laboratory session. These exercises will contribute to 20% of the total course assessment. Various information systems-related software exercises will be provided in the laboratory sessions. Each student is expected to follow the tutor’s instruction to complete the exercises. In addition, case studies related to information systems will be provided to enable students to identify the key issues and propose recommendations to solve the problems for the case scenario.

The response to software exercises and case study discussions with a possible total score of 100 will be assessed against the assessment criteria and rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Criteria for <u>Software Exercises Responses & Case Study Discussion</u> (100%) <ul style="list-style-type: none"> • Clarity and accuracy of the software exercises responses. • Frequency and quality of response in case study discussion
Outstanding 100-80	<ul style="list-style-type: none"> • All or almost all software exercises responses are clear, accurate and logical with sufficient elaboration as required. • Consistently actively contribute to the class discussions and activities by providing relevant and helpful examples and analysis, identifying important issues, proposing creative and insightful solutions, raising thoughtful questions, synthesizing information obtained from readings and discussions and appropriately challenging assumptions and perspectives.
Proficient 79-70	<ul style="list-style-type: none"> • Most of the software exercises responses are clear, accurate and logical with sufficient elaboration as required. • Actively contribute to the case discussions and activities by providing relevant and helpful examples and analysis, identifying important issues, proposing creative and insightful solutions, raising some thoughtful questions, occasionally synthesizing information obtained from readings and discussions and appropriately challenging assumptions and perspectives.
Competent 69-60	<ul style="list-style-type: none"> • Some software exercises responses are clear, accurate and logical with sufficient elaboration as required. • Contribute to the case discussions and activities by providing relevant and helpful examples and analysis, identifying important issues, proposing creative and insightful solutions, raising thoughtful questions, synthesizing information obtained from readings and discussions, appropriately challenging assumptions and perspectives.
Adequate 59-50	<ul style="list-style-type: none"> • Few software exercises responses are clear, accurate and logical with sufficient elaboration as required.

	<ul style="list-style-type: none"> Contribute to the case discussions and activities by providing limited relevant and helpful examples and analyses, identifying some issues, proposing creative and insightful solutions and raising thoughtful questions.
Fail <50	<ul style="list-style-type: none"> Very few of the software exercises responses are clear, accurate and logical with sufficient elaboration as required. Do not contribute or make very few contributions to the class discussions and activities. Tend to provide only irrelevant examples and analysis, and to propose inappropriate solutions. Ideas shared are often unrelated to the topic being discussed.

AT2: Group Project (20%)

This will be a team exercise. Students are required to form groups of four to six to investigate how an organization in Hong Kong uses information systems to support its business. Students are required to carry out visits and interviews with information systems personnel in the organization. They are advised to follow a framework, to perform problem analysis and propose solutions. Each project team is expected to first submit a proposal of what they are going to do for approval prior to conducting case studies. When finished, each team will need to submit a report. Detailed instructions will be given in due course

A group project will be used to assess students' ability to (1) follow and integrate relevant business models and information systems evaluation frameworks to analyse the business development and current application of information systems; to (2) identify the key issues for the organization that might affect them to achieve their future business development outcome; to (3) propose an information systems strategy for how an organization can adopt information systems to further improve the competitive advantages; to (4) evaluate if the proposed information strategy is feasible from technical, economic, legal, operational and schedule perspectives and to make a revision of the proposed strategy to make it more robust and practical.

The assessment criteria for a group project are shown as follows:

Assessment Criteria for Group Project	Group Written Report (100%)
1. Executive Summary	5%
2. Assessment (Internal and External)	20%
3. Identify key issues for the application of information systems	10%
4. Gap Analysis	10%
5. Recommendations on information systems strategy	25%
6. Feasibility study	10%
7. Detailed implementation plan	10%
8. Effectiveness of presentation/writing	10%
Total Score:	100%

Detailed explanations for the required content and assessment criteria of the group project are provided below:

