

ISOM 2010 – Introduction to Information Systems
Sections L2, L3, and L4
Fall 2024

Instructor:

Professor Zhitao YIN
 Office: LSK Room 4058
 Email: zhitaoyin@ust.hk
 Office hours: by appointment

Teaching Assistant:

TBA

Who can you reach out to when having questions?

Question Type	Professor	TA
Lecture content	√	
Discussion contribution	√	
Lab content		√
Lab logistics		√
Industry talk		√
Group project content	√	
Group project logistics		√
Exam schedule	√	
Exam coverage	√	
Exam grading		√

Course Overview

In virtually every industry, information technology is driving structural change, creating unprecedented opportunities, and at the same time generating significant challenges. With the rapid advance in information technology such as artificial intelligence, information systems have already moved beyond the simple automation of back-office functions into the center of business strategy. Therefore, lacking a clear understanding of the fundamentals of information systems, business leaders and entrepreneurs, without a doubt, will be at a strategic disadvantage position in dealing with the increasingly digital business ecosystem.

This course provides the early-stage business-school students with a broad coverage of (a) technology concepts, social and economic trends underlying current and future developments in information technology, and (b) fundamental principles for the effective use of information systems in business and other organizations. Specifically, the lecture will focus on topics such as digital economy, e-commerce, digital platform, and big data. In addition to the conceptual discussion offered by the instructor, separate lab sessions will be conducted by the teaching assistants to develop students' basic skills in database management, and data manipulation and analysis.

Expected Learning Outcomes

Upon successful completion of the course, you are expected to:

1. Lay a good foundation to understand the landscape of information systems in business and societal environment, which will help you further develop your capabilities and expertise in economics, finance, marketing, operations management, information system, and management.
2. Describe the choice of a business organization's digital strategy, that is, what the firm does and how the firm does it.
3. Identify key information systems in a business organization and examine their relations with business strategy and process.
4. Analyze the core technological and business issues and identify critical factors for business decision-making.

Meanwhile, this course will empower you to develop your:

1. Proficiency in searching, organizing, and processing information using appropriate information technology applications.
2. Ability to work effectively with team members.
3. Skills in creating professional business documents, delivering professional presentations, and communicating ideas persuasively.
4. Preparation for future careers with respect to economics, finance, marketing, operations management, information system, and management that are deeply permeated with information technology.

Course Materials

There is no required textbook for the course. All the materials such as lecture slides, readings, and lecture recordings will be provided through Canvas.

Evaluations

Discussion contribution	15%
Lab	15%
Group project	20%
Midterm exam	25%
Final exam	25%
Total	100%

Discussion contribution:

You are expected to contribute to (1) the discussions during the lecture, and (2) the discussions on Canvas. Simply attending the class will not give you credits in terms of discussion contribution automatically. In evaluating discussion contribution, we will consider the following:

- Are you a good listener and respectful to different views?
- Are the points that you make relevant to the discussion?
- Are the points linked to comments of others?
- Do the points move the discussion forward by introducing new aspects or issues to consider, or do they simply restate points that have already been made?

Lab Session: [TA will share more details.]

Lab session is separate from lecture and will be led by TA.

- In almost every lab session, there is a task that you need to complete, followed by an online lab quiz (5%). You must attend the lab session to which you are assigned. TA will ask unregistered students to leave. You will not get credit during a session for which you do not register.
- Lab final exam (10%) will be held separately from the lecture final exam, that is, one exam for lecture content, and one for lab content. There will be no make-up lab final exam.

Group Project: [Details will be discussed in the first class]

This group activity is based on a real business scenario. It is intended to allow you to leverage what have learnt from the course to:

- Describe the choice of a business organization's strategy and process, that is, what the firm does and how the firm does it;
- Identify key information systems in a business organization, and examine their relations with business strategy and process; and
- Analyze the core technological and business issues and identify critical factors for business decision-making.

It is also a great opportunity for you to develop your:

- Proficiency in searching, organizing and processing information using appropriate information technology application;
- Ability to work effectively with team members; and
- Skills in creating professional business documents, delivering professional presentations, and communicating ideas persuasively.

Lecture Midterm and Final Exam: [Details will be posted later]

These are major checkpoints to ensure that you understand the key concepts that we introduce in this course. In general, these lecture examinations are non-technical and open book in nature. Therefore, do not memorize lecture content mechanically.

- Midterm exam is based on the lecture content covered in the first half.
- Final exam is based on the lecture content covered throughout the whole semester.
- Two review sessions will be provided.
- There will be no make-up for both midterm and final examinations.
- There will be no sample questions for both exams.

