ISOM 2010 INTRODUCTION TO INFORMATION SYSTEMS

SPRING 2026

Course Instructor	Dr. Yongsuk ("Yong") KIM Dept. of Information Systems, Business Statistics, and Operations Management (ISOM)
Class Times and Location	L5: Mondays & Wednesdays 10:30-11:50, LSK-G012 L6: Mondays & Wednesdays 12:00-13:20, LSK-G012
Office Hours (Rm)	By appointment (LSK5045)
Email	yongskim@ust.hk
Teaching Assistant	Chao IEONG (imcyeung@ust.hk)

Course Overview and Objectives

In virtually every industry and every firm, information technology (IT) is driving change, creating opportunities and challenges. Leaders who don't understand the fundamentals of information systems (IS) will be at a strategic disadvantage. IS have moved beyond the automation of back office functions, into the foreground of business strategy. IS play critical roles in competitive positioning and business process design.

This course provides broad coverage of technology concepts and trends underlying current and future developments in IT, and fundamental principles for the effective use of computer-based IS in businesses and other organizations. There will be a special emphasis on the digital economy, e-commerce, digital platforms, business analytics, and AI and big data. In additional to the fundamental conceptual and propositions in the IS area, a number of business applications, cases, and the newest trend in today's technology domain will be discussed.

The learning objectives of the course are as follows: (T-Taught, P-Practiced, M-Measured)

- Upon completion of the course, students will be able to
  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 (T, P).
  2. Develop a foundation to develop quantitative and analytical techniques to solve business problems with innovative perspectives that extends beyond this course (T, P, M).
  3. Analyze the core technological and business issues and identify critical factors for business decision-making (T, P, M).
  4. Evaluate information systems; examine their relations with business strategy, process, and organization (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 (T, P, M).
  2. Ability to lead and work effectively in a team (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 (T, P, M).
  4. Preparation for future careers in business and social environments that are deeply permeated with and dependent upon IT (T, P).

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

About the Instructor

Professor Yong Kim is a faculty member of Information Systems at the HKUST Business School. He received his doctoral degree at the McCombs School of Business at the University of Texas at Austin. He also holds a master's degree in Human Computer Interaction (HCI) from the University of Michigan at Ann Arbor. Prior to graduate studies, he worked at IBM Business Consulting Services. In his research, he investigates IT-enabled open innovation such as crowdsourcing and user innovation community and IT-enabled knowledge sharing in distributed organizations, and human-AI collaboration.

Course Materials

- No required textbook; refer to the reading materials on Canvas.

Course Requirements and Grading

Grading

Percent	Requirement	Note
10%	Class participation • Self-introduction on Canvas (1%)…….. • Attendance (4%)……. • Contribution (5%)……..…….	 By Feb 15 (at the latest) Throughout the semester Throughout the semester
15%	Labs	Throughout the semester
24%	Mid-Term Exam	Mar 11 (S12)
25%	Final Group Project • Group Formation…..……..... • Presentation (10%)…..……..... • Final Project Report (15%)……	 By Mar 16 (S13) On Apr 27- May 4 (S23-25) On Apr 27 (S23)
26%	Final Exam	TBA

Class Participation (10%)

Self-introduction on Canvas (1%)

Once your access is permitted, introduce yourself to the class on the discussion board. Look for the discussion thread titled "Please introduce yourself to us!"). Please answer the following questions.

1. *Name (First Name Last Name)*
2. *Preferred name*
3. *Major(s) and school year (also school/country - if you are an exchange student)*
4. *Where are you from?*

5. *Things you love to do*
6. *One truth and one lie (or vice versa) about you (but don't tell us which is which)*
7. *Technologies or products you are interested in*
8. *Anything else to say?(Promote yourself!)*

To earn your point, you should finish introducing yourself no later than **Feb 15**.

Class Contribution: Attendance (4%) and In-class Discussion (5%)
I come to class—on time—and I expect you to do the same. Throughout the semester (prior to the presentation weeks), your attendance will be *randomly* checked 5 times. If you miss one of the attendance checks, that's ok. You will still get a full mark (4/4). But if you miss more than once, every time you are found be absent, it will cost you one-point deduction.