Explanations for Required Contents	Explanations for Assessment Criteria
<p><u>Executive summary:</u></p> <ul style="list-style-type: none"> ◆ Provide an abstract of the entire information systems project 	<p><u>Executive Summary</u></p> <ul style="list-style-type: none"> ● Thoroughness and precision ● Clarity and fluency ● Consistency
<p><u>Assessment (Internal and External)</u></p> <ul style="list-style-type: none"> ● Internal Assessment <ul style="list-style-type: none"> – Business strategy, capability, people & organizational structure & culture – Current IS basic activities analysis ● External Assessment <ul style="list-style-type: none"> – SWOT analysis (corporate Level) ● Analyze your client organization’s current information systems application situation with relevant and reliable primary and/or secondary search supports. ● Review and evaluate (A) internal business analysis, i.e., business strategy, capability, people, organizational structure and culture, and (B) current information systems basic activities, i.e., their input, output and process of information systems, business process analysis, evaluation on information systems design, and (C) summarize and prioritize the organization’s strengths, weaknesses, opportunities, and threats in its internal and external business environments. ● Overall, the findings/conclusions of the assessment are to provide the evidence to support the needs for your proposed information systems strategy. 	<p><u>Assessment (Internal and External)</u></p> <ul style="list-style-type: none"> ● Breadth, depth, clarity, and consistency of the analysis ● Use of sufficient, relevant, and reliable facts/data to support analysis ● Application of appropriate concepts / techniques / examples ● Overall understanding and insightfulness of the findings generated by synthesizing both internal and external assessment
<p><u>Identify key issues for the application of information systems</u></p> <ul style="list-style-type: none"> ● Based on the assessment result, key issues for the application of information systems can be identified. 	<p><u>Identify key issues for the application of information systems</u></p> <ul style="list-style-type: none"> ● Identification of critical issues of the organization’s current situation. ● Breadth, depth, clarity, and consistency of the analysis

<ul style="list-style-type: none"> • Students can use the following perspectives to identify the key issues for the application of information systems: system security and control, business process efficiency, effective strategic alignment, cost and benefit analysis and so on. • Overall, the conclusion of key issues can help to conduct gap analysis and propose recommendations. 	<ul style="list-style-type: none"> • Enough evidence/fact to support the argument • Overall understanding and insightfulness of the findings generated from the list of key issues
<p><u>Gap Analysis</u></p> <ul style="list-style-type: none"> • Students need to outline the possible gap between the expected future business development outcome and current business development and information systems adoption status. • The gap analysis findings can help to suggest recommendations to support business development and finally the possible gap can be bridged. 	<p><u>Gap Analysis</u></p> <ul style="list-style-type: none"> • Identification of possible gap between the organization’s current business development and information systems adoption situation. • Breadth, depth, clarity, and consistency of analysis • Enough evidence/fact to support the argument • Overall understanding and insightfulness of the findings generated from the gap analysis
<p><u>Recommendations on information systems strategy</u></p> <ul style="list-style-type: none"> • Students need to propose an information systems strategy that can help the organization to solve their business process, further improve their adoption of information systems, supporting top management to bridge the gap as mentioned in the gap analysis • A three-year plan with the details of how to improve the adoption of information systems is expected in the information systems strategy 	<p><u>Recommendations on information systems strategy</u></p> <ul style="list-style-type: none"> • Creativity, usefulness and insightfulness of the recommendation that can align with the business development • Breadth, depth, clarity, and consistency of the recommendations • Enough evidence/fact to support the argument
<p><u>Feasibility study</u></p> <ul style="list-style-type: none"> • Students need to follow a model (TELOS) to evaluate if the information systems strategy is feasible from a technical, economic, legal, operational and social perspective. 	<p><u>Feasibility study</u></p> <ul style="list-style-type: none"> • Breadth, depth, clarity, and consistency of the analysis • Enough evidence/fact to support the argument • Overall insightfulness of the findings generated from the feasibility study
<p><u>Detailed implementation plan</u></p> <ul style="list-style-type: none"> • Students need use the feasibility study 	<p><u>Detailed implementation plan</u></p> <ul style="list-style-type: none"> • Creativity, usefulness and insightfulness of the