Class Policy

- If you plan to attend a particular session, arrive on time, and don't leave in the middle.
- Respect the views and opinions in the class.
- If you have questions, please raise your hand, and ask. Do not chat with your neighbors in the classroom unless there is a group discussion.
- Phones and wireless devices should be muted. Laptops and tablets are allowed for the purpose of note taking only. If you are caught doing something unrelated to the class, you will be no longer allowed to use such devices in class.
- Any type of cross-section activities is not allowed (e.g., attendance, project, exams, etc.)
- Course materials such as slides are copyright-protected. Uploading to online websites such as coursehero.com is strictly prohibited.

Grading

- For group project, members in each team receive the same score. It is each team's responsibility to make sure that everyone makes decent contribution and avoid/resolve free-rider issue. Professor and TA will not take care of anything related to free-rider.

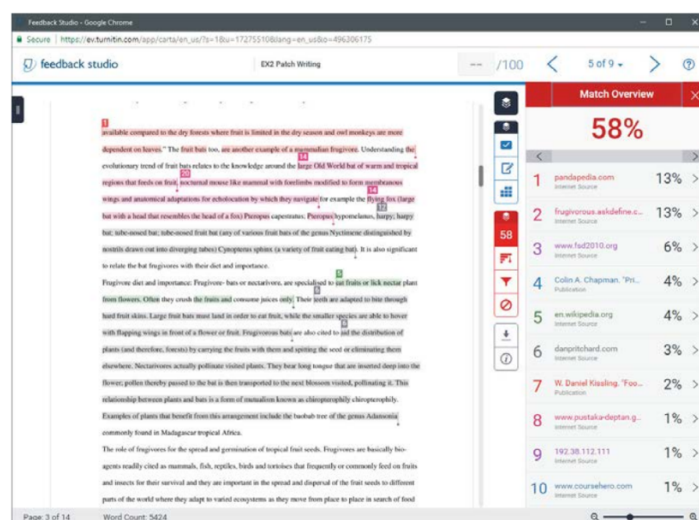
- A 20% penalty will be deducted for each day or part of a day that a deliverable is late as detailed below. Please prepare in advance so that you will not encounter technical difficulties to submit your deliverable. If you have a conflict with the due date, deliverable can always be submitted early.

Late (days)	>0 and ≤1	>1 and ≤2	>2 and ≤3	>3 and ≤4	>4
Penalty	20%	40%	60%	80%	100%

Academic Integrity

HKUST has zero tolerance for cheating and any student found compromising academic integrity will face severe penalties, including termination of study. Special attention will be put on academic integrity demonstrated when you take this course. You should be especially aware of the policies on cheating and plagiarism.

- Cheating is any action that violates University norms or an instructor’s guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an examination.
- Plagiarism involves the representation of another’s work as your own. For example: (a) submitting as one’s own any material that is copied from published or unpublished sources such as Internet, print, computer files, audio, and video without proper acknowledgement; (b) paraphrasing another’s views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement; (c) submitting as one’s own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. Below is an example where the focal document receives 58% plagiarism similarity score.



If you are unsure about what constitutes unauthorized help on an exam or assignment, or what information requires citation and/or attribution, please ask the instructor. Violations may result in the failure of the assignment, failure of the course, and/or additional disciplinary actions.

For more information, please visit the following websites: <http://ugadmin.ust.hk/ug-guide/integrity/index.html> and <https://acadreg.ust.hk/generalreg.html>

Class Schedule

Week	Date	Class	Topic
1	Sept 2	1	Introduction
	Sept 6	2	Digital Economy (1)
2	Sept 9	3	Digital Economy (2)
	Sept 13	4	Digital Economy (3)
3	Sept 16	5	E-Commerce (1)
	Sept 20	6	E-Commerce (2)
4	Sept 23	7	E-Commerce (3)
	Sept 27	8	E-Commerce (4)
5	Sept 30	9	Digital Platform (1)
	Oct 4	10	Digital Platform (2)
6	Oct 7	11	Midterm Review
	Oct 11	12	Public Holiday
7	Oct 14	13	Industry Talk (Tentative)
	Oct 18	14	Industry Talk (Tentative)
8	Oct 21	15	Midterm Exam (Tentative)
	Oct 25	16	Digital Platform (3)
9	Oct 28	17	Big Data (1)
	Nov 1	18	Big Data (2)
10	Nov 4	19	Big Data (3)
	Nov 8	20	Big Data (4)
11	Nov 11	21	Group Project Presentation (1)
	Nov 15	22	Group Project Presentation (2)
12	Nov 18	23	Group Project Presentation (3)
	Nov 22	24	Group Project Presentation (4)
13	Nov 25	25	Emerging Topics in IS
	Nov 29	26	Wrap up & Final Exam Review