

## Course form to fill in (2021-2022)

### Course title:

Management Information Systems

### Staff responsible for the course:

### Lecturers:

Hee-Dong Yang

## 1) COURSE PRESENTATION

### Aims:

**At the end of the course, the student should be able to:**

- Understand the recent trends of IT (Information Technology) development
- Design the application of IT for enterprise operations
- Analyze data for the managerial implications

Plan and/or run the successful businesses on Internet

### Prerequisites:

Actually, there are no prerequisite skills or knowledge as long as students can use the basic IIs (e.g., excel, word processor). This course will require some team assignments regarding the business case studies. So, students are required to work in teams and conduct decent English communication skills.

### Course contents:

This course provides both the conceptual understanding of managerial issues of computer information systems and the hands-on skills of popular application programs. The contents of this course consist of the following three issues:

1. Typology of information systems: Students learn various types of information systems including ERP, SCM, CRM, KMS, Cloud, and SNS, to name a few.
2. Application programs: Lecturer will present the application programs explained in class. Excel, Data-mining tool, and Database (MS-Access) are the tools to be introduced during these sessions. These application programs will be further practiced through help sessions.

Managerial issues of information systems: This issue includes implementation of information systems, improving competitive advantage of organization by information systems, and security and privacy issues.

The daily schedules are as follows:

Day 1 (4 hours): Course Intro (1 hr), DB (2 hrs) + Practice of DB (1 hr)

Day 2 (4 hours): Cloud (1 hr), Internet Marketing (2 hrs) + Student Presentation (1 hr)

Day 3 (4 hours): ERP (1 hr), CRM (1 hr), SCM (1 hr) + Student Presentation (1 hr)

Day 4 (4 hours): Business Intelligence (3 hrs) + Final Examination (1 hr)

## 2) WORKING LOAD

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	10	Lecture
- <i>Interactive Course</i>	4	
- <i>Tutorials</i>	2	Lecture & Demonstration
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	6	Book + 2 Case studies
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	4	Presentation (2 hrs) + Preparation
- <i>Individual Projects</i>		
- <i>Personal work</i>		
<b>Total working time for the student</b>	<b>26</b>	

## 3) EDUCATIONAL METHODS

- ☒ Coaching
- ☒ Case Study
- ☐ E-Learning and/or Self-learning
- ☒ Interactive courses
- ☒ Presentations
- ☒ Projects
- ☐ Research
- ☐ Seminars
- ☒ Tutorials
- ☐ Visits

#### **4) ASSESSMENT**

30% examination, 60% team presentation, 10% attendance & contribution

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<b><u>Continuous assessment</u></b>	Continuous assessment			
	Mid-term exam			
	Participation			
	Oral presentation			
	MCQ			
<b><u>Final exam</u></b>	Oral final exam			
	Written final exam	1		25%
<b><u>Others</u></b>	Case study			
	Group Project	2		50%
	Individual Project			
	Written assignment			
	Exercises	1		25%
<b>Total</b>		4		100%

#### **5) RECOMMENDED READING**

**Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):**

- Two text books are recommended (NOT mandatory, though, because I will hand out my teaching notes) :
- Laudon, K.C. & C.G. Traver. 2019. E-Commerce 2019: Business, Technology, Society (15<sup>th</sup> edition). Pearson.
  - Kroenke, D.M. & R.J. Boyle. 2018. Using MIS (10<sup>th</sup> edition). Pearson Prentice Hall.

#### **Class books :**

Business cases available at Harvard Business Publishing :

- Social commerce: How Pinduoduo and Instagram challenge Alibaba and Amazon in e-Commerce
- Surviving SAP Implementation in a Hospital

#### **Reviews :**

#### **Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

Name of the Website	URL