

ISOM 2010 – Introduction to Information Systems
Section L06 and L07
Fall 2019

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Course Overview

In virtually every industry, information technology is driving structural change, creating unprecedented opportunities, and at the same time generating significant challenges. With the rapid advance in information technology such as business analytics and 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 businesses and other organizations. Specifically, the lecture will focus on topics such as digital economy, e-commerce, social media, business analytics, and big data. In addition to the conceptual discussion offered by the instructor, separate lab sessions will be conducted by the teaching assistant to equip the students with basic technical skills such as database management, data manipulation in Excel and data analysis on the Microsoft cloud computing environment.

Expected Learning Outcomes

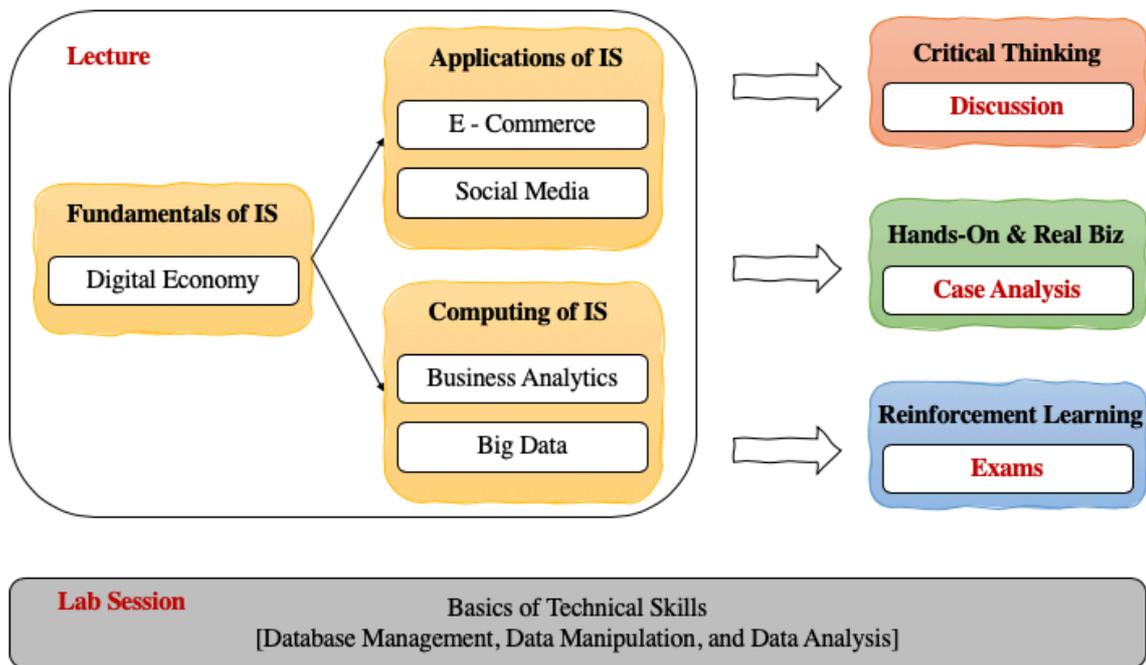
Upon successful completion of the course, students are expected to:

1. lay a solid foundation to understand the landscape of information systems in business and societal environment, which will help students further develop their capabilities and expertise in economics, finance, marketing, operations management, information system, and management;
2. describe the choice of a business organization's strategy and process, 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 provide students with:

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 Components



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.

Student Evaluations

Discussion contribution	15%
Lab session	15%
• <i>Online lab quiz</i>	5%
• <i>Lab final exam</i>	10%
Case analysis	20%
• <i>Presentation</i>	10%
• <i>Report</i>	10%
Lecture midterm exam	20%
Lecture final exam	30%
Total	100%

Discussion Contribution (15%):

Students can get credits by contributing to (1) the discussions during the lecture, (2) the Q&A sessions in the case analysis presentation, and (3) the discussions on Canvas with respect to the questions raised by the instructor based on the after-class readings and industry speaker talks. In evaluating discussion contribution, we will consider the following:

- Is the student a good listener and respectful to different views?
- Are the points that are made by the student 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 (15%): [Please consult our TA for more details.]

Lab session is *separate* from lecture and will be led by the *TA*. Each lab session is a 50-mins hands-on experience.

- In almost every lab session, there is a task that the student needs to complete, followed by an online lab quiz (5%). You *must* attend the lab session to which you are assigned. TA will ask unregistered students to leave. *You will not get credit during a session for which you do not register.*
- Lab final exam (10%) will be held together with the lecture final exam, with a separate exam paper from the lecture content, that is one exam paper for lecture content, and one exam paper for lab content. *There will be no make-up lab final exam.*

Case Analysis (20%):

This is a group activity based on the real business operation from Harvard Business School cases. It is intended to allow the student 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 the students to develop:

- 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.

