

**City University of Hong Kong
Course Syllabus**

**offered by Department of Information Systems
with effect from Semester A 2018 / 2019**

Part I Course Overview

Course Title: Information Products and Services Design

Course Code: IS4034

Course Duration: One Semester (13 weeks)

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

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) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to:

- Introduce the basic concepts of designing information products and services that could be transmitted easily through Internet and mobile network as well as the business model for the network economy;
- Develop knowledge and skills in designing information products and services using business-oriented techniques and approaches, involving e-payment, delivery, and ways to connect information products and services with traditional products and services;
- Develop students' skills in making use of the Internet and mobile network to facilitate the products/services to be marketed, and delivered to the target users, providing personalized solutions and to enhance further transactions;
- Further students' skills in effective communication, individual and team work, time management, data analysis and reporting, and creative problem solving.

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.	Demonstrate how information products and services design are an outstanding way to achieve competitive advantages.	25%		✓	✓
2.	Discover and integrate the potential and benefits of information products and services in various business models.	25%	✓	✓	
3.	Demonstrate the ability to design and market innovative information products and services.	20%	✓	✓	
4.	Demonstrate the ability to creatively solve complex business problems by designing information products and services.	20%	✓	✓	
5.	Demonstrate good communication and interpersonal skills in proposing and presenting appropriate implementation strategies of information products and service design.	10%	✓	✓	✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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.)

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
TLA1: Lectures	Concepts, design and management of information products and service are explained by instructor, and students are encouraged to analyse and generate their own idea about the subject topic.	✓	✓	✓			Lecture: 2 Hours/ Week
TLA2: Discussion and Participation	The in-class exercises will include case study discussions on the Information products and service design to achieve sustainable competitive advantages in real-world organizations.	✓	✓	✓	✓	✓	Laboratory: 1 Hour/ Week
TLA3: Project	Students would have to complete a group project requiring them to perform information products and service design by employing the taught analysis and principles.			✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

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

Indicative of likely activities and tasks students will undertake to learn in this course. Final details will be provided to students in their first week of attendance in this course.

Assessment Tasks/Activities	CILO No.					Weighting*	Remarks [#]
	1	2	3	4	5		
Continuous Assessment: 50%							
AT1: Exercises Each tutorial consists of exercises, small group discussions, self-reflection, or student presentations to assess students' understanding of the chosen topics and their abilities to apply their skills.	✓	✓	✓	✓	✓	10%	
AT2: Group Project A group project, which includes a project report and presentation, will be allocated to let students apply information products and service design to solve business problems.	✓	✓	✓	✓	✓	40%	
Examination: 50% (duration: one 2-hour exam)							
AT3: Examination A written examination is developed to assess student's competence level of the taught subjects.	✓	✓	✓	✓		50%	
* The weightings should add up to 100%.						100%	

[#] Remark: 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 (AT)	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1: Exercises	Ability to accurately explain all key information products and service design concepts, and effectively compare and discriminate among the key concepts;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to accurately describe all the opportunities and benefits of designing information products and service in different business models, and effectively identify the opportunities and benefits for different business models;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrates a cogent ability to conduct the information products and service design effectively in the given situation;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to creatively and effectively formulate information products and service implementation strategies with respect to specific contexts;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	AT2: Group Project	Ability to accurately explain all key information products and service design concepts, and effectively compare and discriminate among the key concepts;	High	Significant	Moderate	Basic
	Ability to accurately describe all the opportunities and benefits of designing information products and service in different business models, and effectively identify the opportunities and benefits for different business models;	High	Significant	Moderate	Basic	Not even reaching marginal levels

	Ability to demonstrates a cogent ability to conduct the information products and service design effectively in the given situation;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to creatively and effectively formulate information products and service implementation strategies with respect to specific contexts;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way;	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3: Examination	Ability to accurately explain all key information products and service design concepts, and effectively compare and discriminate among the key concepts;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to accurately describe all the opportunities and benefits of designing information products and service in different business models, and effectively identify the opportunities and benefits for different business models;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrates a cogent ability to conduct the information products and service design effectively in the given situation;	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to creatively and effectively formulate information products and service implementation strategies with respect to specific contexts;	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information

1. Keyword Syllabus

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

Information products and services design; Web services; Service design and delivery; Information marketplace; Personalized and customized information products; Quality of services; Pricing and versioning strategies; Information products and services in network economy; Invention and innovation; Electronic business; Design and delivery; Intellectual property; Customer modelling; Lock-in; Business model.

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.	Alexander Osterwalder and Yves Pigneur, 2010, <u>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers</u> , John Wiley & Sons, Inc.
2.	Marc Stickdorn and Jakob Schneider, 2012, <u>This is Service Design Thinking Basics, Tools, Cases</u> , John Wiley & Sons, Inc.

2.2 Additional Readings

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

1.	Carl Kessler and John Sweitzer, 2008, <u>Outside-in Software Development</u> , IBM Press.
2.	Frank Leistber, 2012, <u>Connecting Organizational Silos</u> , John Wiley & Sons, Inc.
3.	Jon Kolko, 2011, <u>Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis (Human Technology Interaction)</u> , 2011, Oxford University Press.
4.	Marty Neumeier, 2008, <u>The Designful Company: How to Build a Culture of Nonstop Innovation</u> , New Riders.
5.	Roger L. Martin, 2009, <u>The Design of Business: Why Design Thinking is the Next Competitive Advantage</u> , Harvard Business School Press.
6.	Tim Brown, 2009, <u>Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation</u> , HarperBusiness.

2.3 Online Resources

Course reading materials will be augmented by articles from journals such as the Communications of the ACM, and by whitepapers and other materials available on-line.