I encourage you to be active in class by asking good questions, answering questions, and participating in in-class discussion. The evaluation of your class participation will be based on your substantive contribution to your and other students' learning experience, not merely on the quantity of words spoken. You are encouraged to ask questions and share your thoughts during class discussion. In order to facilitate an interactive class, I may "cold call" students if no student voluntarily speaks up. It will be a good opportunity to horn your public speaking skill and earn your participation point!

If you are naturally more reserved in a physical classroom setting, you can *supplement* your participation grade (5%) by being active on Canvas. You can contribute by (1) sharing relevant news articles or case studies, (2) answering questions from your peers, or (3) engaging in discussion threads created by the instructor.

Labs (15%)

Each 50-minute lab session will cover basic to advanced skills and knowledge of various business analytics applications, as well as other interesting topics. Almost every lab session includes a task that you must complete during the session. **You must attend the session to which you are assigned. Lab instructors will ask unregistered students to leave. You will not receive credit for work done during a session for which you are not registered.** Also, the content of the lectures and lab sessions is not overlapping. Generally, the lectures emphasize the managerial and strategic implications of information technology, while the lab sessions focus on specific technical knowledge. **Contact the TA of your lab section for all lab-related inquiries.**

Exams (60%)

There are two exams: one mid-term (24%) and one final exam (26%). The exams will be based on the topics and related concepts taught during class. Exams will combine true/false, multiple choice questions, and "short" essays.

If you have (or had) to miss an exam due to extraordinary circumstances such as unexpected hospitalization or loss of a family member, please let me know as soon as you can and see me with a doctor's note and/or verifiable, reliable, and valid evidence. Only under such extraordinary circumstances, a make-up exam will be arranged for you but with an additional *oral* examination. In other cases, there will be no make-up exam if you miss the exam. Time conflicts with job interviews, other tests, travel plans, etc. will not be considered.

Final Group Project (25%)

The final project is a collaborative effort designed to apply the course frameworks to a real-world scenario. While specific project details will be announced in class, the following guidelines apply:

Teamwork & Accountability

- **Equal Contribution:** All team members are expected to contribute equally.
- **Peer Evaluation:** To ensure fairness, individual contributions will be assessed via peer evaluation at the end of the semester.
- **Conflict Resolution:** Project leaders should notify the instructor if the group encounters a serious "free-riding" problem that cannot be resolved internally.

1. Group Formation

- **Size:** Group size will be determined once enrollment is finalized.
- **Process:** Self-signup is encouraged; however, any students who have not joined a team by the deadline will be assigned to groups with available spots. We will finalize group formation in class (S13, Mar 16).

2. Group Presentation (10%)

During the final weeks of the semester, your team will present its findings to the class.

- **Participation:** All members are expected to speak during the presentation.
- **Evaluation Criteria:** Grades are based on your mastery of the content, presentation delivery, and handling of questions during the Q&A.

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3. Final Project Report (15%)

The report is a comprehensive, written elaboration of your presentation.

- **Format:** Submit an up to 10-page business plan (including cover page (if any), references, tables, figures, and appendices) by the due date via Canvas (A4, 1-inch margin on all sides, double-spaced, 11pt, Times New Roman). You should address the assignment questions (TBA) in a holistic and integrated manner rather than a simple Q&A format. The report must provide significantly more depth than your slides.
- **Evaluation Criteria:** Reports are judged on quality, depth, feasibility, and novelty.

Note: Aim for a focused, deep analysis rather than a broad but shallow overview.

- **Submission:** The report must be submitted online via Canvas by the due date.

Typically, all members of a group would receive the same grade for the group project. However, I will moderate individual students' group project grades based on peer evaluations. Students who perform exceedingly well in their peer evaluations could receive higher group project grades than their group mates. Conversely, students who do badly in their peer evaluations would receive lower group project grades.

Course Policies

Instructor-Student Communication

I encourage you to visit me during office hours (by appointment) to discuss course-related questions or concerns. If you cannot meet in person, please email me and ensure the subject line begins with "[ISOM 2010]".

