

## ISOM2010 Introduction to Information Systems (L1 & L2) Spring 2022

	Lecturer	TA
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### **COURSE DESCRIPTION**

In virtually every industry and every firm, information technology is driving change, creating opportunities and challenges. Leaders who fail to understand the operational and strategic importance of information systems (IS) will not be able to keep up with the pace of their competitors. IS have moved beyond the automation of back office functions into the foreground of business strategy, and play critical roles in competitive positioning and business process design.

This course provides a broad coverage of technology concepts and trends underlying current and future developments in information technology (IT), and fundamental principles for the effective use of computer-based information systems. There will be a special emphasis on e-commerce, business integration and IT management. Other topics include: software, databases, data analytics, and enterprise applications. In addition to the fundamental conceptual and propositions in the IS area, a number of business applications and cases will be discussed; the newest trend in today's technology domain will also be discussed.

### **Learning Outcomes**

The goal of this course is to provide you with an introduction to IT-enabled approaches to information management in business contexts.

Upon completion of the course, students will be able to

(T-Taught, P-Practiced, M-Measured)

1. Describe how a business organization's choice of strategy and process (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 (OBE Goals 3, 4. T, P).
2. Form a foundation to develop quantitative and analytical techniques to solve business problems with innovative perspectives that extends beyond this course (Goals 1, 9. T, P, M).
3. Analyze the core technological and business issues and identify critical factors for business decision-making (Goals 1, 4. T, P, M).
4. Evaluate information systems; examine their relations with business strategy, process, and organization (Goal 3. T, P, M).

This course will also provide students with:

1. Skills in producing professional quality business documents, delivering professional quality presentations and communicating ideas persuasively (Goal 2. T, P, M).
2. Ability to lead and work effectively in a team (Goal 5. T, P).
3. Proficiency in using IT applications in business and management; tools for searching, organizing and processing information using appropriate information technology and systems (Goal 7. T, P, M).
4. Preparation for future careers in business and social environments that are deeply permeated with and dependent upon IT (Goals 3, 9. T, P).

We believe that an understanding of the topics covered in this course will pay subtle and unexpected dividends throughout your careers (Goal 9. T, P).

## COURSE MATERIALS

Classes will include a mixture of lectures, labs and presentations. Materials can be accessed through the course website. Students are expected to come to class prepared. There is **no required textbook** but a reference book for this course. Please note that you are **not** required to acquire a copy of the reference book.

*Information Systems: A Manager's Guide to Harnessing Technology (ver. 9.0)*, by John Gallaughier, FlatWorld, 2021. (<https://students.flatworldknowledge.com/course/book/30267>)

## EVALUATIONS

Class Participation	15%
Labs	15%
Group Project	20%
Midterm Exam	20%
Final Exam	30%
Total	<b>100%</b>

The evaluation components and class schedule are subject to change under special circumstances. Possible changes include, but are not limited to, replacing evaluation components with alternatives, and changing the weighting of evaluation components.

**Class Participation (15%):** Students are required to attend the classes and participate in class activities. Also, they need to attend the invited speakers' talks in the "Industry Week".

In-class engagement, such as raising and responding to questions, is highly encouraged; not only does it enriches your learning, but it also contributes to a more interactive environment for all. However, because not everyone will have the opportunity to voice out due to the large class size, in-class engagement will not count towards your course grade.

**Labs (15%):** The class environment of the lecture (e.g., large 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 on managerial and strategic implications of information technology, whereas the lab sessions focus on specific technical knowledge.

**Group Project (20%):** This is a group-based course project that 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 technology (e.g., online platform, system, software, mobile app). There are two deliverables for the group project: the project presentation and the business plan. We look for quality of idea, clarity, level of effort, and application of course concepts/contents in the presentation and business plan when assigning grades. The details of group project will be discussed in the class.

Typically, all members of a group would receive the same grade for the group project. However, we will moderate individual students' group project grades based on peer evaluations. Students will be required to evaluate their group mates' contributions to the group projects, after the submission of the business plans. Students who are evaluated badly in the peer evaluations would receive discounted project grades.

