

# CB2500: INFORMATION MANAGEMENT

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Information Management

### Subject Code

CB - College of Business (CB)

### Course Number

2500

### Academic Unit

Information Systems (IS)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

GE2263 Information Management

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

Provide knowledge about the foundations of information management using business information systems; Introduce database management systems, social media, project management, information systems auditing, business continuity

planning, and enterprise systems; Introduce the concepts of digital transformation using artificial intelligence (AI), big data, and cloud services; Provide students with hands-on experience to use office management software (e.g., Excel) and business intelligence software (e.g., SAS Enterprise Miner); Highlight advanced information technologies (e.g., Internet of the Things, smart devices, and blockchain) and disruptive technologies; 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.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the basic concepts of information systems used by businesses.	22	x	x	
2	Explain how IT-enabled business processes improve businesses' efficiency and effectiveness in an international environment.	22	x	x	
3	Demonstrate the attitude and ability to design creative information management solutions to support business processes at various organizational levels.	22	x		x
4	Apply decision-making models to solve international business problems.	22	x		x
5	Demonstrate good communication and interpersonal skills in proposing and presenting creative information management solutions.	12	x	x	

#### 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 real-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.

## Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA1. Lecture: Concepts and general knowledge of information systems are explained.	In-class discussion: Students participate in discussions in lectures (e.g. face-to-face discussion, using mobile devices) and the lecturer provides feedback based on students' response. Recap: 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.	1, 2, 3, 4	2 Hours/ Week
2	TLA2. Computer Lab Tutorial: The tutorial covers the various information management topics (e.g. trends, cases, and tools).	Computer lab exercises: e.g. hands-on activities on information management tools for decision making. Case/project discussion: 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.	3, 4, 5	1 Hour/ Week

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	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. Bi-Weekly MC quizzes will be given to students to help them consolidate the concepts learned in the week.	1, 2, 3, 4, 5	15
2	AT2. Project:A project is designed to test students' ability in performing basic business intelligence analysis, identifying business needs in a competitive environment, and recommending solutions to help organizations compete more effectively and efficiently in the business world.	1, 2, 3, 4, 5	15
3	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.	1, 2, 4	20

**Continuous Assessment (%)**

50

**Examination (%)**

50

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)**

**Assessment Task**

AT1. Participation

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Attitude and capability to design relevant creative information management solutions to support business processes at different organizational levels

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT1. Participation

**Criterion**

Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT2.Project

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT2.Project

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2.Project

**Criterion**

Attitude and capability to design relevant creative information management solutions to support business processes at different organizational levels

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2.Project

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

---

**Assessment Task**

AT2.Project

**Criterion**

Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant



**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT3.Mid-termTest

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT3.Mid-termTest

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

AT3.Mid-termTest

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4.Final Examination

**Criterion**

Ability to accurately describe all key concepts of information systems used by business

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4.Final Examination

**Criterion**

Ability to explain how IT-enabled business processes improve corporate efficiency and effectiveness in a global environment

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4.Final Examination

**Criterion**

Ability to apply decision-making models to solve global business problems

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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## Part III Other Information

**Keyword Syllabus**

Information management; Competitive strategies and advantages; Business processes and business process notation; Database management systems; Entity relationship model; Data integrity; Normalization; Decision support; Artificial intelligence; Business intelligence; Digital transformation; Data warehouse; Data mart; Big data; Smart banking; Project management; Systems development life cycle; Change management; Social media information systems; Digital marketing; Digital analytics; Enterprise social network; Enterprise systems; Customer relationship management; Supply chain management; Enterprise resources planning; Bullwhip effect; Disruptive technologies; Cloud services; Virtual private network; Freeconomics; Trends in information technologies; Information ethics; Privacy; Encryption; Safeguards; COBIT; Security for business applications; IS auditing; International outsourcing; Globalisation and international systems management; Internet of things; Smart devices; Blockchain.

**Reading List**

**Compulsory Readings**

Title	
1	David M. Kroenke and Randall J. Boyle, Experiencing MIS, 9th Edition, 2021, Pearson.

**Additional Readings**

Title	
1	P. Baltzan, Business Driven Technology, 8th edition, 2020, McGraw-Hill.
2	P. Baltzan, Business Driven Information Systems, 6th edition, 2018, McGraw-Hill.
3	J. Valacich, C. Schneider, Information Systems Today, Managing in the digital world, 8th edition, 2018, Pearson.
4	J. A. O' Brien, G. M. Marakas, Management Information Systems, 2011, 10th edition, McGraw-Hill.