After the add/drop period (Sept 2-16), we will:

- decide how many students per group;
- form groups for case analysis;
- assign and distribute cases;
- schedule case analysis consultation time;
- share the details of case analysis presentation (10%) and report (10%); and
- share the peer evaluation criterion.

Even though this is a group project, *students in a focal group may not receive the same credit*. Your credit depends on two key factors: (1) the quality of your group presentation and report, and (2) your own contribution to the group work based on your group members' evaluation.

Lecture Mid-Term Exam (20%) and Lecture Final Exam (30%):

These are major checkpoints to ensure that the students understand the key concepts that we introduce in this course. In general, these lecture examinations are non-technical in nature.

- The lecture midterm exam will test the lecture content covered in the first half.
- The lecture final exam will examine the lecture content covered in the second half.
- Two review sessions will be scheduled to help students prepare for these examinations.
- **All examinations will be closed book, closed notes, and no electronic devices.**
- **There will be no make-up for both mid-term and final examinations.**

Class Policy

- To provide you with more flexibility, say you have an important interview that has a time conflict with this class, the attendance is not required but highly encouraged, and lecture recording will be uploaded to Canvas. However, just by watching the lecture recording, you will miss the opportunities to engage with the instructor and your classmates. So please make a good judgement in terms of attendance based on your own situation.
- Please arrive on time if you plan to attend a particular session.
- Respect the views and opinions of your classmate.
- If you have questions about the materials, please raise your hand and ask. Do not chat with your neighbors in the classroom unless there is a group discussion.
- Phones and wireless devices should be muted.
- Laptops and iPad are allowed for the purpose of note taking only. If you are caught doing something unrelated to the class, you will be no longer allowed to use such devices in class.

Grading

Exams will be graded by the TA.

- If you have a question about your grade or you believe that you were graded incorrectly, please email the TA first within one week of receiving the grade.
- If the problem is not resolved with the TA, contact the instructor by email and copy the TA on the message, describing the situation and the reasons that justify your request for re-grading.
- If your request is justified with a valid reason, the instructor will re-grade the exams. But the grade may go up or down. This grade will be final. Students have one week from receiving the grade to submit a request for re-grading. After one week, no change will be considered.

For case analysis, it will be graded by the instructor.

- If you have a question about your grade or you believe that you were graded incorrectly, please contact the instructor by email, describing the situation and the reasons that justify your request for re-grading.
- If your request is justified with a valid reason, the instructor will re-grade the case analysis. Again, the grade may go up or down and will be final. Students have one week from receiving the grade to submit such request. After one week, no change will be considered.

Late Policy

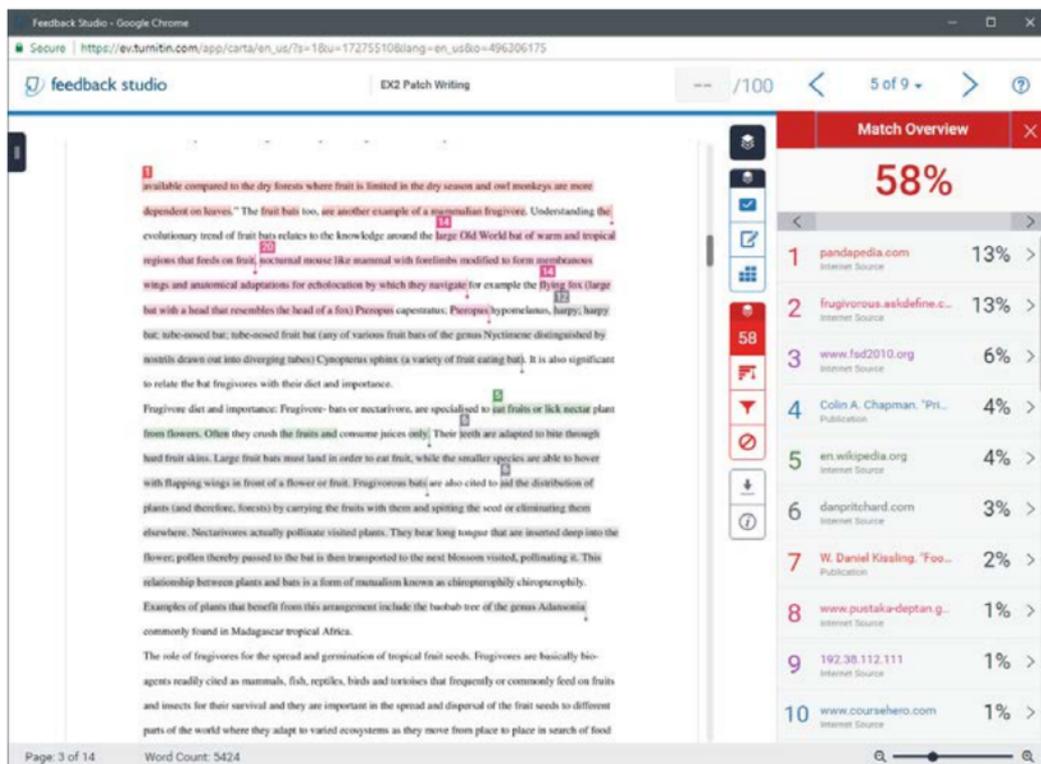
A 20% penalty for your or your group will be deducted for each day or part of a day that a deliverable is late as detailed below. Please prepare in advance so that you will not encounter technical difficulties to submit your deliverable. If you have a conflict with the due date, deliverable can always 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. ***The case analysis reports may be checked by HKUST Canvas Plagiarism Framework to get a plagiarism similarity score.*** Below is an example where the focal document receives 58% plagiarism similarity score.



