

Subject Description Form

Subject Code	COMP3131
Subject Title	Business and Information Systems Strategies
Credit Value	3
Level	3
Pre-requisite / Co-requisite / Exclusion	
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none">1. provide students with a general understanding of the strategic planning and use of information systems in managing modern enterprises; and2. allow students the opportunity to develop critical evaluation in the selection and appraisal of relevant approaches, methods and techniques that use information technologies to bring advantages to real-life business organisations.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p><u>Professional/academic knowledge and skills</u></p> <ol style="list-style-type: none">(a) understand the basic business and information systems strategies for organisational change;(b) appreciate existing and emergent information technologies on their applicability to modern enterprises, and identify opportunities for IT-enabled organisational change;(c) relate and align information technologies and information systems with business strategy; <p><u>Attributes for all-roundedness</u></p> <ol style="list-style-type: none">(d) be able to communicate to a range of audiences (through cases discussion and presentation); and(e) be able to integrate information from different sources required in solving real-life problems.

Subject Synopsis/ Indicative Syllabus	<table border="1"> <tr> <td data-bbox="384 125 1471 197"> Topic </td> </tr> <tr> <td data-bbox="384 197 1471 286"> 1. The role of IS/IT in organisations. Escalating benefits of using IT; Changing roles of IS organisation and staff. </td> </tr> <tr> <td data-bbox="384 286 1471 376"> 2. Information systems strategies. Definition and process of IS strategies; Information systems management and IS strategies formulation. </td> </tr> <tr> <td data-bbox="384 376 1471 510"> 3. Information systems planning. Elements and process of IS planning. IS planning techniques including competitive force model and value chain analysis. </td> </tr> <tr> <td data-bbox="384 510 1471 633"> 4. The information systems strategy – business strategy relationship. The strategic alignment model; Influential factors to the alignment of information systems and business strategy. </td> </tr> <tr> <td data-bbox="384 633 1471 869"> 5. Information systems strategy and the organisational environment. The two-way relationship of information systems and organisations; Technical and behavioural definitions of organisations; Systems development and organisational change; reengineering; risk and change management. Information systems for supporting organisational learning such as collaboration, virtual organisation and knowledge management. </td> </tr> </table>	Topic	1. The role of IS/IT in organisations. Escalating benefits of using IT; Changing roles of IS organisation and staff.	2. Information systems strategies. Definition and process of IS strategies; Information systems management and IS strategies formulation.	3. Information systems planning. Elements and process of IS planning. IS planning techniques including competitive force model and value chain analysis.	4. The information systems strategy – business strategy relationship. The strategic alignment model; Influential factors to the alignment of information systems and business strategy.	5. Information systems strategy and the organisational environment. The two-way relationship of information systems and organisations; Technical and behavioural definitions of organisations; Systems development and organisational change; reengineering; risk and change management. Information systems for supporting organisational learning such as collaboration, virtual organisation and knowledge management.																											
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Teaching/ Learning Methodology	<p>Lectures provide students the main concepts of the subject topic, together with comprehensive examples for easy understanding. Students are required to actively participate in the case discussion and Q&A exercises.</p> <p>Tutorials and lab sessions offer an opportunity to the students for practicing their business analysis, application, and (re)design techniques.</p> <p>Students will learn not only in the class but also through various coursework activities.</p>																																	
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th data-bbox="384 1256 770 1440" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="770 1256 938 1440" rowspan="2">% weighting</th> <th colspan="5" data-bbox="938 1256 1471 1368">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th data-bbox="938 1368 1043 1440">a</th> <th data-bbox="1043 1368 1149 1440">b</th> <th data-bbox="1149 1368 1254 1440">c</th> <th data-bbox="1254 1368 1359 1440">d</th> <th data-bbox="1359 1368 1471 1440">e</th> </tr> </thead> <tbody> <tr> <td data-bbox="384 1440 770 1507">Continuous Assessment</td> <td data-bbox="770 1440 938 1507">30%</td> <td data-bbox="938 1440 1043 1507">✓</td> <td data-bbox="1043 1440 1149 1507">✓</td> <td data-bbox="1149 1440 1254 1507">✓</td> <td data-bbox="1254 1440 1359 1507">✓</td> <td data-bbox="1359 1440 1471 1507">✓</td> </tr> <tr> <td data-bbox="384 1507 770 1574">Examination</td> <td data-bbox="770 1507 938 1574">70%</td> <td data-bbox="938 1507 1043 1574">✓</td> <td data-bbox="1043 1507 1149 1574">✓</td> <td data-bbox="1149 1507 1254 1574">✓</td> <td data-bbox="1254 1507 1359 1574"></td> <td data-bbox="1359 1507 1471 1574">✓</td> </tr> <tr> <td data-bbox="384 1574 770 1653">Total</td> <td data-bbox="770 1574 938 1653">100%</td> <td colspan="5" data-bbox="938 1574 1471 1653"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assessment items include written and oral assignments. Assignments are designed to reinforce the concepts and methods learned in the class, and are used to develop students’ analytic and problem-solving skills. The written part of the assignments helps students develop their organisation and documentation skills. The oral part of the coursework allows students to practice their presentation and communication skills. Examination gives students opportunity to review and reflect on their learning.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed					a	b	c	d	e	Continuous Assessment	30%	✓	✓	✓	✓	✓	Examination	70%	✓	✓	✓		✓	Total	100%					
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Student Study Effort Expected	Class contact:	
	▪ Lecture	39 Hrs.
	▪ Tutorial/Lab	0 Hrs.
	Other student study effort:	
	▪ Reading and Self-Learning	14 Hrs.
	▪ Coursework	55 Hrs.
	Total student study effort	108 Hrs.
Reading List and References	Reference Books: <ol style="list-style-type: none"> 1. Laudon, Kenneth, <i>Management Information Systems: Managing the Digital Firm</i>, Global Edition, 16th Edition, Pearson, 2020. 2. Turban, Efraim et al, <i>Electronic Commerce</i>, 2018. 3. Zeng, Ming, <i>Smart Business: What Alibaba's Success Reveals about the Future of Strategy</i>, Harvard Business Review Press, 2018 4. Chishti, Susanne and Barberis, Janos, <i>The Fintech Book</i>, John Wiley & Sons 2016 5. MIT Technology Review 6. The Computer Journal, British Computer Society 7. Harvard Business Review 	