THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS
SCHOOL OF BUSINESS

IIMT2601 – Management Information Systems

Subclasses 2F & 2G

GENERAL INFORMATION

Lecturer: Dr. C K Lok
Email: cklok@hku.hk
Office: Room 813 K.K. Leung Building
Phone: 3917 5692
Consultation: by appointment

Teaching Assistants: Mr. Ian Chan (ikwchan@hku.hk) / Ms. Debbie Chu (debbie@business.hku.hk)
[you may contact either one of TAs directly for any operational/execution issues, e.g. registration, timetabling, etc., regarding laboratory sessions]

Pre-requisites: Nil
Co-requisites: Nil
Mutually exclusive: Nil

Course Website: Moodle
Other important details:

COURSE DESCRIPTION

The digital economy presents a host of new opportunities and challenges at personal, organizational and social levels. This course provides a platform for students to gain a better understanding of how information technology (IT) is changing the business landscape and the way we conduct our lives and maintain our social relationships. Through a variety of hands-on exercises, case studies, class lectures and discussions, student will learn about the full potential of IT.

COURSE OBJECTIVES

1. To acquire concepts of information systems and critically understand how to apply and manage them to gain competitive advantage for business enterprises
2. To practice using information systems software for business analysis for supporting decision-making
3. To gain insight into how to manage, develop and implement contemporary information systems
4. To study current issues in using information systems ethically
5. To gain practical experience in searching and reading the latest research articles in relation to the deployment of information systems in modern businesses
6. To think critically and creatively in solving problems related to information systems
7. To work effectively as a team player

Programme Learning Outcomes
PLO1: Acquisition and internalization of knowledge of the programme discipline
PLO2: Application and integration of knowledge
PLO3: Inculcating professionalism and leadership
PLO4: Developing global outlook
PLO5: Mastering communication skills

COURSE LEARNING OUTCOMES

Course Learning Outcomes		Aligned Programme Learning Outcomes
CLO1	Describe and explain the concepts of information systems/technology, their roles and functions in the organization	PLO1 & 4
CLO2	Evaluate and propose different information systems applications to support business analysis and improve decision-making	PLO1, 3 & 4
CLO3	Describe and explain the concepts and issues concerned with managing, developing, and implementing contemporary information systems	PLO1, 3 & 4
CLO4	Apply different business models to evaluate the risks and opportunities of using information systems as a strategy for acquiring competitive advantage	PLO2, 3 & 4
CLO5	Apply different models to evaluate the applications of various information systems and propose information systems solutions in solving problems	PLO2, 4 & 5

COURSE TEACHING AND LEARNING ACTIVITIES		
Course Teaching and Learning Activities	**Expected contact hour**	**Study Load (% of study)**
T&L1. **Interactive Lectures and Discussions** Interactive lectures will be provided by the instructor to illustrate and reinforce basic concepts and knowledge of information systems. Students are expected to have done pre-class reading and preparation and encouraged to share their views and experience actively in class discussions to deepen their learning.	50	31
T&L2. **In-Class Case Studies** Case studies of information systems will be discussed in class. Students are encouraged to participate in discussions and identify the key issues, sharing their opinions and solutions with their peers. These discussions will help students apply their concepts and knowledge to solve business problems.	10	6
T&L3. **Project** Students will look into a new business in an IT area of your own choice that interests you. In the report and the presentation, you will show a summary of the type of business/IT area and tell a story about the firm, e.g. how does the firm come into being? The firm's business model, e.g. how is the firm sustaining its business and making money? The firm's business strategy should be investigated, e.g. what problems they have and how they are going to address them? Relevant business ideas should be included and elaborated in the investigation, e.g. what other things you can do with the business model?	40	25
T&L4. **Demonstration** Live demonstrations of software and technologies will be done in class to show students how they work. Students are expected to share their views on how to apply information systems-related software and technologies to solve problems.	10	6
T&L5. **Laboratory Session Assignments** Information systems software and technologies will be taught in class to show students how they work. Students are expected to follow the instructions to complete all the required software exercises. Case studies will be provided to assess if students can apply information systems related software and technologies to solve problems.	10	6
T&L6. **Examination** Mid-term and final examinations test students' knowledge of the topics covered in class and their ability to apply that knowledge.	40	25
Total	160	100%

