



ISOM 2010 – Introduction to Information Systems Fall 2026

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(All emails should start with “ISOM2010” in the subject. Failure to do so may result in a longer response time.)

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Course Overview

In today's fast-paced and interconnected world, technology has transformed the way businesses operate, compete, and succeed. The role of Information Systems (IS) has evolved from a behind-the-scenes support function to a strategic enabler of business growth and innovation. This course introduces fundamental concepts and technologies of IS, highlighting its critical role in shaping the modern business landscape. An array of real-world applications and a series of emerging trends will be discussed.

Upon completing this course, you will be able to:

- Understand the fundamental concepts and technologies of IS;
- Analyze the role of IS in supporting business strategy and operations;
- Identify opportunities for IT-enabled innovation and entrepreneurship;
- Develop skills in data analysis, decision-making, and problem-solving using IS tools;
- Appreciate the ethical, social, and environmental implications of IS deployments.

Contents & Schedule (subject to changes)

Week	Date	Lecture	Topic	Submission deadlines
1	1-Sep	1	Course Overview	
	3-Sep	2	IT Infrastructure	
2	8-Sep	3	Digital Economy (I)	
	10-Sep	4	Digital Economy (II)	
3	15-Sep	5	E-Commerce (I)	Group list
	17-Sep	6	E-Commerce (II)	
4	22-Sep	7	Online Platforms (I)	
	24-Sep	8	Online Platforms (II)	
5	29-Sep	9	Online Platforms (III)	
	1-Oct	10	<i>Public Holiday</i>	
6	6-Oct	11	Mid-term Exam	Project proposal
	8-Oct	12	Business Analytics (I)	
7	13-Oct	13	Business Analytics (II)	
	15-Oct	14	Artificial Intelligence (I)	
8	20-Oct	15	Artificial Intelligence (II)	
	22-Oct	16	Emerging Tech Series --- FinTech	Project checkpoint (I)
9	27-Oct	17	Emerging Tech Series --- Blockchain	
	29-Oct	18	Emerging Tech Series --- Internet of Things	
10	3-Nov	19	Industry Week	
	5-Nov	20	Industry Week	Project checkpoint (II)
11	10-Nov	21	Emerging Tech Series --- Cybersecurity	
	12-Nov	22	Project Presentation (I)	
12	17-Nov	23	Project Presentation (II)	
	19-Nov	24	Project Presentation (III)	
13	24-Nov	25	Project Presentation (IV)	
	26-Nov	26	Final Exam Review	Project written report

Reference Materials

Classes will include a mixture of readings, videos, lectures, and presentations. There is **NO required textbook** for this course. Additional reference materials can be accessed through the course website on Canvas.

Optional Readings

Laudon, K. C., & Laudon, J. P. (2017). *Essentials of management information systems*. Pearson Educación. 12th edition.

Laudon, K. C., & Laudon, J. P. (2021). *Management information systems: Managing the digital firm*. Pearson Educación. 17th edition.

Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: Work, progress, and prosperity in a time of brilliant technologies*. WW Norton & Company.

McAfee, A., & Brynjolfsson, E. (2017). *Machine, platform, crowd: Harnessing our digital future*. WW Norton & Company.

Grading Policy

Participation	10%
Labs	15%
Group project	25%
Midterm exam	25%
Final exam	25%

Participation (10 points)

We do **NOT** take attendance for lectures. To earn participation scores, you need to

- Attend the invited speakers' sessions in the industry week (up to 6 points)
- Ask or answer questions in the class (up to 6 points)

Labs (15 points)

Separate lab sessions cover basic to advanced technical skills, such as web analytics, business analytics with Excel, database management, and big data analytics, among other topics. These lab sessions are dedicated to enriching your hands-on experience and improving your essential analytical skills.

In almost every lab session, there is a task you need to complete ON SITE. You **MUST** attend the lab session to which you are assigned; lab instructors will ask unregistered students to leave. Note that you will **NOT** get credit for work done during a session you are not registered for. For attendance and any lab-related inquiry, please contact your lab instructors, as the lab part is independent of the lectures.

Group Project (25 points)

The purpose of this project is to apply your understanding of information technologies to a real-world business challenge, fostering your creativity and problem-solving skills. In a fast-paced environment, it is crucial to recognize how technology can be leveraged to gain a competitive advantage and drive innovation. We will introduce project details in class.

Group Project deliverables:**1. In-class presentation (12 points)**

Each group will present to the class for 12 minutes. The grade is based on instructor evaluation (8 points), classmates (2 points), and groupmates (2 points).

2. Written report (8 points)

Based on the feedback obtained from the presentation, each group will further improve and formalize a written report with a maximum of 10 pages, including figures, tables, and references, if any.

Mid-term & Final Exam (2 * 25 points)

These are major checkpoints to ensure that you understand the key concepts and principles. The mid-term exam will cover IT Infrastructure, Digital Economy, and E-Commerce, while the final exam will cover all other topics introduced in this course. In general, these exams are non-technical in nature.

There is no make-up exam for the midterm. If you miss the midterm exam for an extreme emergency, you can have the final exam grade count for both the missed midterm and the final. That one exam will thus constitute a greater portion of your course grade. This extreme emergency must be approved by the instructor before the exam date, and counting one exam twice is not a good idea!

POLICY - Use of Generative AI

We expect that all work you submit for this course will be your own. You may not submit any work that is written, in whole or in part, by ChatGPT or any other generative artificial intelligence (GAI) tools. To the extent that such tools inform/influence your thinking when completing an assignment, that use must be appropriately acknowledged and cited. It is your responsibility to assess the validity and applicability of any GAI output that is referenced in this way. Violations of this policy will be considered academic misconduct. We draw your attention to the fact that different classes at HKUST could implement different AI policies, and it is your responsibility to conform to expectations for each course.

POLICY - 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. 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: <http://ugadmin.ust.hk/integrity/student-1.html>.

POLICY - Course Content Access and Appropriate Use

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.

POLICY - Grade Appeal

All scores will be uploaded to Canvas when ready. Students who consider that a mistake has been made in the process of calculating or determining a grade for a course may apply for a review of the grade. Students are asked to discuss the matter with the course instructor formally via email within 24 hours after its release. Students should be warned that a grade review might lead to a lower grade being assigned. It is always the responsibility of students to check their scores in due time and decide if an appeal is needed.