

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

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

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**Part I Course Overview**

**Course Title:** Information Management

**Course Code:** CB2500

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

**Credit Units:** 3

**Level:** B2

**Proposed Area:**  Arts and Humanities  
*(for GE courses only)*  Study of Societies, Social and Business Organisations  
 Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

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

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

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

**Exclusive Courses:** GE2263 Information Management  
*(Course Code and Title)*

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

*This course aims to*

- Provide knowledge about the foundations of information management using business information systems;
- Equip students with the essential skills to use decision support and business intelligence tools in today's business world;
- Explain business information systems relevant to their professional career in Hong Kong and globally.

### 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 <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the basic concepts of information systems used by businesses.	22%	✓	✓	
2.	Explain how IT-enabled business processes improve businesses' efficiency and effectiveness in an international environment.	22%	✓	✓	
3.	Demonstrate the attitude and ability to design creative information management solutions to support business processes at various organizational levels.	22%	✓		✓
4.	Apply decision-making models to solve international business problems.	22%	✓		✓
5.	Demonstrate good communication and interpersonal skills in proposing and presenting creative information management solutions.	12%	✓	✓	
		100%			

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

<sup>#</sup> 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.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
TLA1. Lecture: Concepts and general knowledge of information systems are explained.	<ul style="list-style-type: none"> <li>• <u>In-class discussion</u>: Students participate in discussions in lectures (e.g. face-to-face discussion, using mobile devices) and the lecturer provides feedback based on students' response.</li> <li>• <u>Recap</u>: In the beginning of every lecture, the lecturer will summarize the topics covered in the previous lecture and provide feedback based on students' concerns and questions.</li> </ul>	✓	✓	✓	✓		2 Hours/ Week
TLA2. Computer Lab Tutorial: The tutorial covers the various information management topics (e.g. trends, cases, and tools).	<ul style="list-style-type: none"> <li>• <u>Computer lab exercises</u>: e.g. hands-on activities on information management tools for decision making.</li> <li>• <u>Case/ project discussion</u>: Students will be given information management cases /exercises which will be taken from various sources, e.g. textbook, online reference materials, news, for discussion. Students will be asked to present their view, analysis of the business cases, and proposed solution with reference of information management related knowledge learned in lecture.</li> </ul>			✓	✓	✓	1 Hour/ Week

### 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: 50%							
AT1. Participation: A. Student's participation will be evaluated in terms of quality of questions, answers and student engagement in both lectures and tutorials throughout the semester. B. Weekly MC quizzes will be given to students to help them consolidate the concepts learned in the week.	✓	✓	✓	✓	✓	15%	
AT2. Project: A project is designed to test students' ability in understanding the role of information management and technologies in business environment	✓	✓	✓	✓	✓	15%	

by doing a mini research project on an industry / job function. Finding out the business practise and challenges faced by companies and how students can help using information management knowledge and skills to improve business operations and enhance competitive advantage.							
AT3. Mid-term Test: To ensure reinforcement of reading, lecture, and tutorials, a mid-term test will be used to gauge the students' grasp on information management concepts and knowledge, as well as the ability to apply them to solve business problems in various situations.	✓	✓		✓		20%	
Examination: 50% (duration: 2 hours)							
AT4. Final Examination: The examination is designed to gauge the student's grasp on information management concepts and knowledge, as well as the ability to apply them to solve business problems in various situations.	✓	✓		✓		50%	
						100%	

\* The weightings should add up to 100%.

\*\* Students are required to pass both coursework and examination in order to secure 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. Participation	Ability to accurately describe all key concepts of information systems used by business	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Attitude and capability to design relevant creative information management solutions to support business processes at different organizational levels	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to apply decision-making models to solve global business problems	High	Significant	Moderate	Basic	Not even reaching marginal levels

	Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Project	Ability to accurately describe all key concepts of information systems used by business	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Attitude and capability to design relevant creative information management solutions to support business processes at different organizational levels	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to apply decision-making models to solve global business problems	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3. Mid-term Test	Ability to accurately describe all key concepts of information systems used by business	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to apply decision-making models to solve global business problems	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT4. Final Examination	Ability to accurately describe all key concepts of information systems used by business	High	Significant	Moderate	Basic	Not even reaching marginal levels

	Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to apply decision-making models to solve global business problems	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.)*

Information management; Decision support; Business intelligence; Trends in information technologies; Wireless technology; Information ethics; Security for business applications; IS auditing; Internet services; Social networks; Global business; Digital marketing; Project 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.	David M. Kroenke, <u>Experiencing MIS</u> , 7 <sup>th</sup> Edition, 2017, Pearson.
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##### 2.2 Additional Readings

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

1.	P. Baltzan, <u>Business Driven Technology</u> , 5 <sup>th</sup> edition, 2012, McGraw-Hill.
2.	P. Baltzan, <u>Business Driven Information Systems</u> , 3 <sup>rd</sup> edition, 2012, McGraw-Hill.
3.	J. Valacich, C. Schneider, <u>Information Systems Today. Managing in the digital world</u> , 5 <sup>th</sup> edition, 2012, Pearson.
4.	O'Brien Marakas, <u>Management Information Systems</u> , 2011, 10 <sup>th</sup> edition, McGraw-Hill.

##### 2.3 Online Resources

<http://www.cedb.gov.hk/ctb/>