Assessment Methods	Brief Description	Weight	Aligned Course Learning Outcomes
A1. Laboratory Exercises	You will be given laboratory exercises, which are to be completed in each laboratory session.	20%	2, 5 & 6
A2. Group Project	This will be a team exercise. You are required to form groups of 4 – 5 students to investigate a new business in an IT area of your choice and present your findings in a written report and a presentation.	15%	1, 2, 3, 4, 5 & 6
A3. Group Project Presentation	Students are required to present group project in a presentation.	10%	1, 2, 3, 4, 5 & 6
A4. Mid-term Examination	This will be a 60-minute written test with closed books and no notes.	15%	1, 2, 3, 4, 5 & 6
A5. Final Examination	This will be a 2-hour written examination with closed books and no notes.	25%	1, 2, 3, 4, 5 & 6
A6. Student Participation	Students are expected to actively contribute and share their ideas/experiences in class, whenever appropriate.	15%	1, 2, 3, 4, 5 & 6
	Total	100%	

STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A student's final grade for the course will be assigned according to the cumulative score that s/he has obtained from all of the assessment tasks:
- Course Final Grade = Cumulative score of all assessment tasks obtained (100%)
- Course Final Grade = Laboratory Exercises (20%) + Group Project (15%) + Group Project Presentation (10%)+ Mid-term Examination (15%) + Final Examination (25%) + Student Participation (15%)

The conversion of the accumulative score to the course final grade is summarized below:

Course Final Grade	Cumulative Score of all Assessment Tasks	Grade Descriptors
A+, A, A-	100 - 85%	Student has consistently demonstrated an excellent grasp of Management Information Systems as evidenced by original or exceptionally astute analysis and synthesis of student work.

B+, B, B-	84 - 70%	Student has demonstrated a substantial grasp of Management Information Systems as evidenced by above average performance in analysis and synthesis of student work.
C+, C, C-	69 - 60%	Student has demonstrated a fair grasp of Management Information Systems as evidenced by average performance in analysis and synthesis of student work.
D+, D	59 - 50%	Student has demonstrated limited grasp of Management Information Systems as evidenced by barely satisfactory performance in analysis and synthesis of student work.
F	<50%	Student has demonstrated very limited grasp of Management Information Systems as evidenced by poor performance in analysis and synthesis of student work.

COURSE CONTENT AND TEACHING SCHEDULE (TENTATIVE)			
Week	**Date**	**Topic**	**Case Reading**
1	16 + 19 Jan	Introduction	Case I
*2	23 + 26 Jan	Digital Economy	Case II
Lunar New Year Holidays			
**3	6 + 9 Feb	IT Infrastructure (I)	Case III
4	13 + 16 Feb	IT Infrastructure (II)	Case IV
5	20 + 23 Feb	IT Infrastructure (II) E-Commerce (I)	
6	27 Feb + 2 Mar	E-Commerce (I) *Midterm Review*	Case V
7		***Reading Week***	
***8	13 Mar	E-Commerce (II) *Midterm Examination (TBA)*	Case VI
9	20 + 23 Mar	E-Commerce (II)	
10	27 + 30 Mar	IS & Business Integration	
11	3 + 6 April	IS & Society	Case VII
****12	10 April	*Final Exam Review*	
	13 April	*Presentations*	
****13	20 April	*Presentations*	
****14	24 + 27 April	*Presentations*	

* Project group list due (MUST register via Moodle) in Week 2.

** Project proposals due (hardcopy) in Week 3 in the <u>beginning of class</u>.

*** Mid-term examination (TBA). NO make-up examination will be offered <u>even with medical reason/certificate</u>.

***** Written projects are <u>due in **7 days** after your presentation</u>, e.g. if your presentation is on 18 April, the due date for both the hard and soft copies of your report is 5:00pm, 25 April. For hard copies, please submit to the Assignment Box with my name and course code at the lift lobby on 8/F KKL Building. For soft copies, please submit via Moodle.*

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS

Required Textbook:

NIL

Optional **Reference Books:**

1. Information Systems: A Manager's Guide to Harnessing Technology, v. 3.0
John Gallaugher, Flat World Education, Inc., 2014

2. Essentials of Management Information Systems (11th Edition)
Kenneth C. Laudon, Jane P. Laudon, Prentice Hall, 2015

3. Management Information Systems: Managing the Digital Firm (12th Edition)
Kenneth C. Laudon, Jane P. Laudon, Prentice-Hall, 2015

