ISOM 2010 – Introduction to Information Systems
Sections L03 and L04
Fall 2020

[Subject to change under special circumstances such as COVID-19]

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Course Overview

In virtually every industry, information technology is driving structural change, creating unprecedent 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 technology concepts, social and economic trends underlying current and future developments in information technology, and 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 technical skills such as database management, data manipulation, and data 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; and
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

Participation	15%
Lab	15%
Group project	20%
Midterm exam	25%
Final exam	25%
Total	**100%**

Participation:
You are expected to contribute to (1) the discussions during the lecture, and (2) the discussions on Canvas. 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 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 the you need to complete, followed by an online lab quiz *(5%)*. You <u>must</u> attend the lab session to which you are assigned. TA will ask unregistered students to leave. <u>You will not get credit during a session for which you do not register.</u>
- Lab final exam *(10%)* will be held <u>separately</u> from the lecture final exam, that is, one exam for lecture content, and one for lab content. <u>There will be no make-up lab final exam.</u>

Group Project: [**Details will be posted later**]

This group activity is based on the real business operation. 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 in nature.

- 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.

Class Policy

- Please log in Zoom on time and turn on your camera.
- Respect the views and opinions of your classmate.
- If you have questions, please ask in the chat box.
- Any type of cross section activities is not allowed (e.g. attendance, group project, exams, etc.)
- Please do not share the zoom links for your registered section with others. Also, do not use the zoom links for other sections, especially those by other instructors. Although the course coverage is similar across different sections, there could be some variations in the content across instructors. Moreover, because the exams by different instructors are held at different time, the exam questions will vary across sections. Hence, for your benefit, you should only use the Zoom links for the section that you are registered in.

Grading

- If you have a re-grade request, please inform instructor and TA.
- You have 7 days from receiving the grade to submit a request for re-grading. After 7 days, no change will be considered.
- If your request is justified with a valid reason, your grade will be re-evaluated. But the grade may go up or down. This grade will be final.
- 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 8	1	Introduction
	Sept 10	2	Digital Economy (1)
2	Sept 15	3	Digital Economy (2)
	Sept 17	4	Digital Economy (3)
3	Sept 22	5	E-Commerce (1)
	Sept 24	6	E-Commerce (2)
4	Sept 29	7	E-Commerce (3)
	Oct 1	8	Public Holiday – No Class
5	Oct 6	9	E-Commerce (4)
	Oct 8	10	Midterm Review & Group Project Info Session
6	Oct 13	11	Industry Week
	Oct 15	12	[subject to change due to speakers' availability]
7	Oct 20	13	Midterm Exam [To be confirmed]
	Oct 22	14	Digital Platform (1)
8	Oct 27	15	Digital Platform (2)
	Oct 29	16	Digital Platform (3)
9	Nov 3	17	Big Data (1)
	Nov 5	18	Big Data (2)
10	Nov 10	19	Big Data (3)
	Nov 12	20	Big Data (4)
11	Nov 17	21	Group Project Presentation (1)
	Nov 19	22	Group Project Presentation (2)
12	Nov 24	23	Group Project Presentation (3)
	Nov 26	24	Group Project Presentation (4)
13	Dec 1	25	Information Systems and Career Development
	Dec 3	26	Wrap up & Final Exam Review