

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

**IIMT2601 – Management Information Systems**

**Subclasses 2H**

**GENERAL INFORMATION**

Lecturer: Dr. Eric Chin  
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Phone: 9220 6528  
Consultation: by appointment

Teaching Assistants: Mr. Ian Chan (ikwchan@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**

<b>Course Learning Outcomes</b>		<b>Aligned Programme Learning Outcomes</b>
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

<b>COURSE TEACHING AND LEARNING ACTIVITIES</b>		
<b>Course Teaching and Learning Activities</b>	<b>Expected contact hour</b>	<b>Study Load (% of study)</b>
<p><b>T&amp;L1. Interactive Lectures and Discussions</b> 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.</p>	50	31
<p><b>T&amp;L2. In-Class Case Studies</b> 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.</p>	10	6
<p><b>T&amp;L3. Project</b> 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?</p>	40	25
<p><b>T&amp;L4. Demonstration</b> 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.</p>	10	6
<p><b>T&amp;L5. Laboratory Session Assignments</b> 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.</p>	10	6
<p><b>T&amp;L6. Examination</b> Mid-term and final examinations test students' knowledge of the topics covered in class and their ability to apply that knowledge.</p>	40	25
<b>Total</b>	<b>160</b>	<b>100%</b>

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
<i>Lunar New Year Holidays</i>			
**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) <i>Midterm Review</i>	Case V
7		<i>Reading Week</i>	
***8	13 Mar	E-Commerce (II) <i>Midterm Examination (TBA)</i>	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	<i>Final Exam Review</i>	
	13 April	<i>Presentations</i>	
****13	20 April	<i>Presentations</i>	
****14	24 + 27 April	<i>Presentations</i>	
<p>* 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.</p>			

## 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 (11<sup>th</sup> Edition)  
Kenneth C. Laudon, Jane P. Laudon, Prentice Hall, 2015
3. Management Information Systems: Managing the Digital Firm (12<sup>th</sup> 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%