

FB5807P: MANAGEMENT INFORMATION SYSTEMS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Management Information Systems

Subject Code

FB - College of Business (FB)

Course Number

5807P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

FB5003 Management Information Systems

FB5807 Management Information Systems

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to prepare its participants to take advantage of IT and IS opportunities by instructing them in the following key areas:

1. Trends in the application of IT for business competitiveness and effectiveness
2. IT management issues for executives
3. Recent developments in IS

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Explain the concept of an information system and its roles in organizations		x		
2	Recognize how the Internet and digital networks have transformed businesses		x		
3	Evaluate how specific IS strategic move can potentially achieving competitive advantage		x	x	x
4	Recognize the factors that need to be considered when implement information systems either in-house or through outsourcing		x	x	
5	Assess the costs and benefits as well as the risks involved in using information systems and understand how to reduce the risk level		x	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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1	In-class participation	1, 2, 3, 4, 5	-
2	LTA2	Individual learning reports	1, 2, 3, 4, 5	-
3	LTA3	Technology update group project	1, 2, 3, 4, 5	-

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class participation	1, 2, 3, 4, 5	35	Active learning cannot be successful without preparation and participation. Throughout the course, students are expected to participate during class by (1) Applying conceptual material from the readings or lectures to class discussions, (2) Doing external reading and applying it in the discussions, (3) Integrating comments from classmates, (4) Taking issues with a classmate's analysis, (5) Drawing from student' s own experience that is relevant to the discussion.
2	Individual learning reports	1, 2, 3, 4, 5	30	After each class (total of eight classes for this course), each student will be ask to answer two questions: 1) What is the most important idea/concept that he/she has learned from this particular class meeting? 2) How can the idea/ concept identified above be applied to his/her company or personal life? Together, these two questions serve as a mechanism to assess if the student has picked up the key concepts covered and be able to assimilate them to their work or personal life. There will be eight reports in total.

3	Technology update group project	1, 2, 3, 4, 5	35	The primary focus of this course is on IT and its impacts on organizations. However, IT changes at a rapid rate, with new innovations appearing constantly. To provide the class with a better understanding of emerging and evolving technologies, class members, working in groups of 5-6 members will research on a new technology and how it can affect business organizations. Students are required to perform a group presentation.
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Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. In-class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

Proactively participate in class or online discussion by offering innovative ideas and suggestions.
Consistently show the ability to related the concepts learned to real-world settings

Good

(B+, B, B-)

Frequently participate in class or online discussion by offering some innovative ideas and suggestions.
Show good ability to related the concepts learned to real-world settings

Fair

(C+, C, C-)

Occasionally participate in class or online discussion by offering some ideas and suggestions.
Show some ability to related the concepts learn to real-world settings

Marginal

(D)

Hardly participate in class or online discussion.
Hardly able to relate the concepts learned to real-world settings

Failure

(F)

Fail to participate in class or through online discussion
Show no evidence of the ability to relate the concepts learned to real-world settings

Assessment Task

2. Individual learning report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report.

Good

(B+, B, B-) Good evidence of the ability to apply the concepts and theory learned in class into a specific company or person life in the report.

Fair

(C+, C, C-) Some evidence of the ability to apply the concepts and theory learned in class into a specific company or person life in the report.

Marginal

(D) Low evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report

Failure

(F) Failure to submit the reports

Show no evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report

Assessment Task

3. Technology update group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

Present and communicate effective and excellently, in oral, a new technology that may have important implications for modern business organizations

Show strong evidence in educating the audience on the nature and importance of this new technology

Show strong evidence of arousing the audience's interests to learn more about this technology

Good

(B+, B, B-)

Present and communicate effective, in oral, a new technology that may have important implications for modern business organizations

Show good evidence in educating the audience on the nature and importance of this new technology

Show good evidence of arousing the audience's interests to learn more about this technology

Fair

(C+, C, C-)

Present and communicate acceptably, in oral, a new technology that may have important implications for modern business organizations

Show some evidence in educating the audience on the nature and importance of this new technology

Show some evidence of arousing the audience's interests to learn more about this technology

Marginal

(D)

Marginally present and communicate, in oral, a new technology that may have important implications for modern business organizations

Show no evidence in educating the audience on the nature and importance of this new technology

Show no evidence of arousing the audience's interests to learn more about this technology

Failure

(F)
Failure to present and communicate a new technology that may have important implications for modern business organizations
Show no evidence in educating the audience on the nature and importance of this new technology
Show no evidence of arousing the audience's interests to learn more about this technology

Assessment Task

1. In-class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Proactively participate in class or online discussion by offering innovative ideas and suggestions.
Consistently show the ability to related the concepts learned to real-world settings

Good

(B+, B) Frequently participate in class or online discussion by offering some innovative ideas and suggestions.
Show good ability to related the concepts learned to real-world settings

Marginal

(B-, C+, C) Hardly participate in class or online discussion.
Hardly able to relate the concepts learned to real-world settings

Failure

(F) Fail to participate in class or through online discussion
Show no evidence of the ability to relate the concepts learned to real-world settings

Assessment Task

2. Individual learning report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report.

Good

(B+, B) Good evidence of the ability to apply the concepts and theory learned in class into a specific company or person life in the report.

Marginal

(B-, C+, C) Low evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report

Failure

(F) Failure to submit the reports
Show no evidence of the ability to apply the concepts and theory learned in class into a specific company or person life described in the report

Assessment Task

3. Technology update group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

Present and communicate effective and excellently, in oral, a new technology that may have important implications for modern business organizations

Show strong evidence in educating the audience on the nature and importance of this new technology

Show strong evidence of arousing the audience's interests to learn more about this technology

Good

(B+, B)

Present and communicate effective, in oral, a new technology that may have important implications for modern business organizations

Show good evidence in educating the audience on the nature and importance of this new technology

Show good evidence of arousing the audience's interests to learn more about this technology

Marginal

(B-, C+, C)

Marginally present and communicate, in oral, a new technology that may have important implications for modern business organizations

Show no evidence in educating the audience on the nature and importance of this new technology

Show no evidence of arousing the audience's interests to learn more about this technology

Failure

(F)

Failure to present and communicate a new technology that may have important implications for modern business organizations

Show no evidence in educating the audience on the nature and importance of this new technology

Show no evidence of arousing the audience's interests to learn more about this technology

Part III Other Information**Keyword Syllabus**

- IT Management
- IS Strategy
- Digital Economy
- Electronic Commerce
- Managing IT Outsourcing
- Costs and Benefits of IT
- Social Media and Online Marketing
- Crowdsourcing and IT-Enabled Open Innovation
- Assuring Reliable and Secured IT Services

Reading List**Compulsory Readings**

Title	
1	管理信息系统(原书第13版), 2016年1月第一版第二次印刷 – 肯尼斯C.劳顿 (Kenneth C.Laudon)(作者),简P.劳顿 (Jane P.Laudon)(作者),黄丽华(译者)

Additional Readings

Title	
1	Valacich J. and Schneider, S., Information Systems Today: Managing the Digital World (6th Edition), Pearson, 2014.
2	电子商务概论 (第2版) ; 孙军, 张英奎; 机械工业出版社; 2015年03月01日。