evaluation findings to propose a detailed implementation plan.	<p>recommendation that can fulfill the feasibility evaluation requirements</p> <ul style="list-style-type: none"> • Breadth, depth, clarity, and consistency of the recommendations • Enough evidence/fact to support the argument
<p><u>Group written report</u></p> <ul style="list-style-type: none"> • Submit a written report with a page limit of 20 pages (excluding cover page, appendix, reference list) • Typed; A4-size paper, 1” margins, 1.5 line spacing, font size 12 point • Consult at least 3 different reliable reference sources and follow professional formats for referencing and citations. 	<p><u>Effectiveness of Writing</u></p> <ul style="list-style-type: none"> • Ability to arouse and maintain interests • Organization and coherence • Clarity and fluency • Appropriate length and tone • Accuracy • Proper and consistent referencing and citation style

The group project will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for <u>Group Project</u> (100%)
Outstanding 100-80	<p><u>Presentation Effectiveness</u> Presentation content is organized, thorough, precise, articulated with clarity and fluency, and consistent with the analysis and recommendations followed.</p> <p><u>Assessment (Internal and External)</u> The analysis is insightful, critical, thorough, systematic, consistent, sufficiently supported by relevant and helpful fact/data, and effective application of appropriate concepts / techniques /examples, which are nicely integrated to the analysis The overall assessment demonstrates a profound understanding of the company’s current situation and generates insightful overall findings by professionally synthesizing across both internal and external assessment.</p> <p><u>Identify key issues for the application of information systems</u> All or almost all key issues of the application of information systems are clearly and accurately identified from various perspectives. Highly relevant evidence/fact is provided to support the argument.</p> <p><u>Gap Analysis</u> The gap between the expected outcome and current situation can be identified and justified with sufficient evidence. The overall analysis is insightful, critical, thorough,</p>

	<p>systematic and consistent.</p> <p><u>Recommendations on information systems strategy</u> The recommendations are creative, practical, systematic, logical and aligned with the internal and external assessment and gap analysis.</p> <p><u>Feasibility study</u> The analysis and evaluation is critical, practical, logical and well organized. Sufficient evidence is supplied to justify the arguments.</p> <p><u>Detailed implementation plan</u> The implementation plan is creative, practical, logical, well organized and justified with sufficient evidence. The plan can align with the organizational business strategy and acquire competitive advantage.</p> <p><u>Effectiveness of presentation/writing</u> The report effectively arouses and maintains the reader’s interest. It is well organized, with clear coherence and smooth progression of ideas, articulated with clarity and fluency. It is of an appropriate length and tone, including proper and consistent referencing and citations without errors</p>
<p>Proficient 79-70</p>	<p><u>Presentation Effectiveness</u> Presentation content is organized, thorough, precise, articulated with clarity and fluency, and consistent with the analysis and recommendations followed.</p> <p><u>Assessment (Internal and External)</u> The analysis is insightful, critical, thorough, systematic and consistent. It is sufficiently supported by relevant and helpful fact/data, and effectively applies appropriate concepts / techniques /examples, which are nicely integrated to the analysis.</p> <p>The overall assessment demonstrates a profound understanding of the company’s current situation and generates insightful overall findings by professionally synthesizing both internal and external assessment.</p> <p><u>Identify key issues for the application of information systems</u> All or almost all key issues of the application of information systems are clearly and accurately identified from various perspectives Highly relevant evidence/fact is provided to support the argument.</p> <p><u>Gap Analysis</u> The gap between the expected outcome and current situation is identified and justified with sufficient evidence. The overall analysis is insightful, critical, thorough, systematic and consistent.</p>

