ISOM 2010 – INTRODUCTION TO INFORMATION SYSTEMS
Fall 2024

Section L7: Tuesday & Thursday 13:30 - 14:50
Section L8: Tuesday & Thursday 16:30 - 17:50
Lecture Theater H (LTH)

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Course Website: http://canvas.ust.hk

COURSE DESCRIPTION

In today's dynamic business environment, information technology is a catalyst for transformation, presenting both opportunities and challenges across industries. Leaders who grasp the strategic and operational importance of information systems (IS) can maintain a competitive edge. IS have evolved from automating back-office functions to becoming integral to business strategy, competitive positioning and business process design.

This course provides broad coverage of technology concepts and trends shaping current and future developments in IT, along with fundamental principles for the effective use of computer-based IS. There will be a special emphasis on digital economy, e-commerce, digital platforms, big data and artificial intelligence (AI). Additional topics include hardware/software, networking, the Internet, databases, security, and enterprise applications. This course will also explore business applications, case studies, and emerging trends in today's technology domain, such as generative AI.

LEARNING OUTCOMES

The course aims to introduce IT-enabled approaches to information management in business contexts.

▪ Upon completion of the course, students will be able to
   1. Describe how a business organization's choice of strategy and processes (what the firm does and how the firm does it) and their resulting effectiveness are closely related to the firm's information management and communications capabilities.
   2. Develop a foundation in quantitative and analytical techniques to solve business problems with innovative perspectives that extends beyond this course.
   3. Analyze the core technological and business issues and identify critical factors for business decision-making.
   4. Evaluate information systems and their relationships with business strategy, processes, and organizations.

▪ This course will also provide students with:
   1. Skills in producing professional-quality business documents, delivering presentations, and communicating ideas persuasively.

2. The ability to lead and work effectively in teams.
3. Proficiency in using IT applications for business and management, including tools for searching, organizing and processing information using appropriate IT and IS.
4. Preparation for future careers in business and social environments that are deeply permeated with and dependent upon IT.

- We believe that an understanding of the topics covered in this course will yield subtle and unexpected benefits throughout your career.

COURSE MATERIALS

All the materials (e.g., lecture slides, readings, videos, guidance) that you need will be provided through Canvas (http://canvas.ust.hk).

Recommended, but NOT required, textbook:
> *Information Systems: A Manager's Guide to Harnessing Technology (ver. 9.1),* by John Gallaugher, FlatWorld, 2022.
> https://students.flatworldknowledge.com/course/2607312

EVALUATIONS

Class Participation	15%
Labs	15%
Group Project	20%
Midterm Exam	20%
Final Exam	30%
Total	**100%**

Class Participation (15%):
There are three aspects of your class participation.
(1) Students are expected to participate in class activities (e.g., surveys, self-tests, reading assignments, online discussions) (5%). All students are expected to contribute at least occasionally. Quality of contribution is much more important than quantity.
- To facilitate an interactive class, I may cold call students if no student voluntarily speaks up. This is a chance to horn your public speaking skill and earn participation point.
- Absences are excused **ONLY** with a doctor's note for an illness or documentation from a university authority for participation in a university-sponsored activity.

(2) Students are also expected to contribute to peer-learning (5%). This will be achieved during the group project presentations, where you need to provide your evaluation, feedback, and suggestions to help other groups improve their projects. The respective groups and the instructor will assess your inputs.
(3) Students are also expected to attend the invited speakers' sessions in the "Industry Week" (5%).

Make-up policies: If you miss an attendance check during "Industry Week", there are two possible ways to make it up. (1) Show the class one interesting video or case which relates to the most recent lecture topic and provide brief comments to get the 50% of the missing points back. (2) Volunteer a comedic gig for the last class of the semester and get all 100% of the missing points back.

Labs (15%):

The class environment of the lecture (e.g., big class size) is not conducive for teaching technical skills. Hence, there will be separate lab sessions of 50 minutes each to cover basic to advanced skills. In almost every lab session, there is a task that you need to complete during the lab session. You MUST attend the lab session to which you are assigned; lab instructors will ask unregistered students to leave. **You will not get credit for work done during a session for which you are not registered.** Also, content for lectures and lab sessions are **non-overlapping** – generally, the lectures emphasize managerial and strategic implications of information technology, whereas the lab sessions focus on specific technical knowledge and hands-on experience.

Note: For attendance and all lab-related inquiries, please resort to your lab instructions as the lab part is independent of the lectures.

Group Project (20%):
- Form a group of 5-6 students to work on a project.
- A group-based course project is intended to allow you to exercise your insights and analytical abilities to a real-life business/application.
- The group is to develop a business idea for a new *mobile application*.
- There are three deliverables for the group project: (1) the proposal (2%), (2) the business plan (6%), and (3) the presentation (12%). I look for clarity, level of effort, and quality of content in the proposal, business plan and presentation when assigning grades. The groups need to apply what we discuss in class to their business ideas in the business plans.
- **Proposal**: Submit a 2-page proposal of your final project by **Oct 2 (11:59PM)** via Canvas.
- **Business Plan**: Submit an 8-page business plan (including cover page (if any), references, tables, figures, and appendices) by **Nov 16 (11:59 PM)** via Canvas. Format: A4, 1-inch margin on all sides, double-spaced, 11pt, Times New Roman).
- **Presentation**: At the end of the semester, prepare a business plan presentation to the class.