**Midterm Exam (20%) and Final Exam (30%):** These are major check points to ensure that you understand the key concepts discussed in this course. Details of the exams will be provided later in the semester. Students are required to attend the examinations scheduled by the course instructor and/or Academic Records and Registration (ARR), Academic Registry. If there is a conflict in exam schedule with another course, you should resolve it within the add-drop period (e.g., consider taking other courses/sections).

There will be **NO** make-up for the examination. If a student is unable to attend a scheduled examination because of illness or other circumstances beyond the student's control,

- Midterm Exam: the student may request for a make-up midterm exam and seek approval from the course instructor, within one week from the missed examination. Appropriate supporting document is required.
- Final Exam: the student may apply to ARR, Academic Registry within one week from the missed exam for a make-up exam. The student is required to provide appropriate supporting document in the application. A make-up exam can be given only if the application of the make-up exam is approved by all related parties including the course instructor, ARR, Academic Registry and etc.

Note. The format of the make-up exam could be different from that of the scheduled exam. The make-up exam is given on a take-it-or-leave-it basis. No further arrangement will be provided if the student fails to attend the make-up exam.

### **GRADING AND LATE POLICY**

Exams and other submissions will be graded by the TA. If you have any question about your grade or you believe that your work was graded incorrectly, please first email the TA. If the problem is not resolved with the TA, please contact me ([mcheung@ust.hk](mailto:mcheung@ust.hk)) by writing an email (cc TA and always start your email subject line with "[ISOM2010]") and describing the situation and the reasons that justify your request for re-grading. In this case, we will re-grade your work, and the grade may go **up** or **down**. This grade will be final. Students have one week from the date a grade is released to submit an email request for grade appeal. After one week, no changes will be considered.

A 20% penalty will be imposed for each day or part of a day that an 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 are 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. Please prepare in advance so that you will not encounter technical difficulties that will result in your work receiving a late penalty.

### **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 acknowledgement that it is someone else's; (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. 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.**

Date	Topic
Feb 4 (Fri)	Course Overview
Feb 9 (Wed)	Digital Economy (I)
Feb 11 (Fri)	Digital Economy (II)
Feb 16 (Wed)	Digital Economy (III)
Feb 18 (Fri)	E-Commerce (I) <b>Deadline: Project Group Formation</b>
Feb 23 (Wed)	E-Commerce (II)
Feb 25 (Fri)	E-Commerce (III) <b>Deadline: Provide 2 potential ideas for your group project</b>
Mar 2 (Wed)	E-Commerce (IV)
Mar 4 (Fri)	Mid-Term Exam Review
Mar 9 (Wed)	<b>Midterm Exam</b> <b>Time: 7pm to 8:30pm</b> <b>Venue: LTA</b>
Mar 11 (Fri)	Online Platforms (I)
Mar 16 (Wed)	Online Platforms (II)
Mar 18 (Fri)	Online Platforms (III)
Mar 23 (Wed)	Business Analytics (I)
Mar 25 (Fri)	Business Analytics (II)
Mar 30 (Wed)	Big Data Analytics (I)
Apr 1 (Fri)	Big Data Analytics (II) <b>Deadline: Upload the presentation materials to CANVAS</b>
Apr 6 (Wed)	Group Project
Apr 8 (Fri)	Group Project
Apr 13 (Wed)	<b>Midterm Break</b>
Apr 15 (Fri)	<b>Midterm Break</b>
Apr 20 (Wed)	<b>Industry Week</b>
Apr 22 (Fri)	<b>Industry Week</b>
Apr 27 (Wed)	Group Project
Apr 29 (Fri)	Group Project
May 4 (Wed)	Group Project
May 6 (Fri)	Emerging Technology
May 11 (Wed)	Course Recap

**Note.**

Lecture schedule is tentative and subject to change. Please check the course website regularly for the updated schedule.

Please refer to Lab Canvas for the lab schedule and syllabus. Contact the TA of your lab section for all lab matters.