	<p><u>Recommendations on information systems strategy</u> The recommendations are creative, practical, systematic, logical and aligned with the internal and external assessment and gap analysis.</p> <p><u>Feasibility study</u> The analysis and evaluation is critical, practical, logical and well organized. Sufficient evidence is supplied to justify the arguments.</p> <p><u>Detailed implementation plan</u> The implementation plan is creative, practical, logical, well organized and justified with sufficient evidence. The plan is aligned with the organizational business strategy.</p> <p><u>Effectiveness of presentation/writing</u> The report effectively arouses and maintains the interest of the reader. It is well organized with clear coherence and smooth progression of ideas, articulated with clarity and fluency. It is of an appropriate length and tone, including proper and consistent referencing and citations without errors.</p>
Competent 69-60	<p><u>Presentation Effectiveness</u> Presentation content is reasonably organized, thorough, precise, articulated with clarity and fluency, and consistent with the analysis and recommendations followed.</p> <p><u>Assessment (Internal and External)</u> The analysis is systematic, consistent, with some supports of fact/data, and moderate effective application of appropriate concepts / techniques /examples which are moderately integrated to the analysis.</p> <p>The overall assessment demonstrates some understanding of the company’s current situation and generates sufficient overall findings by moderately synthesizing both internal and external assessment.</p> <p><u>Identify key issues for the application of information systems</u> Some key issues of the application of information systems are clearly and accurately identified from various perspectives Highly relevant evidence/fact is provided to support the argument.</p> <p><u>Gap Analysis</u> The gap between the expected outcome and current situation is identified and justified with limited evidence. The overall analysis is systematic and consistent.</p> <p><u>Recommendations on information systems strategy</u> The recommendations are systematic and moderately aligned with the internal and</p>

	<p>external assessment and gap analysis.</p> <p><u>Feasibility study</u> The analysis and evaluation is consistent and systematic. Sufficient evidence is provided to justify the arguments.</p> <p><u>Detailed implementation plan</u> The implementation plan is moderately consistent and useful. The plan is moderately well aligned with the organizational business strategy.</p> <p><u>Effectiveness of presentation/writing</u> The report is reasonably successful in arousing and maintaining the reader’s interest. It is of an appropriate length and tone, including proper and consistent referencing and citations without errors.</p>
<p>Adequate 59-50</p>	<p><u>Presentation Effectiveness</u> Presentation content is adequately organized, thorough, precise, articulated with clarity and fluency, and consistent with the analysis and recommendations followed.</p> <p><u>Assessment (Internal and External)</u> The analysis is systematic, consistent, with some supports of fact/data, and adequate effective application of appropriate concepts / techniques /examples which are adequately integrated with the analysis.</p> <p>The overall assessment demonstrates limited understanding of the company’s current situation and generates some findings by moderately synthesizing both internal and external assessment.</p> <p><u>Identify key issues for the application of information systems</u> Few key issues of the application of information systems are clearly and accurately identified from various perspectives Limited evidence/fact is provided to support the argument.</p> <p><u>Gap Analysis</u> The gap between the expected outcome and current situation is not fully identified and it is justified with limited evidence. The overall analysis is consistent.</p> <p><u>Recommendations on information systems strategy</u> The recommendations are of limited value to align with the internal and external assessment and gap analysis.</p> <p><u>Feasibility study</u> The analysis and evaluation is consistent and systematic. Limited evidence is provided to justify the arguments.</p>

