City University of Hong Kong
Course Syllabus

offered by Department of Information Systems
with effect from Semester A 2022 / 2023

Part I Course Overview

Course Title:	Information Management
Course Code:	GE2263
Course Duration:	One Semester
Credit Units:	3
Level:	B2
Proposed Area: *(for GE courses only)*	☐ Arts and Humanities ☑ Study of Societies, Social and Business Organisations ☐ Science and Technology
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	**CB2500 Information Management** **Not for undergraduate students under College of Business and its departments**

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;
- 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.

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[#]	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%.*

[#] 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.	• *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.	✓	✓	✓	✓		2 Hours/ Week
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.			✓	✓	✓	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. Bi-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 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.	✓	✓	✓	✓	✓	15%	
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: one 2-hour exam)							
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%	
** The weightings should add up to 100%.*						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; 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.

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 and Randall J. Boyle, Experiencing MIS, 9th Edition, 2021, Pearson.

2.2 Additional Readings

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

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.

2.3 Online Resources

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