Subject Description Form

Subject Code	MM3422
Subject Title	Business Information Systems
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	**Exclusion:** Managing Business Information Systems and Applications (MM2422) 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.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. understand the current concepts and applications of information systems in both domestic and global business environments; b. critically analyse the business situations and problems related to the applications of information systems, evaluate their effectiveness and managerial implications, and provide innovative solutions to the problems **(BBA Outcomes 7)** ; c. think reflectively and creatively on applying IT in business contexts and elicit requirements of IT for different business activities; d. identify the critical managerial issues in business decision making related to IT, such as ethical issues.
Subject Synopsis/ Indicative Syllabus	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: **Information Systems (IS) in Global Business Today** Overview of IS and their roles in current organizations; strategic business objectives of IS; a business perspective of IS. **IT Infrastructure** Concept of IT infrastructure; evolution of IT infrastructure; management issues in dealing with IT infrastructure; database and warehousing; network computing for collaboration. **New IT trends** Cloud computing, mobile computing, social media, Business Intelligence (BI)/big data, Artificial Intelligence (AI) and GenAI, data science, blockchain, etc. **The Web Revolution** Web 2.0 and Web 3.0; Internet of Things (IoT); wireless technologies; e-commerce and e-business; location-based commerce; social commerce.

	Organizational Applications Basic concepts and mechanisms of enterprise systems, supply chain management, customer relationship management, etc. **Implementing and Managing IT** IT outsourcing; IS security and control.
Teaching/Learning Methodology	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: 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 led discussion of the key issues in the assigned cases or readings. Collaborative and/or online learning strategies (learning via discussion in a small group) may be employed during part of this time. 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.
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.
Continuous Assessment	**50%**	✓	✓	✓	✓
1. Participation	5%	✓	✓	✓	✓
2. Hands-on exercises	10%	✓		✓	
2. Individual assignment	15%	✓	✓	✓	✓
3. Group Assignments	20%	✓	✓	✓	✓
Final Exam/Assignment	**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 in the overall 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 assessment. The hands-on exercises will develop students' hands-on skills in using new information technologies. The final exam/assignment may include essay question and/or a case analysis. 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.	
Student Study Effort Expected	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial	13 Hrs.
	Other student study effort:	
	▪ Hands-on exercises	14 Hrs.
	▪ Case study	28 Hrs.
	▪ Individual assignment and group assignments	36 Hrs.
	Total student study effort	117 Hrs.
Reading List and References	***Recommended Textbook and References*** Textbook: K.C. Laudon and J. P. Laudon, ***Management Information Systems - Managing the Digital Firm (Global Edition)***, Pearson, 17th edition. Other Readings Case and other business readings.	

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