Class notes and other supporting materials can be downloaded from Moodle

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- ○ conducting mid-term survey in additional to SETL around the end of the semester

- ○ Online response via Moodle site

- ○ Others: _____ (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

- ■ Mid-term examination is not to be missed. NO make-up examination will be provided under any circumstances including medical reasons.
- ■ Final examination is not to be missed unless under exceptional circumstances.
- ■ Attendance of all lectures is not mandatory but strongly encouraged, and the questions in the midterm and the final examinations will cover topics discussed in the lectures.
- ■ Plagiarism and copying of copyright materials are serious offences and may lead to disciplinary actions. For detailed procedures related to plagiarism, please refer to the URL: http://www.hku.hk/plagiarism/page2s.htm

ADDITIONAL COURSE INFORMATION

Late Penalty

All projects must be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

No. of days later than the due date	Deduction of the total point
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

Assessment Criteria and Marking Rubrics for Assessment Tasks (TENTATIVE):

AT1: Laboratory Exercises

You will be given laboratory exercises that are to be completed in each laboratory session. Various information systems-related software exercises will be provided in the laboratory sessions. Each student is expected to follow the tutor's instruction to complete the exercises. In addition, case studies related to information systems will be provided to enable students to identify the key issues and propose recommendations to solve the problems for the case scenario.

The response to software exercises and case study discussions will be assessed against the assessment criteria and rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Criteria for **Software Exercise Responses & Case Study Discussion** ■ Clarity and accuracy of the software exercises responses ■ Frequency and quality of response in case study discussion
Outstanding 100-80	■ All or almost all software exercises responses are clear, accurate and logical with sufficient elaboration as required. ■ Consistently and actively contribute to the class discussions and activities by providing relevant and helpful examples and analysis, identifying important issues, proposing creative and insightful solutions, raising thoughtful questions, synthesizing information obtained from readings and discussions and appropriately challenging assumptions and perspectives.
Proficient 79-70	■ Most of the software exercises responses are clear, accurate and logical with sufficient elaboration as required. ■ Actively contribute to the case discussions and activities by providing relevant and helpful examples and analysis, identifying important issues, proposing creative and insightful solutions, raising some thoughtful questions, occasionally synthesizing information obtained from readings and discussions and appropriately challenging assumptions and perspectives.
Competent	■ Some software exercises responses are clear, accurate and

69-60	logical with sufficient elaboration as required. ■ Contribute to the case discussions and activities by providing relevant and helpful examples and analysis, identifying important issues, proposing creative and insightful solutions, raising thoughtful questions, synthesizing information obtained from readings and discussions, appropriately challenging assumptions and perspectives.
Adequate 59-50	■ Few software exercises responses are clear, accurate and logical with sufficient elaboration as required. ■ Contribute to the case discussions and activities by providing limited relevant and helpful examples and analyses, identifying some issues, proposing creative and insightful solutions and raising thoughtful questions.
Fail <50	■ Very few of the software exercises responses are clear, accurate and logical with sufficient elaboration as required. ■ Do not contribute or make very few contributions to the class discussions and activities. Tend to provide only irrelevant examples and analysis, and to propose inappropriate solutions. Ideas shared are often unrelated to the topic being discussed.

AT2: Group Project

Objectives

IT has triggered a tremendous change in how people live. Your task is to look into a new business in an IT area and present a summary report and a presentation of your investigation. This will train you to take different perspectives of IT, to gain a better understanding of IT, and to learn problem-solving skills.

Students are required to:
- form groups of *four to five*;
- appropriately investigate a new business in an IT area of your choice that interests you and present your findings in a written report and a presentation;
- critically investigate the firm and thoroughly show a summary of the type of business/IT area and tell a story about the firm, e.g. how does the firm come into

being;

- thoroughly examine the firm's business model, e.g. how is the firm sustaining its business and making money, and the firm's business strategy, e.g. what problems they have and how they are going to address them;
- realistically suggest, e.g. what other things you can do with the business model, by including and elaborating relevant business ideas;
- potential project ideas:
    - sharing economy;
    - cloud computing;
    - mobile payment;
    - crowdsourcing;
    - location-based services;
    - media streaming services;
    - etc.

The group project will be used to assess students' ability to (1) identify a new business in an IT area; (2) conduct thorough and in-depth analyses of the business; and (3) make feasible recommendations on improving the business model.