The screenshot shows a plagiarism check interface. The main document text is on the left, and a 'Match Overview' sidebar on the right lists 10 sources with their respective similarity percentages. The total similarity score is 58%.

Rank	Source	Similarity Percentage
1	pandepedia.com	13%
2	frugivorous.asdefine.c...	13%
3	www.fsd2010.org	6%
4	Colin A. Chapman, "Pri...	4%
5	en.wikipedia.org	4%
6	danpritchard.com	3%
7	W. Daniel Kissling, "Foo...	2%
8	www.pustaka-deptan.g...	1%
9	192.38.112.111	1%
10	www.coursehero.com	1%

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>

Important Dates

Date	Content
Sep 17 [in class]	<i>Instructor</i> announces case analysis details including <ul style="list-style-type: none"> ○ how many students per group ○ candidate Harvard Business School cases
Sep 20 [before 4:00 pm]	<i>Group Coordinator</i> submits the group list including <ul style="list-style-type: none"> ○ recent headshot photos [electronic version] ○ members' full names ○ student IDs ○ registered lecture session ○ group coordinator name and contact information ○ group name
Sep 22	Case selection system goes live at 9:00 pm
Sep 24 [in class]	<i>Instructor</i> <ul style="list-style-type: none"> ○ announces case assignment ○ distributes cases ○ shares presentation and report details ○ announces peer evaluation criterion
Sep 24-26	<i>TA</i> schedules case analysis consultation time
Oct 8	Lecture midterm exam [Time and location to be determined]
Oct 14-18	Case analysis consultation [Time to be determined]
Nov 12-21	Case analysis presentation
Nov 27 [before 4:00 pm]	<i>Group Coordinator</i> submits case analysis report & slides <i>Each student</i> submits peer evaluation advised by TA's announcement
TBD	Lecture and lab final exam [Time and location to be determined]

Class Schedule

Week	Date	Class	Topic
1	Sept 3	1	Introduction
	Sept 5	2	Digital Economy (1)
2	Sept 10	3	Digital Economy (2)
	Sept 12	4	Digital Economy (3)
3	Sept 17	5	E-Commerce (1)
	Sept 19	6	E-Commerce (2)
4	Sept 24	7	E-Commerce (3)
	Sept 26	8	E-Commerce (4)
5	Oct 1	9	No Class [Public Holiday]
	Oct 3	10	Midterm Review for Lecture Content
6	Oct 8	11	Lecture Midterm Exam
	Oct 10	12	Social Media (1)
7	Oct 15	13	Social Media (2)
	Oct 17	14	Social Media (3)
8	Oct 22	15	Attend Industry Speaker Talks [No Lecture]
	Oct 24	16	
9	Oct 29	17	Business Analytics (1)
	Oct 31	18	Business Analytics (2)
10	Nov 5	19	Big Data (1)
	Nov 7	20	Big Data (2)
11	Nov 12	21	Case Analysis Presentation (1)
	Nov 14	22	Case Analysis Presentation (2)
12	Nov 19	23	Case Analysis Presentation (3)
	Nov 21	24	Case Analysis Presentation (4)
13	Nov 26	25	Looking into the Future
	Nov 28	26	Final Exam Review for Lecture Content

Lab Schedule

Week (Dates)	Topic
Week 2 (Sep 9-12)	Web Analytics
Week 3 (Sep 16-19)	Business Analytics using Microsoft Excel
Week 4 (Sep 23-26)	Advanced Business Analytics I
Week 5,6 (Sep 30, Oct 8-10)	Advanced Business Analytics II
Week 7 (Oct 14-17)	Advanced Business Analytics III
Week 9 (Oct 28-31)	Database using Microsoft Access I
Week 10 (Nov 4-7)	Database using Microsoft Access II
Week 11 (Nov 11-14)	Database using Microsoft Access III
Week 12 (Nov 18-21)	Big Data Analytics I
Week 13 (Nov 25-28)	Big Data Analytics II