

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester B 2017/18**

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**Part I Course Overview**

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| <b>Course Title:</b>   | <u>Management Information Systems</u>  |
| <b>Course Code:</b>  | <u>FB5807P</u>   |
| <b>Course Duration:</b>                                      | <u>1 semester (Intensive mode: 4 days)</u>   |
| <b>Credit Units:</b>   | <u>2</u>   |
| <b>Level:</b>  | <u>P5</u>  |
| <b>Medium of Instruction:</b>                                | <u>Putonghua</u>   |
| <b>Medium of Assessment:</b>                                 | <u>Chinese</u>   |
| <b>Prerequisites:</b><br><i>(Course Code and Title)</i>      | <u>Nil</u>   |
| <b>Precursors:</b><br><i>(Course Code and Title)</i>         | <u>Nil</u>   |
| <b>Equivalent Courses:</b><br><i>(Course Code and Title)</i> | <u>FB5003 Management Information Systems<br/>FB5807 Management Information Systems</u> |
| <b>Exclusive Courses:</b><br><i>(Course Code and Title)</i>  | <u>Nil</u>   |

## Part II Course Details

### 1. Abstract

This course aims to prepare its participants to take advantage of IT and IS opportunities by instructing them in the following key areas:

1. Trends in the application of IT for business competitiveness and effectiveness
2. IT management issues for executives
3. Recent developments in IS

### 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<br>(if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) |    |    |
|-----|--|------------------------------|---|----|----|
|     |  |                              | A1  | A2 | A3 |
| 1.  | Explain the concept of an information system and its roles in organizations  |                              | ✓   |    |    |
| 2.  | Recognize how the Internet and digital networks have transformed businesses  |                              | ✓   |    |    |
| 3.  | Evaluate how specific IS strategic move can potentially achieving competitive advantage  |                              | ✓   | ✓  | ✓  |
| 4.  | Recognize the factors that need to be considered when implement information systems either in-house or through outsourcing           |                              | ✓   | ✓  |    |
| 5.  | Assess the costs and benefits as well as the risks involved in using information systems and understand how to reduce the risk level |                              | ✓   | ✓  | ✓  |
|     |  | 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.)

| TLA  | Brief Description               | CILO No. |   |   |   |   | Hours/week<br>(if applicable) |
|------|---------------------------------|----------|---|---|---|---|-------------------------------|
|      |                                 | 1        | 2 | 3 | 4 | 5 |                               |
| TLA1 | In-class participation          | ✓        | ✓ | ✓ | ✓ | ✓ | -                             |
| TLA2 | Individual learning reports     | ✓        | ✓ | ✓ | ✓ | ✓ | -                             |
| TLA3 | Technology update group project | ✓        | ✓ | ✓ | ✓ | ✓ | -                             |

#### 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: 100%                         |          |   |   |   |   |           |  |
| In-class participation                              | ✓        | ✓ | ✓ | ✓ | ✓ | 35%       | Active learning cannot be successful without preparation and participation. Throughout the course, students are expected to participate during class by<br>(1) Applying conceptual material from the readings or lectures to class discussions,<br>(2) Doing external reading and applying it in the discussions,<br>(3) Integrating comments from classmates,<br>(4) Taking issues with a classmate's analysis,<br>(5) Drawing from student's own experience that is relevant to the discussion.  |
| Individual learning reports                         | ✓        | ✓ | ✓ | ✓ | ✓ | 30%       | After each class (total of eight classes for this course), each student will be ask to answer two questions: 1) What is the most important idea/concept that he/she has learned from this particular class meeting? 2) How can the idea/concept identified above be applied to his/her company or personal life? Together, these two questions serve as a mechanism to assess if the student has picked up the key concepts covered and be able to assimilate them to their work or personal life. There will be eight reports in total. |
| Technology update group project                     | ✓        | ✓ | ✓ | ✓ | ✓ | 35%       | The primary focus of this course is on IT and its impacts on organizations. However, IT changes at a rapid rate, with new innovations appearing constantly. To provide the class with a better understanding of emerging and evolving technologies, class members, working in groups of 5-6 members will research on a new technology and how it can affect business organizations. Students are required to perform a group presentation.   |
| Examination: ____% (duration: _____, if applicable) |          |   |   |   |   | 100%      |  |

## 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-)   | Fair (C+, C, C-)  | Marginal (D)  | Failure (F)   |
|------------------------------------|-----------|--|--|---|---|---|
| 1. In-class participation          |           | Proactively participate in class or online discussion by offering innovative ideas and suggestions.<br><br>Consistently show the ability to relate the concepts learned to real-world settings   | Frequently participate in class or online discussion by offering some innovative ideas and suggestions.<br><br>Show good ability to relate the concepts learned to real-world settings   | Occasionally participate in class or online discussion by offering some ideas and suggestions.<br><br>Show some ability to relate the concepts learned to real-world settings   | Hardly participate in class or online discussion.<br><br>Hardly able to relate the concepts learned to real-world settings  | Fail to participate in class or through online discussion<br><br>Show no evidence of the ability to relate the concepts learned to real-world settings  |
| 2. Individual learning report      |           | Strong evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report.   | Good evidence of the ability to apply the concepts and theory learned in class into a specific company or person life in the report.   | Some evidence of the ability to apply the concepts and theory learned in class into a specific company or person life in the report.  | Low evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report  | Failure to submit the reports<br><br>Show no evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report   |
| 3. Technology update group project |           | Present and communicate effective and excellently, in oral, a new technology that may have important implications for modern business organizations<br><br>Show strong evidence in educating the audience on the nature and importance of this new technology<br><br>Show strong evidence of arousing the audience's interests to learn more about this technology | Present and communicate effective, in oral, a new technology that may have important implications for modern business organizations<br><br>Show good evidence in educating the audience on the nature and importance of this new technology<br><br>Show good evidence of arousing the audience's interests to learn more about this technology | Present and communicate acceptably, in oral, a new technology that may have important implications for modern business organizations<br><br>Show some evidence in educating the audience on the nature and importance of this new technology<br><br>Show some evidence of arousing the audience's interests to learn more about this technology | Marginally present and communicate, in oral, a new technology that may have important implications for modern business organizations<br><br>Show no evidence in educating the audience On the nature and importance of this new technology<br><br>Show no evidence of arousing the audience's interests to learn more about this technology | Failure to present and communicate a new technology that may have important implications for modern business organizations<br><br>Show no evidence in educating the audience on the nature and importance of this new technology<br><br>Show no evidence of arousing the audience's interests to learn more about this technology |

**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.)*

- IT Management
- IS Strategy
- Digital Economy
- Electronic Commerce
- Managing IT Outsourcing
- Costs and Benefits of IT
- Social Media and Online Marketing
- Crowdsourcing and IT-Enabled Open Innovation
- Assuring Reliable and Secured IT Services

**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. | 管理信息系统(原书第 13 版)，2016 年 1 月第一版第二次印刷<br>- 肯尼斯 C. 劳顿 (Kenneth C. Laudon) (作者), 简 P. 劳顿 (Jane P. Laudon) (作者), 黄丽华(译者) |
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**2.2 Additional Readings**

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

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| 1. | Valacich, J. and Schneider, S., <u>Information Systems Today: Managing the Digital World (6<sup>th</sup> Edition)</u> , Pearson, 2014. |
| 2. | 电子商务概论(第 2 版); 孙军, 张英奎; 机械工业出版社; 2015 年 03 月 01 日。   |