	<p><u>Detailed implementation plan</u> The implementation plan is moderately consistent and useful with some evidence.</p> <p><u>Effectiveness of presentation/writing</u> The report is moderately skilful at arousing and maintaining the interest of the reader, It is of an appropriate length and tone, including proper and consistent referencing and citations without errors.</p>
Fail <50	<p><u>Presentation Effectiveness</u> Presentation content is not well organized, unclear and not fluent. It is inconsistent with the analysis and recommendations followed.</p> <p><u>Assessment (Internal and External)</u> The analysis is unsystematic, inconsistent, and insufficiently supported by facts/data. There is ineffective application of appropriate concepts / techniques /examples. The overall assessment demonstrates poor understanding of the company’s current situation and generates poor findings.</p> <p><u>Identify key issues for the application of information systems</u> Very few of the key issues of the application of information systems are clearly and accurately identified from various perspectives. Limited evidence/fact is provided to support the argument.</p> <p><u>Gap Analysis</u> The gap between the expected outcome and current situation is poorly identified and justified with evidence. The overall analysis is poor and inconsistent.</p> <p><u>Recommendations on information systems strategy</u> The recommendations are poor and inconsistent, and they are not aligned with the internal and external assessment and gap analysis.</p> <p><u>Feasibility study</u> The analysis and evaluation is inconsistent and poor. Very little evidence is provided to justify the arguments.</p> <p><u>Detailed implementation plan</u> The implementation plan is inconsistent and not useful, supported by limited evidence. The plan cannot help to align with the organizational business strategy and acquire competitive advantage.</p> <p><u>Effectiveness of presentation/writing</u> The report is not skilful at arousing and maintaining the reader’s interest. It is of an inappropriate length and tone, showing improper and inconsistent referencing and citations with errors.</p>

AT3: Group Project Presentation (5%)

Students are required to present their problem statements and solutions in the project presentation. Each group will conduct a 15-minute group presentation followed by a 5-minute Q&A. Assessment criteria are as follows:

Explanations for Required Content	Explanations for Assessment Criteria
<p><u>Presentation Content :</u> Students are required to present the following content:</p> <ul style="list-style-type: none"> – Internal and External Assessment – Conclude situations in business and information systems: past, present and future – Propose significant issues – Components of Information Systems Strategy 	<p><u>Presentation Content</u></p> <ul style="list-style-type: none"> • Organization and coherence • Consistency and accuracy
<p><u>Presentation Aids</u></p> <ul style="list-style-type: none"> • Students are required to use presentation aids (e.g. powerpoint slides) to elaborate their ideas. The effective use of presentation aids will be assessed. 	<p><u>Assessment (Internal and External)</u></p> <ul style="list-style-type: none"> • Effective use of presentation aids • Professional design of presentation slides
<p><u>Presentation Style</u></p> <ul style="list-style-type: none"> • Students are expected to present their project in a formal and professional manner. 	<p><u>Presentation Style</u></p> <ul style="list-style-type: none"> • Engagement of audience • Creativity, confidence, and enthusiasm shown • Appropriate length, pace and tone
<p><u>Handling Q&A</u></p> <ul style="list-style-type: none"> • Questions from project will be raised to clarify the topics and 	<p><u>Handling Q&A</u></p> <ul style="list-style-type: none"> • Skills in handling Q&A • Sufficient evidence support to justify your argument in dealing Q&A

The group project will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for <u>Group Project Presentation</u> (100%)
Outstanding 100-80	<ul style="list-style-type: none"> • The presentation is excellent and well organized, clear and fluent, with smooth progression of ideas, effective use of presentation aids, and appropriate length, pace and tone. • The presentation group skilfully engages the audience and demonstrates a consistently high level of creativity, confidence, enthusiasm and capability in handling Q&A.

Proficient 79-70	<ul style="list-style-type: none"> • The presentation is well organized and coherent, making generally effective use of presentation aids. It is of an appropriate length, pace and tone. • The presentation group is generally able to engage the audience and demonstrates a consistently high level of creativity, confidence, enthusiasm and capability in handling Q&A.
Competent 69-60	<ul style="list-style-type: none"> • The presentation is organized, moderately clear and fluent, with appropriate use of presentation aids. It is more or less of an appropriate length, pace and tone. • The presentation group attempts to engage the audience and show a moderate level of creativity, confidence, enthusiasm and capability in handling Q&A.
Adequate 59-50	<ul style="list-style-type: none"> • The presentation shows adequate effort to engage the audience, and demonstrates creativity, confidence, enthusiasm and capability in handling Q&A.
Fail <50	<ul style="list-style-type: none"> • The presentation is poor and not well-organized, unclear and not fluent with smooth progression of ideas, ineffective use of presentation aids, and inappropriate length, pace and tone. • The presentation group makes little effort to engage the audience and demonstrate very low level of creativity, confidence, enthusiasm and capability in handling Q&A.