The report is expected to be thorough, precise, clear, fluent, and consistent. The report must be highly coherent whereby recommendations follow logically from the analyses and the analyses from the findings. Both breath and depth in discussions and analyses are expected.   Sufficient, relevant, and reliable facts/data/evidence should be used to support analyses/arguments/discussions/claims.   Appropriate   concepts/techniques/examples should   be   employed   to   illustrate   students'   ideas. Findings/discussions/conclusions/recommendations should be feasible and implementable, while demonstrating creativity and insightfulness.

The length of the report must be within 4,000 words +/- 10% (excluding cover page, appendices, references). The report should be typed and in A4-size paper, double-spaced with font size 12. Professional formats for referencing and citations as specified in the Student Handbook must be followed.

The group project will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with	Assessment Rubrics for Group Project

Score Range)	
Outstanding 100-80	The analyses are very insightful, critical, thorough, systematic, consistent, sufficiently supported by relevant and helpful fact/data, and effective application of appropriate concepts / techniques / examples, which are very closely integrated to the analyses. The overall assessment demonstrates a very profound understanding of the firm and the relevant IT area and generates insightful findings by professionally synthesizing across the analyses. All or almost all key issues are clearly and accurately identified from various perspectives. Highly relevant evidence/fact is provided to support the arguments. The recommendations are very creative, practical, systematic, logical and aligned with the analyses. The report effectively arouses and maintains the reader's interest. It is well organized, with coherence and smooth progression of ideas, articulated with clarity and fluency. It is of an appropriate length and tone, including proper and consistent referencing and citations without errors.
Proficient 79-70	The analyses are quite insightful, critical, thorough, systematic, consistent, sufficiently supported by relevant and helpful fact/data, and effective application of appropriate concepts / techniques / examples, which are quite closely integrated to the analyses. The overall assessment demonstrates a satisfactory understanding of the firm and the relevant IT area and generates insightful findings by reasonably synthesizing across the analyses. Majority of key issues are clearly and accurately identified from various perspectives. Quite relevant evidence/fact is provided to support the arguments. The recommendations are quite creative, practical, systematic, logical and aligned with the analyses.

	The report effectively arouses and maintains the reader's interest. It is quite organized, with coherence and smooth progression of ideas, articulated with clarity and fluency. It is of an appropriate length and tone, including proper and consistent referencing and citations with minor errors.
Competent 69-60	The analyses are reasonably insightful, critical, thorough, systematic, consistent, sufficiently supported by relevant and helpful fact/data, and effective application of appropriate concepts / techniques / examples, which are loosely integrated to the analyses.

The overall assessment demonstrates an acceptable understanding of the firm and the relevant IT area and generates some insightful findings by loosely synthesizing across the analyses.

Some key issues are clearly and accurately identified from various perspectives. Some relevant evidence/fact is provided to support the arguments.

The recommendations are sufficiently creative, practical, systematic, logical and aligned with the analyses.

The report arouses and maintains the reader's interest. It is largely organized, with coherence and smooth progression of ideas, articulated with clarity and fluency. It is of an appropriate length and tone, including proper and consistent referencing and citations with some errors. |
| Adequate 59-50 | The analyses are barely insightful, critical, thorough, systematic, consistent, insufficiently supported by relevant and helpful fact/data, and effective application of appropriate concepts / techniques / examples, which are loosely integrated to the analyses.

The overall assessment demonstrates an acceptable understanding of the firm and the relevant IT area and generates insightful findings by barely synthesizing across the analyses. |

	A small number of key issues are identified from various perspectives. Relevant evidence/fact is provided in a limited extent to support the arguments.
	The recommendations are less creative, practical, systematic, logical and aligned with the analyses.
	The report barely arouses and maintains the reader's interest. It is less organized and articulated. It is of a less appropriate length and tone, including proper and consistent referencing and citations with a relative large number of errors.
Fail <50	The analyses are not insightful, critical, thorough, systematic, consistent, insufficiently supported by relevant and helpful fact/data, and effective application of appropriate concepts / techniques / examples, which are not integrated to the analyses.
	The overall assessment demonstrates a limited understanding of the firm and the relevant IT area and generates non-insightful findings without a synthesis across the analyses.
	No or very minimal key issues are identified from various perspectives. Relevant evidence/fact is not provided to support the arguments in most cases.
	The recommendations are not creative, practical, systematic, logical and aligned with the analyses.
	The report does not arouse and maintain the reader's interest. It is unorganized and not articulated with clarity and fluency. It is of an inappropriate length and tone, including improper and non-consistent referencing and citations.