- Response Time: I dedicate 30 minutes each weekday afternoon to address class emails. You can generally expect a response within 24 hours.
- TA Support: You are also encouraged to seek assistance from the TA.
- Feedback: I value your input on our classroom activities and learning process. Please feel free to share your thoughts on how I can further improve your learning experience.

Generative AI Usage

Generative AI (e.g., ChatGPT, DeepSeek, Gemini, Grok) is permitted for all graded work in this course except for examinations.

- Citation: You must properly cite any AI-generated content used in your submissions.
- Plagiarism: Unattributed AI-generated material will be treated as plagiarism and handled according to HKUST's academic integrity regulations.

Classroom Etiquette

To ensure a productive learning environment for everyone, please adhere to the following:

- Punctuality: Please arrive on time.
- Respect: Value and respect the diverse views and opinions of your peers.
- Devices: Ensure mobile devices are turned off or set to silent.
- Focus: Avoid private conversations during class to prevent disturbing others.
- Section Integrity: Participation, attendance, group projects, and exams are valid only within your registered section; cross-section activities will not be recognized.

Grading & Re-grading

Exams and assignments are graded by the TA. If you believe there is a grading error:

1. Initial Inquiry: Email the TA within one week of receiving your grade.
2. Escalation: If the issue is not resolved, contact the professor via email (CC the TA). The subject line must start with "[ISOM 2010]" and include a clear justification for the re-grading request.
3. Final Review: If the professor re-grades the work, the new grade will be final—please note that the grade may increase, decrease, or stay the same.
4. Deadline: All re-grading requests must be submitted within one week of the grade release. Requests made after this period will not be considered.

Late Submission

To encourage timely progress, the following penalties apply to late assignments:

- Penalty: A 20% deduction of the total possible points for each day (or partial day) the assignment is late.
  - E.g, one day late results in a maximum score of 80%; two days late results in a maximum of 60%.
  - Submissions more than five days late will not receive credit.
- Please prepare in advance to avoid technical difficulties. If you have a known scheduling conflict, you are welcome to submit your work 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 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.

For more information, please visit the website at https://registry.hkust.edu.hk/resource-library/academic-integrity.

Class Schedule (Tentative – Please refer to Canvas for the latest updates)

Each session has a module of its own on Canvas wherein you can find what to learn on that session and access assigned readings and class notes.

Session/Date	Topic
Session 1 *Feb 2*	Course Overview
Session 2 *Feb 4*	Digital Economy I
Session 3 *Feb 9*	Digital Economy II
Session 4 *Feb 11*	Digital Economy III
Session 5 *Feb 16*	E-commerce I
Session 6 *Feb 18*	*Lunar New Year (No class)*
Session 7 *Feb 23*	E-commerce II
Session 8 *Feb 25*	Digital Platform I
Session 9 *Mar 02*	Digital Platform II
Session 10 *Mar 04*	Digital Platform III
Session 11 *Mar 09*	Mid-term Exam Review
Session 12 *Mar 11*	**Mid-term Exam**
Session 13 *Mar 16*	Case Discussion & Introduction to the final group project
Session 14 *Mar 18*	Business Analytics I
Session 15 *Mar 23*	Business Analytics II
Session 16 *Mar 25*	AI & Big Data I
Session 17 *Mar 30*	AI & Big Data II
Session 18 *Apr 01*	AI & Big Data III
Apr 3 - 8	*Mid-term Break*

Session/Date	Topic
Session 19 *Apr 13*	*Industry Week*
Session 20 *Apr 15*	
Session 21 *Apr 20*	Emerging Tech – Blockchain and Web3 I
Session 22 *Apr 22*	Emerging Tech – Blockchain and Web3 II
Session 23 *Apr 27*	Project Presentations I **NOTE: SUBMIT YOUR FINAL GROUP PROJECT REPORT**
Session 24 *Apr 29*	Project Presentations II
Session 25 *May 04*	Project Presentations III
Session 26 *May 06*	Wrap-up and Review for Final Exam
	Final Exam **NOTE: (LOCATION/DATE: To Be Announced)**