

IS4632: GLOBAL BUSINESS SYSTEMS STRATEGY AND TACTICAL MANAGEMENT

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Global Business Systems Strategy and Tactical Management

Subject Code

IS - Information Systems

Course Number

4632

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

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

In the era of globalization and digital innovation, firms need to smartly develop their strategy and tactical plan to respond to the dynamic business and technology environments. Meanwhile, many firms struggle with receiving strategic benefits from information systems and technology (IS/IT) investments, given the complexity and uncertainty of the IS/IT services and infrastructure. This course introduces firms' business model, nature of IS/IT innovation and infrastructure, and a set of methods for strategic and tactical planning of global business IS/IT. Moreover, this course also discusses the characteristics and challenges of managing global business and incorporates such information in firms' strategic and tactical planning. Learning this course can help your own firm or business build a digital strategy with a global view, so that you can not only harness digital innovation in achieving alignment with the firm's current business strategy, but also leverage digital innovation to create new strategies and business capabilities.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Develop a framework of analysis to identify the central issues and problems of information systems in global business context, by using multiple methodologies.	20		x	
2	Demonstrate the ability and creatively design and implement strategic and tactical plans for global business systems development.	20		x	
3	Demonstrate the attitude and ability to discover and assess the use of information technology to gain competitive advantages.	30	x		
4	Demonstrate conceptual skills in integrating previously learned aspects of global business and information systems.	30		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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA1:Lecture	Concepts of strategic and tactical information systems planning are explained:Strategic planning methodologyScenario planningMeasuring and monitoring organizational performanceIS-Business alignmentIS functional strategy, including IT architecture and organizational structureIS sourcing strategiesIT portfolio and risk managementUse of Information systems to create competitive advantages.	Seminar:3 Hours/Week
2	TLA2:Case studies – team work	Various real-life cases about strategic IS planning are studied and discussed. Students are required to discuss the cases during and after class-time. After class discussion will be continued in a virtual environment (such as discussion boards or wiki entries).	1, 2, 3, 4
3	TLA3:Practical exercises – team or individual work	Students are required to apply learnt methodologies and apply them to real business situations in actual organizations.	1, 2, 3, 4
4	TLA4:Practical exercises – out-of-class participation	In addition to in-class small group discussions and participation, collaborative technologies (such as weekly wiki contributions) will be used to help students review course content near-synchronously, and create a group memory.	1, 2, 3, 4

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1:ParticipationTwo components:In-class: small group discussions, self reflection, raise and answer questions, etc. are used to assess students' understanding of the topics and their abilities to apply their skills.Out-of-class: discussions of course content and development of a group memory through collaborative technologies (such as wiki and blog).	1, 2, 3, 4	15
2	AT2:Group ProjectA group project, which includes a project report and presentation, will be allocated to let students analyse a topic in-depth and share their findings with other course participants.	1, 2, 3, 4	25
3	AT3:Individual or Pair Problem AnalysisStudents will select an actual organization (preferably local) and apply a strategic planning methodology learnt in class to evaluate that organization.	1, 2, 3, 4	20

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

AT1:Participation

Criterion

Ability to accurately describe all key IS strategic planning methodologies, their relationships and their applicability.

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

Capability to accurately evaluate a given business situation, be able to frame it methodologically, and correctly identify IS strategic and tactical tools to manage it.

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

Capability to propose innovative and feasible information technology solutions to address competitive business situations, and accurately evaluate their effectiveness.

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 accurately explain the interaction and alignment between business and IS, plus the role of the IS function within the business organization.

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:Group Project

Criterion

Ability to accurately describe all key IS strategic planning methodologies, their relationships and their applicability.

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:Group Project

Criterion

Capability to accurately evaluate a given business situation, be able to frame it methodologically, and correctly identify IS strategic and tactical tools to manage it.

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:Group Project

Criterion

Capability to propose innovative and feasible information technology solutions to address competitive business situations, and accurately evaluate their effectiveness.

Excellent (A+, A, A-)

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Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2:Group Project

Criterion

Ability to accurately explain the interaction and alignment between business and IS, plus the role of the IS function within the business organization.

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:Individual or Pair Problem Analysis

Criterion

Ability to accurately describe all key IS strategic planning methodologies, their relationships and their applicability.

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:Individual or Pair Problem Analysis

Criterion

Capability to accurately evaluate a given business situation, be able to frame it methodologically, and correctly identify IS strategic and tactical tools to manage it.

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:Individual or Pair Problem Analysis

Criterion

Capability to propose innovative and feasible information technology solutions to address competitive business situations, and accurately evaluate their effectiveness.

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:Individual or Pair Problem Analysis

Criterion

Ability to accurately explain the interaction and alignment between business and IS, plus the role of the IS function within the business organization.

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 IS strategic planning methodologies, their relationships and their applicability.

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

Capability to accurately evaluate a given business situation, be able to frame it methodologically, and correctly identify IS strategic and tactical tools to manage it.

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

Capability to propose innovative and feasible information technology solutions to address competitive business situations, and accurately evaluate their effectiveness.

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 explain the interaction and alignment between business and IS, plus the role of the IS function within the business organization.

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

Strategy formulation; Global business systems to create competitive advantages; Methodologies of strategic planning; Scenario planning; Strategies of information technology architecture; Information systems sourcing; IT portfolio; IT risk management.

Reading List

Compulsory Readings

Title	
1	Pearlson, K.E., Saunders, C.S., and Galletta, D.F., Managing and Using Information Systems – A Strategic Approach, 6th edition, Wiley, 2016.

Additional Readings

Title	
1	Peppard, J., and Ward, J., The Strategic Management of Information Systems: Building a Digital Strategy 4th edition, 2016.
2	Applegate, L., Austin, R. and Soule, D., Corporate Information Systems Management: Text and Cases, 8th edition, McGraw Hill, 2008.
3	Lewis., R.D., When Cultures Collide: Leading across Cultures, 3rd edition, Nicholas Brealey, 2006.