

## ISOM2010 Introduction to Information Systems (L5) Fall 2020

	Lecturer	TA
Name	Muller Y.M. Cheung	Olivia H.Y. Chan
Office	LSK5045	LSK4065
Email	<a href="mailto:mcheung@ust.hk">mcheung@ust.hk</a>	<a href="mailto:imolivia@ust.hk">imolivia@ust.hk</a>
	(Email subject: [ISOM2010]...)	
Telephone	2358-8142	2358-7653
Office hours	By appointment	By appointment
Course web	<a href="https://canvas.ust.hk/">https://canvas.ust.hk/</a>	

### **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. There is **no required textbook** for this course. Additional readings and reference materials can be accessed through the course website. Students are expected to come to class prepared.

## **EVALUATIONS**

Class Participation	15%
Labs	15%
Group Project	20%
Midterm Exam	25%
Final Exam (Take-Home)	25%
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 participate in online discussions in CANVAS after the class hours. 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 lower group project.

**Midterm Exam (25%) and Final Exam (25%):** These are major check points to ensure that you understand the key concepts that we introduce in this course. The midterm examination will be conducted via Zoom. The final exam will be a take-home exam that requires you to apply the key concepts on analysis of business scenario. Details of the exams will be provided later in the semester. There is **NO** make-up for the examination.

Date	Topic
Sep 7 (Mon)	Course Overview
Sep 9 (Wed)	Digital Economy (I)
Sep 14 (Mon)	Digital Economy (II)
Sep 16 (Wed)	Digital Economy (III)
Sep 21 (Mon)	E-Commerce (I)
Sep 23 (Wed)	E-Commerce (II)
Sep 28 (Mon)	E-Commerce (III)
Sep 30 (Wed)	E-Commerce (IV) <b>Deadline: Provide 2 potential ideas for your group project</b>
Oct 5 (Mon)	Online Platforms (I)
Oct 7 (Wed)	Online Platforms (II)
Oct 12 (Mon)	<b>Industry Week</b>
Oct 14 (Wed)	<b>Industry Week</b>
Oct 19 (Mon)	Mid-Term Exam Review
Oct 21 (Wed)	<b>Midterm Exam</b>
Oct 26 (Mon)	<b>Public Holiday</b>
Oct 28 (Wed)	Business Analytics (I)
Nov 2 (Mon)	Business Analytics (II)
Nov 4 (Wed)	Big Data Analytics (I)
Nov 9 (Mon)	Big Data Analytics (II) <b>Deadline: Upload the presentation materials to CANVAS</b>
Nov 11 (Wed)	Group Project
Nov 16 (Mon)	Group Project
Nov 18 (Wed)	Group Project
Nov 23 (Mon)	Group Project
Nov 25 (Wed)	Group Project
Nov 30 (Mon)	Emerging Technology
Dec 2 (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.

## **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.**

For more information, please refer to: <http://ugadmin.ust.hk/integrity/student-1.html>