Typically, all members of a group would receive the same initial grade for the group project. The scores will be adjusted according to peer reviews within your group. Students who do badly in their peer evaluations in the group project would receive lower group project grades.

Midterm (20%) and Final (30%):
- These are two major checkpoints to ensure that you understand the key concepts that we introduce in this course: mid-term (20%) and final exam (30%).
- The midterm examination will test topics covered in the first half of the course. The final exam will cover the classes in the second half of the course.
- Review sessions will be scheduled to help you prepare for these examinations.
- Both exams will be closed book, closed note, and no devices.
- Do not miss the exam: there will be NO make-up for both mid-term and final examinations.
  - If you have to miss the mid-term exam due to extraordinary circumstances or emergency, please let me (cc TA) know as soon as you can and see me with a doctor's note and/or verifiable and valid evidence. Only under such extraordinary circumstances, a make-up exam will be arranged for you but with additional essay questions. There is **NO make-up** for the final examination.
  - Time conflicts with job interviews, other tests, travel plans, social obligations or any other, domestic, social, financial, religious or geopolitical situation, etc. will NOT be considered. There will be NO exceptions to this rule.

GRADING

Exams and assignments will be graded by the TA. If you have a question about your grade or you believe that you were graded incorrectly, please first email the TA (within 1 week of receiving the grade). If the problem is not resolved with the TA, contact the instructor by writing an email (cc TA) and describing the situation and the reasons that justify your request for re-grading. In this case, the course instructor will re-grade the exam or assignment, and the grade may go up or down. This grade will be final. Students have one week from the date an assignment or test is returned to submit an email request for re-grading. After one week, no changes will be considered.

LATE SUBMISSION POLICY

A 20% penalty will be deducted for each day or part of a day that a submission is late. For instance, if you are 1-day late in submission, you or your group will be graded on 80% of your points for the submission. If you 2-days late in submission you or your group will be graded on 60% (reduction of $2 \times 20\%$) of your points for the submission. If you are late by 5 days, then you are better off NOT submitting the deliverable. Please prepare in advance so that you will not encounter technical difficulties that will result in your work receiving a late penalty. If you have a conflict with the due date, assignments can always be submitted early.

ACADEMIC INTEGRITY

Academic integrity entails absolute honesty in one's intellectual efforts. HKUST places a strong emphasis on academic integrity and has introduced new regulations to back this up. In addition to the course, content related to business ethics related to IS/IT, 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 the Internet, print, computer files, audio disks, video programs or musical scores without proper acknowledgment that it is someone else's; (b) paraphrasing another's views, opinions or insights without proper acknowledgment or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgment; (c) submitting as one's own work a report, examination, paper, computer file, lab report or other assignments which has been prepared by someone else. If you are unsure about what constitutes unauthorized help on an exam or assignment, or what information requires citation and/or attribution, please ask your professor. **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: https://registry.hkust.edu.hk/resource-library/academic-integrity

Course Content Access and Appropriate Use Policy

Appropriate access to course materials is given for personal academic study and review purposes only. Unless otherwise stated in writing, this content may not be shared, distributed, modified, transmitted, reused, sold, or otherwise disseminated. These materials may also be protected by additional copyright; any further use of this material may violate Hong Kong copyright law. **Unethical sharing of course material on commercial websites such as CourseHero is a breach of academic conduct.** Violators of this policy will be referred to the University Legal Counsel for disciplinary purposes.

CLASS SCHEDULE (tentative)

Week	Date	Topic
1	Sep 3	Course Overview
	Sep 5	Digital Economy (1)
2	Sep 10	Digital Economy (2)
	Sep 12	Digital Economy (3)
3	Sep 17	Digital Economy (4)
	Sep 19	E-Commerce (1)
4	Sep 24	E-Commerce (2)
	Sep 26	E-Commerce (3)
5	Oct 1	No Class (The National Day)
	Oct 3	Online Platform (1)
6	Oct 8	Online Platform (2)
	Oct 10	Online Platform (3)
7	Oct 15	Industry Week
	Oct 17	
8	Oct 22	No Class (Midterm Review)
	Oct 24	Midterm
9	Oct 29	Business Analytics (1)
	Oct 31	Business Analytics (2)
10	Nov 5	Big Data/Artificial Intelligence (1)
	Nov 7	Big Data/Artificial Intelligence (2)
11	Nov 12	Emerging Technology - Generative AI
	Nov 14	Group Project Presentation (1)
12	Nov 19	Group Project Presentation (2)
	Nov 21	Group Project Presentation (3)
13	Nov 26	Group Project Presentation (4)
	Nov 28	Course Recap & Final Exam Review

NOTE: The dates above may be changed based on class progress and requirements. Please refer to Canvas or contact the TA for the Lab-related matters.