

**Hong Kong University of Science and Technology**  
**School of Business and Management**  
**Spring 2020**

**ISOM 2010 – INTRODUCTION TO INFORMATION SYSTEMS**

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Course website: <http://canvas.ust.hk>

### **Course Description**

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, and business analytics. Other topics include: hardware/software, networking, the Internet, database, security, and enterprise applications. In addition 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.

### **Course Materials**

- We will rely on Canvas (<http://canvas.ust.hk>) *heavily*. There is **no required textbook** for this course.
  - All the materials (e.g., lecture slides, readings, guidance) that you need will be provided through Canvas.
- Recommended, but NOT required, textbook  
*Information Systems: A Manager's Guide to Harnessing Technology (ver. 7.0)*, by John Gallaughier, FlatWorld, 2018.

## Learning Outcomes

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

## Evaluations

Class Participation	15%
Labs	15%
Group Project	20%
Midterm Exam	20%
Final Exam	30%
Total	100%

**Class Participation (15%):** There are two aspects of your class participation.

- First, students are expected to participate in class activities (e.g., surveys, self-tests, reading assignments) and attend the invited speakers' sessions in the "Industry Week" (5%). In-class participation, 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 participation will not count towards your course grade.
- Second, students are expected to contribute to other students learning (10%). This will be achieved during the group project presentations, where you can provide your evaluation, feedback, and suggestion to help other groups improve their project. The respective groups and the instructor will assess your inputs

### **Labs (15%):**

The lab sessions will be 50 minutes each, and will cover from basic to advanced skills and knowledge of various business analytics applications as well as other interesting topics. 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 lecture emphasizes on managerial and strategic implications of information technology, whereas the lab sessions focus on specific technical knowledge. **Contact the TA of your lab section for all lab matters.**

### **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 TA will assign students to their respective groups. The group is to develop a business idea for a new technology (e.g., online platform, system, software, mobile application). The main deliverable is a business plan detailing the technology and the target market. The groups need to apply what we discuss in class to their business ideas in the business plans. The page limit of the business plan (including cover page (if any), references, tables, and appendices) is 8 pages (A4 paper, 1-inch margin on all sides, double-spaced, 11pt, Times New Roman). The business plan is due on May 15 (11:59pm).
- There are two deliverables for the group project: (1) the business plan (10%), and the project presentation (10%). I look for clarity, level of effort, and quality of content in the business plan and presentation when assigning grades.
- Please refer to Course Outline for the presentation schedule. The TA will assign students to their respective groups at the beginning of the semester.

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.

### **Mid-term (20%) and Final (30%):**

- There are two exams: one mid-term (20%) and one final exam (30%). The exams will be based on the topics and related concepts taught during class.
- Review sessions will be scheduled to help you prepare for these examinations.
- All examinations will be closed book, closed notes, and no devices.
- **Do not miss the exam: there will be NO make-up for both mid-term and final examinations.**
- If you have to miss the mid-term exam due to extraordinary circumstances such as unexpected hospitalization or loss of a family member, please let me (cc TA) know as soon as you can and see me with a doctor's note and/or verifiable and valid evidence. Only under such extraordinary circumstances, a make-up exam will be arranged for you but with additional **essay** questions or/and **oral** examination. There is **NO** make-up for the final examination.
  - In other cases, there will be no make-up exam if you miss the exam and you will automatically receive **0** points for that exam.
- Time conflicts with job interviews, other tests, travel plans, social obligations or any other, domestic, social, financial, religious or geopolitical situation, etc. will **NOT** be considered. There will be **NO** exceptions to this rule.

## **Instructor-Student Communication Policy**

- If you have any course related questions, please seek help from the TA first.
- When you send me an email, always start your email subject line with “[ISOM 2010]”
- I encourage you to use the discussion board on Canvas where you can ask questions and your classmates can provide replies.

## **Feedback Policy**

I value getting your feedbacks on what we do in class and how I can further improve your learning. I encourage you to share your thoughts with me.

## **Class Policies**

- Please log in Zoom **on time**
- Respect the views and opinions of your colleagues.
- If you have questions about the materials, please ask me during lecture, **DO NOT** chat with your friend privately.
- Phones are turned-off
- Any type of cross section activities/participation 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**

Exams and assignments will be graded by the TA. If you have a question about your grade or you believe that you were graded incorrectly, please first email the TA (within 1 week of receiving the grade). If the problem is not resolved with the TA, contact the professor by writing an email (cc TA and always start your email subject line with “[ISOM 2010]”) and describing the situation and the reasons that justify your request for re-grading. In this case, the professor will re-grade the exam or assignment, and the grade may go up or down. This grade will be final. Students have one week from the date an assignment or test is returned to submit an email request for re-grading. After one week, no changes will be considered.

## **Late Policy**

A 20% penalty will be deducted for each day or part of a day that an assignment 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 2-days late in submission you or your group will be graded on 60% (reduction of 2 × 20%) of your points for the submission. If you are late by 5 days, then you are better off NOT submitting the deliverable. Please prepare in advance so that you will not encounter technical difficulties that will result in your work receiving a late penalty. If you have a conflict with the due date, assignments can always be submitted early.

## **Academic Integrity**

Academic integrity entails absolute honesty in one's intellectual efforts. UST 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 <http://www.ust.hk/vpao/integrity/student-1.html>.

Week #	Date	Topic
1	Feb 20	Course Overview
2	Feb 25	No Class
	Feb 27	No Class
3	Mar 3	Digital Economy (I)
	Mar 5	Digital Economy (II)
4	Mar 10	Digital Economy (III)
	Mar 12	E-Commerce (I)
5	Mar 17	E-Commerce (II)
	Mar 19	Online Platforms (I)
6	Mar 24	Midterm Exam Review
	<b>Mar 26</b>	<b>Midterm Exam</b>
7	March 31	Online Platforms (II)
	Apr 2	Online Platforms (III)
8	Apr 7	Business Analytics (I)
	Apr 9	Business Analytics (II)
9	Apr 14	Industry Week
	Apr 16	Industry Week
10	Apr 21	Big Data Analytics (I)
	Apr 23	Big Data Analytics (II)
11	Apr 28	Emerging Technology
	Apr 30	No Class – The Birthday of the Buddha
12	May 5	Project Presentation (I)
	May 7	Project Presentation (II)
13	May 12	Project Presentation (III)
	May 14	Project Presentation (IV)
14	May 19	Course Recap

**\* Please note that the lecture schedule is subject to change due to the current situation**

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