AT4: Self-Reflection Report (5%)

At the end of the semester, each student is required to complete a self-reflection report. Students need to (A) conduct peer evaluation, and (B) provide details of what they have learned from the group project.

The self-reflection report will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for <u>Self-Reflection Report</u> (100%)
Outstanding 100-80	The peer evaluation score and all the qualitative comments (comparing the student with other members in the team) reflect that the student has made an excellent contribution to the project, and his/her performance is considered as excellent.
Proficient 79-70	The peer evaluation score and most of the qualitative comments (comparing the student with other members in the team) reflect that the student has good made a good contribution to the project, and his/her performance is considered as higher than average.
Competent	The peer evaluation score and some of the qualitative comments (comparing the

69-60	student with other members in the team) reflect that the student has made a fair contribution to the project, and that his/her performance is considered as fair.
Adequate 59-50	The peer evaluation score and some of the qualitative comments (comparing the student with other members in the team) reflect that the student has made a below average contribution to the project, and his/her performance is considered as below average.
Fail <50	The peer evaluation score and some of the qualitative comments (comparing the student with other members in the team) reflect that the student has made a poor contribution to the project, and that his/her performance is considered as poor.

Late Penalty:

All projects must be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

No. of days later than the due date:

1 day
2 days
3 days

Deduction of the total point

deduct 25%
deduct 50%
deduct 100%

AT4: Mid-term Examination (20%)

This will be a 60-minute written test with closed books and no notes. Students should revise all the materials covered in the course. The mid-term test will be used to assess students' (1) understanding of key information systems concepts and knowledge; and (2) application of the learned knowledge and skills to recommend solutions relevant to the contexts.

The mid-term examination will include various types of questions: multiple choice questions, matching exercise and so on.

Multiple choice questions will be used to assess students' understanding of key information systems concepts covered in class and assigned textbook chapters. Students should choose one best answer for each multiple choice question and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will be given zero point.

Matching exercise questions will be used to assess students' ability to match the information systems solutions with ten business related problem scenarios. Students should choose one best solution for each problem scenario and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will be given zero point.

The marking rubrics for the mid-term examination are indicated in the table below:

Performance Level (with score range)	Assessment Rubrics for the Mid-term Examination (100%)
Outstanding 100-80	80%-100% of the responses are accurately and clearly marked.
Proficient 79-70	79%-70% of the responses are accurately and clearly marked.
Competent 69-60	69%-60% of the responses are accurately and clearly marked.
Adequate 59-50	59%-50% of the responses are accurately and clearly marked.
Fail <50	Fewer than 50% of the responses are accurately and clearly marked.

AT5: Final Examination (30%)

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

The final examination will be cumulative and closed-book. Students should revise all the materials covered in the course. The final examination will be used to assess students' (1) understanding of key information systems concepts and knowledge, (2) application of the learned knowledge and skills to identify critical issues and recommend solutions relevant to the contexts, and (3) the effectiveness of written communication.

The final examination might include the following sections: multiple choice questions, matching exercise, essay questions and so on.

Multiple choice questions will be used to assess students' understanding of key information systems concepts covered in class and assigned textbook chapters. Students should choose one best answer for each multiple choice question and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will be given zero point.

Matching exercise questions will be used to assess students' ability to match the information systems solutions with ten business-related problem scenarios. Students should choose one best solution for each problem scenario and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will be given zero point.

Essay questions will be used to evaluate students' ability to integrate and apply the learned knowledge and skills to identify information systems related problems and critical issues, compare, contrast and evaluate alternatives, and / or recommend marketing solutions relevant to the contexts. The responses to the essay questions will be assessed against the accuracy, thoroughness, clarity and organization of the responses to the required questions.