AT3: Group Project Presentation

Students are required to present their problem statements and solutions in the project

presentation. Each group will conduct a 15 to 20-minute group presentation. Assessment criteria is as follows:

Explanations for Required Content	Explanations for Assessment Criteria
Presentation Content Students are required to impress the audience with the key contributions of the study.	■ Organization and coherence ■ Consistency and accuracy
Presentation Aids ■ Students are required to use presentation aids (e.g. PowerPoint slides) to elaborate their ideas. The effective use of presentation aids will be assessed.	■ Effective use of presentation aids ■ Professional design of presentation slides
Presentation Style ■ Students are expected to present their project in a formal and professional manner.	■ Engagement of audience ■ Creativity, confidence, and enthusiasm shown ■ Appropriate length, pace and tone

The group project presentation will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for Group Project Presentation
Outstanding 100-80	■ The presentation is excellent and well organized, clear and fluent, with smooth progression of ideas, effective use of presentation aids, and appropriate length, pace and tone. ■ The presentation group skillfully engages the audience and demonstrates a consistently high level of creativity, confidence, and enthusiasm.
Proficient	■ The presentation is well organized and coherent, making

79-70	generally effective use of presentation aids. It is of an appropriate length, pace and tone. ■ The presentation group is generally able to engage the audience and demonstrates a consistently high level of creativity, confidence, and enthusiasm.
Competent 69-60	■ The presentation is organized, moderately clear and fluent, with appropriate use of presentation aids. It is more or less of an appropriate length, pace and tone. ■ The presentation group attempts to engage the audience and show a moderate level of creativity, confidence, and enthusiasm.
Adequate 59-50	■ The presentation shows adequate effort to engage the audience, and demonstrates creativity, confidence, and enthusiasm.
Fail <50	■ The presentation is poor and not well-organized, unclear and not fluent with smooth progression of ideas, ineffective use of presentation aids, and inappropriate length, pace and tone. ■ The presentation group makes little effort to engage the audience and demonstrate very low level of creativity, confidence, and enthusiasm.

Late Penalty:

All projects must be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

No. of days later than the due date	Deduction of the total point
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

AT4: Mid-term Examination

This will be a 60-minute written test with closed books and no notes. Students should revise all the material covered in the course. The mid-term test will be used to assess students' (a) understanding of key information systems concepts and knowledge; and (b) application of the learned knowledge and skills to recommend solutions relevant to the contexts.

The marking rubrics for the written examination are indicated in the table below:

Performance Level (with score range)	Assessment Rubrics for the Mid-term Examination
Outstanding 100-80	80%-100% of the responses are accurately and clearly marked.
Proficient 79-70	79%-70% of the responses are accurately and clearly marked.
Competent 69-60	69%-60% of the responses are accurately and clearly marked.
Adequate 59-50	59%-50% of the responses are accurately and clearly marked.
Fail <50	Fewer than 50% of the responses are accurately and clearly marked.

AT5: Final Examination

This will be a 2- hour written test with closed books and no notes.

The final examination will be closed-book. Students should revise all the materials covered in the course. The final examination will be used to assess students' (a) understanding of key information systems concepts and knowledge, (b) application of the learned knowledge and skills to identify critical issues and recommend solutions relevant to the contexts, and (c) the effectiveness of written communication.

The marking rubrics for the written final examination are indicated in the table below:

Performance Level (with score range)	Assessment Rubrics for the Written Final Examination
Outstanding 100-80	■ 80%-100% of the responses are accurate, insightful, well organized, clear, logical and with sufficient elaboration.
Proficient 79-70	■ 79%-70% of the responses are accurate, insightful, well organized, clear, logical and with sufficient elaboration.
Competent 69-60	■ 69%-60% of the responses are accurate, insightful, well organized, clear, logical and with sufficient elaboration.

Adequate 59-50	■ 59%-50% of the responses are accurate, insightful, well organized, clear, logical and with sufficient elaboration.
Fail <50	■ Fewer than 50% of the responses are accurate, insightful, well organized, clear, logical and with sufficient elaboration.

AT6: Student Participation

Active student participation is emphasized in this course. Students are expected to contribute and share their ideas/thoughts/experiences whenever appropriate to achieve active and peer learning.