

**City University of Hong Kong**  
**Course Syllabus**

**offered by Department of Information Systems**  
**with effect from Semester A 2016 / 2017**

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**Part I Course Overview**

**Course Title:** Information Systems Planning and Strategy

**Course Code:** IS6640

**Course Duration:** One Semester (13 weeks)

**Credit Units:** 3

**Level:** P6

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* IS5642 Electronic Business Strategies and Management  
IS6641 eCommerce Business Strategies and Management

**Exclusive Courses:**  
*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

The course aims to examine the role of information systems in assisting achievement of corporate objectives, and to consider methods for strategic and tactical planning of information systems.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Participate in developing a strategic plan for information systems development and assist in establishing an information technology policy.	20%			
2.	Use methods for strategic analysis, decide on the information needs and priorities of management in an organization, and assess information technology systems as competitive tools.	30%	✓	✓	
3.	Analyze a company's industry as well as its organizational structure/culture and determine the role for information systems in that organization.	30%	✓	✓	✓
4.	Explain how decisions are made in an organization and the contribution made by formal and informal information systems.	10%			
5.	Identify and assess the effect of change management issues in information systems planning for an organization.	10%			
		100%			

**A1: Attitude**

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

**A2: Ability**

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

**A3: Accomplishments**

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

Seminar/Workshop : 39 hours

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
TLA1: Lecture	<p>The following concepts of information systems strategies and information systems planning are explained:</p> <ul style="list-style-type: none"> <li>• The value of IT in organizational strategic planning</li> <li>• IS use to create competitive advantages</li> <li>• Strategic alignment between business and IS strategies</li> <li>• Techniques for IS strategy formulation – scenario planning, five forces model, value chain concept, supply chain concept, ERP concept, and CRM concept</li> <li>• Strategy implementation and measurement – balanced scorecard approach</li> <li>• E-business models and related strategies</li> <li>• IS sourcing strategy</li> <li>• Managing IT investment – portfolio approach</li> <li>• Change management</li> </ul>	✓	✓	✓	✓	✓	
TLA2: Class activities – team work	<p>Throughout the semester, different types of class activities will be conducted such as:</p> <ul style="list-style-type: none"> <li>• Real world cases studies: students will apply and integrate what they learn through classroom discussions and reading into real-world case analyses.</li> <li>• Role play: To get in-depth understanding of the concepts, role-playing exercises will be conducted in classes to stimulate real world scenarios.</li> </ul>	✓	✓	✓	✓	✓	
TLA3: Practical exercises – individual work	<p>Students are required to carry out a scenario analysis for an organization. The individual assignment will be submitted around the middle of the semester. This exercise can then serve as the starting point for the group project which is submitted by the end of the semester.</p>		✓	✓			
TLA4: Team project – team work	<p>On top of the case analyses done in the classes, students have to submit a group report assessing the effectiveness of IT uses in increasing the competitive advantages of a particular organization.</p> <p>Students will work in a team of 4-5 members. The team has to pick one organization as the study target. They are required to submit a business proposal on how IS/IT may affect the industry in which the organization is engaged and what business opportunities the organization should take in order to gain or sustain competitive advantage.</p>	✓	✓	✓	✓		

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 65%							
<b><u>AT1: Participation</u></b> Students should participate in the class activities, such as, small group discussions and presentations, self reflection, raise and answer questions, and the like. The participation is used to assess students' understanding of the topics and their abilities to apply their skills.	✓	✓	✓	✓	✓	15%	
<b><u>AT2: Individual Assignment Analysis</u></b> Students will analyze a real world case and write an essay to address relevant strategic issues and answer questions.		✓	✓			10%	
<b><u>AT3: Group work</u></b> A group should be responsible for managing a case in class (15%) and finishing a group project (25%). The project which includes a project report and presentation will be allocated to let students analyse a topic in-depth and share their findings with other course participants. 20% will be contributed by the written report, while 5% will be counted on the presentation.	✓	✓	✓	✓		40%	
Examination: 35% (duration: one 2-hour exam)							
<b><u>AT4: Final Examination</u></b> A written examination is developed to assess students' competence level of the taught subjects.	✓	✓	✓	✓	✓	35%	
						100%	

Note: Students must pass BOTH coursework and examination in order to get an overall pass in this course.

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
AT1: Participation	Ability to participate in developing a strategic plan for information systems development and assist in establishing an information technology policy	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to use methods for strategic analysis, decide on the information needs and priorities of management in an organization, and assess information technology systems as competitive tools	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to analyze a company's industry as well as its organizational structure/culture and determine the role for information systems in that organization	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how decisions are made in an organization and the contribution made by formal and informal information systems	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to identify and assess the effect of change management issues in information systems planning for an organization	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2: Individual Assignment Analysis	Capability to use methods for strategic analysis, decide on the information needs and priorities of management in an organization, and assess information technology systems as competitive tools	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to analyze a company's industry as well as its organizational structure/culture and determine the role for information systems in that organization	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3: Group work	Ability to participate in developing a strategic plan for information systems development and assist in establishing an information technology policy	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to use methods for strategic analysis, decide on the information needs and priorities of management in an organization, and assess information technology systems as competitive tools	High	Significant	Moderate	Basic	Not even reaching marginal levels

	Capability to analyze a company's industry as well as its organizational structure/culture and determine the role for information systems in that organization	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how decisions are made in an organization and the contribution made by formal and informal information systems	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT4: Final Examination	Ability to participate in developing a strategic plan for information systems development and assist in establishing an information technology policy	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to use methods for strategic analysis, decide on the information needs and priorities of management in an organization, and assess information technology systems as competitive tools	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to analyze a company's industry as well as its organizational structure/culture and determine the role for information systems in that organization	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how decisions are made in an organization and the contribution made by formal and informal information systems	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to identify and assess the effect of change management issues in information systems planning for an organization	High	Significant	Moderate	Basic	Not even reaching marginal levels

### Part III Other Information (more details can be provided separately in the teaching plan)

#### 1. Keyword Syllabus

*(An indication of the key topics of the course.)*

- Business strategy concept
- IS strategy concept
- Strategic alignment between business and IS strategies
- Scenario planning
- Five forces model, value chain concept, supply chain concept, enterprise resource planning concept, customer relationship management concept
- eBusiness models and strategies
- Balanced scorecard analysis
- Application portfolio approach
- Sourcing strategy
- IS outsourcing
- Change management

## 2. Reading List

### 2.1 Compulsory Readings

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Nil
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### 2.2 Additional Readings

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	Applegate, L., Austin, R.D. and Soule, D.L., <u>Corporate Information Strategy Management: Text and Cases</u> , 8th edition, McGraw Hill, 2009.
2.	Applegate, L., Austin, R.D. and McFarlan, F., <u>Corporate Information Systems Management: Text and Cases</u> , 7th edition, McGraw Hill, 2007.
3.	Pearlson, K., Saunders, C., <u>Managing and Using Information Systems – A Strategic Approach</u> , 3rd edition, John Wiley & Son, 2006
4.	Luftman, J., et al., <u>Managing the Information Technology Resource – Leadership in the Information Age</u> , Pearson Prentice Hall, 2004.

### 2.3 Other Resources:

Supplementary readings will be assigned for each lecture