The marking rubrics for the written final examination are indicated in the table below:

Performance Level (with score range)	Assessment Rubrics for the Written Final Examination (100%)
Outstanding 100-80	<ul style="list-style-type: none"> • 80%-100% of the responses to multiple choice questions and matching exercises are accurately and clearly marked. • All or almost all the responses to essay questions are accurate, insightful, well organized, clear, logical and with sufficient elaboration.
Proficient 79-70	<ul style="list-style-type: none"> • 79%-70% of the responses to multiple choice questions and matching exercises are accurately and clearly marked. • Most of the responses to essay questions are accurate, well organized, clear, logical and with sufficient elaboration.
Competent 69-60	<ul style="list-style-type: none"> • 69%-60% of the responses to multiple choice questions and matching exercises are accurately and clearly marked. • Some of the responses to essay questions are accurate, well organized, clear, logical and with sufficient elaboration.
Adequate 59-50	<ul style="list-style-type: none"> • 59%-50% of the responses to multiple choice questions and matching exercises are accurately and clearly marked. • Few of the responses to essay questions are accurate, well organized, clear, logical and with sufficient elaboration.
Fail <50	<ul style="list-style-type: none"> • Fewer than 50% of the responses to multiple choice questions and matching exercises are accurately and clearly marked. • Very few of the responses to essay questions are well organized, clear, logical and with sufficient elaboration.

V. Course Final Grade

- A student's final grade for the course will be assigned according to the cumulative score that s/he has obtained from all of the assessment tasks:
 - Course Final Grade = Cumulative score of all assessment tasks obtained (100%)
 - Course Final Grade = Laboratory Exercises (20%) + Group Project (20%) + Group Project Presentation (5 %) + Self-Reflection Report (5%) + Mid-term Examination (20%) + Final Examination (30%)
- The conversion of the accumulative score to the course final grade is summarized below:

Course Final Grade	Cumulative Score of all Assessment Tasks Obtained
A+, A, A-	100% - 80%
B+, B, B-	79% - 70%
C+, C, C-	69% - 60%
D+, D	59% - 50%
F	<50%

VI. COURSE POLICIES

- 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 action. For detailed procedures related to plagiarism, please refer to the URL: <http://www.hku.hk/plagiarism/page2s.htm>

VII. TENTATIVE TEACHING PLAN

Week	Date	Topic	Reading
1	16/01/12 - 20/01/12	Information Systems in Global Business Today	Ch. 1
	23/01/12 - 27/01/12	<i>No Class – Chinese New Year</i>	
2	30/01/12 - 03/02/12	How Businesses Use Information Systems (TPS, MIS, DSS, ESS)	Ch. 2
3	06/02/12 - 10/02/12	Enterprise Applications (CRM, SCM, ERP)	Ch. 9
4	13/02/12 - 17/02/12	Information Systems, Organizations, and Strategy	Ch. 3
5*	20/02/12 - 24/02/12	E-Commerce: Digital Markets and Digital Goods	Ch. 10
6	27/02/12 - 02/03/12	IT Infrastructure and Emerging Technologies	Ch. 5
	05/03/12 - 09/03/12	<i>No Class – Reading Week</i>	
7	12/03/12 - 16/03/12	Databases and Information Management	Ch. 6
8	19/03/12 - 23/03/12	Building Systems	Ch. 13
9	26/03/12 - 30/03/12	Building Systems: Case Analysis Guest Seminar	Ch. 13
10	02/04/12 - 06/04/12	Telecommunications, the Internet, and Wireless Technology	Ch. 7
11	09/04/12 - 13/04/12	Securing Information Systems	Ch. 8
12	16/04/12 - 20/04/12	Project Presentation	
13 [#]	23/04/12 - 27/04/12	Project Presentation	

* **Project team compositions** and **brief project proposals** (printed copy only) **MUST** be handed in **before 5:00pm, Friday, 24/02/12**, to the Assignment Box on the 7th floor of Meng Wah Complex.

#**Final reports** (both hardcopy and softcopy) and **self-reflection reports** **MUST** be handed in **before 5:00 pm, Wednesday, 02/05/12** to the Assignment Box on the 7th floor of Meng Wah Complex.