CB2500: INFORMATION MANAGEMENT

Effective Term
Semester A 2024/25

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) in the seminar; 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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA. Seminar: Concepts and general knowledge of information systems are explained.	In-class exercises: Students participate in discussions in lectures (e.g. face-to-face discussion, using mobile devices) and the lecturer provides feedback based on students' response. 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 also experience hands-on activities on information management tools for decision making.	1, 2, 3, 4, 5	3 Hours/ 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 the seminar 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 and seminar, a mid-term test will be used to gauge the students' grasp of information management concepts and knowledge, as well as their 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

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

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

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

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

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

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

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

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

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

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

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

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.