

Subject Description Form

Subject Code	MM2422
Subject Title	Managing Business Information Systems & Applications
Credit Value	3
Level	2
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	Exclusion: Information Technology for Business (MM2421) or Business Information Systems (MM3425) or equivalent
Objectives	This subject presents an overview on business applications of information technology (IT) in modern enterprises. Major strategic and managerial issues related to business information systems will be covered.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the current concepts and applications of information systems in both domestic and global business environments; b. analyse the business situations and problems related to the applications of information systems and evaluate their effectiveness and managerial implications (BBA Outcomes 6a); c. recognize how artificial intelligence and data science are necessary to identify new opportunities for companies (BBA Outcomes 3c); d. understand fundamental ideas behind cloud computing and blockchain, their applicability and benefits in the business setting; e. think reflectively and creatively on applying IT in business contexts and elicit requirements of IT for different business activities; f. identify the critical managerial issues in business decision making related to IT, such as ethical issues.
Subject Synopsis/ Indicative Syllabus	<p>This subject presents an overview of strategic and managerial issues on business applications of information systems (IS) in modern enterprises. Upon completion of the subject, students will be able to grasp fundamental issues of IS management:</p> <p>Information Systems in Global Business Today Overview of IS and their roles in current organizations; strategic business objectives of IS; trends of innovative IS; social business.</p> <p>IT Infrastructure Concept of IT infrastructure; evolution of IT infrastructure; management issues in dealing with IT infrastructure; database and warehousing; business intelligence and big data; cloud and mobile computing platform; network computing for collaboration.</p> <p>The Web Revolution and E-Commerce</p>

	<p>Web evolution; telecommunications and networking in today’s businesses; new wireless technology applications; Internet of Things; e-commerce and digital marketing; e-commerce business models and revenue models; mobile commerce; location-based commerce.</p> <p>Organizational Applications Basic concepts and mechanisms of enterprise systems, supply chain management, customer relationship management, knowledge management systems, and new forms of enterprise applications.</p> <p>Implementing and Managing IT IT outsourcing; IS security and control.</p> <p>Artificial Intelligence Concepts of artificial intelligence and machine learning; applications of artificial intelligence.</p> <p>Blockchain Basic concepts and mechanisms of enterprise blockchain and success stories in industries.</p> <p>Cloud Computing Principles of computing infrastructure and application of on-demand computing services over the Internet.</p> <p>Data Science Concepts of unifying statistics and data analysis to extract knowledge and insights from data.</p>
<p>Teaching/Learning Methodology</p>	<p>The course will use a variety of methods as its pedagogy to help students achieve the above learning outcomes. Each class will roughly take the following format:</p> <ol style="list-style-type: none"> a. General announcement and an opportunity for students to ask question to address any unfinished thoughts from the previous class; b. Overview of the current class agenda and its relationships to past discussion; c. Extended period of students- or instructor-lead discussion of the key issues in the assigned case or readings. Collaborative learning strategies (learning via discussion in a small group) may be employed. <p>The purpose of the teaching methods is to evaluate each student’s: 1) command of the factual knowledge and key concepts from the courses; 2) ability to generalize the concept to business situations via critical thinking skills and to integrate and synthesize the concepts learned in class, and 3) creativity in relating or even synthesizing course concepts with ideas in other domains, and/or offering alternative solutions beyond course materials.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	Continuous Assessment*	50%						
	1. Participation	10%	✓	✓	✓	✓	✓	✓
	2. Individual Assignments	15%	✓	✓	✓	✓	✓	✓
	3. Group Assignments	25%	✓	✓	✓	✓	✓	✓
	Examination	50%	✓	✓	✓	✓	✓	✓
	Total	100 %						

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

The team project in the continuous assessment is designed specifically to assess students' ability to think reflectively and creatively in team work on applying IS in business contexts and elicit requirements of IS for different business activities. The key concepts and analytical skills acquired by students can be reflected in their home/tutorial works (mainly case studies and projects), and their performance in the final exam. The final exam may include essay question and/or a case analysis which have been shown in class and/or tutorial. Superior answers that show clarity of insight and command of the course themes will score higher while poorly organized or lacking answers will score lower.

The individual and group assignments cover relevant IT topics (including AI, blockchain, cloud computing and data science) and students assess the effectiveness of technologies applied in a company. In the tutorial session, AI and data science related exercises are prepared for students to get in touch with the technology usage/application.

Student Study Effort Required	Class contact:	
	Lectures	26 Hrs.
	Tutorials	13Hrs.
	Other student study effort:	
	The Case Study	42 Hrs.
	Homework	36 Hrs.
	Total student study effort	117 Hrs.
Reading List and References	<p><i>Recommended Textbook and References</i></p> <p><i>Textbook</i> K.C. Laudon and J. P. Laudon, <i>Management Information Systems - Managing the Digital Firm (Global Edition)</i>, Pearson, 15th edition.</p> <p><i>Other Readings</i> Case and other business readings.</p>	