

# Macao Polytechnic Institute

## School of Business

### Bachelor of Management Bachelor of Business Administration in Marketing

#### Module Outline

Academic Year 2021 / 2022

Semester 1

<b>Learning Module</b>	Management Information Systems		<b>Class Code</b>	MMIS0140-212, 311
<b>Pre-requisite(s)</b>	Nil			
<b>Medium of Instruction</b>	English		<b>Credit</b>	3
<b>Lecture Hours</b>	45 hrs	<b>Lab/Practice Hours</b>	0 hrs	<b>Total Course Duration:</b> 45 hrs
<b>Instructor</b>	Dr. Terence Lai		<b>E-mail</b>	tmlai@ipm.edu.mo
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#### Description

This course introduces the basics of information systems with emphasis on real world applications. Students will learn the basics of information systems, IT infrastructure, and the Internet, appreciate the state-of-the-art IT technology as well as to understand how IT can be applied to businesses, and its capabilities and limitations.

#### Learning Outcomes

After completing the learning module, the students should be able to:

1. explain various applications of management information systems (MIS)
2. explain how organizations use information systems to achieve competitive advantage
3. describe emerging IS technologies, applications, and security issues
4. discuss the impact of the Internet and E-commerce to traditional businesses
5. describe how organizations develop, acquire and implement IS

## Alignment of Program and Module Intended Learning Outcomes

Management Program PILOs	MILOs
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	MILO 1, 2, 3, 4, 5
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	MILO 1, 2, 3, 4, 5
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	MILO 1, 2
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	MILO 4
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	MILO 2, 5
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	MILO 1, 2, 3, 4, 5
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	MILO 1, 2, 3, 4, 5

## Alignment of Program and Course Intended Learning Outcomes

Marketing Program PILOs	MILOs
1. Explain the core concepts, values and Skills ● Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	MILO 1, 2, 3, 4
2. Apply appropriate Tools and technologies ● Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	MILO 1, 2, 3, 4, 5
3. Proceed Lifelong learning ● Students are able to apply self and independent learning to leverage learned knowledge in practical life.	MILO 1, 2, 3, 4, 5
4. Adopt Leadership approaches ● Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	N/A
5. Demonstrate and practice Legal and Ethical Values ● Students are able to identify professional ethics from broad business practices.	MILO 1, 2, 3, 4
6. Effective Communication Skills ● Students are able to communicate and present ideas effectively.	MILO 1, 2, 3, 4, 5
7. Critical Thinking ● Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	MILO 1, 2, 3, 4, 5
8. Intercultural Competence ● Students are competent to associate in a diversified social and global community.	MILO 4

## **Content**

1. IS in Global Business today (chapter 1 - 3 hours)
  - 1.1 Understand the roles of IS in business today
  - 1.2 Relate the perspectives on information systems
  - 1.3 Describe contemporary approaches to IS
2. Global E-business and Collaboration (chapter 2 - 4.5 hours)
  - 2.1 Identify types of information systems
  - 2.2 Outline systems for collaboration and social business
3. Information Systems, Organizations, and Strategy (chapter 3 - 4.5 hours)
  - 3.1 Describe the impact of IS on organizations
  - 3.2 Develop competitive strategies using IS
4. IT Infrastructure: Hardware and Software (chapter 5 & 6 - 6 hours)
  - 4.1 Identify computer hardware
  - 4.2 Describe computer software
  - 4.3 Describe databases and information management

Mid-Term Exam (chapter 1, 2, 3, 5, 6)

5. Telecommunications, the Internet, and Wireless Technology (chapter 7 - 6 hours)
  - 5.1 Understand telecommunications and networking in today's business world
  - 5.2 Outline Communications networks
  - 5.3 Describe the Internet
  - 5.4 Understand wireless networking
6. Securing Information Systems (chapter 8 - 4.5 hours)
  - 6.1 Identify system vulnerability and abuse
  - 6.2 Understand business value of security and control
  - 6.3 Identify technologies and tools for protecting information resources
7. Enterprise Applications (chapter 9 - 4.5 hours)
  - 7.1 Describe enterprise systems
  - 7.2 Describe supply chain management systems
  - 7.3 Describe customer relationship management systems

8. E-commerce: Digital Markets and Digital Goods (chapter 10 - 3 hours)

- 8.1 Describe E-commerce and the Internet
- 8.2 Outline E-commerce: business and technology
- 8.3 Describe mobile digital platform and mobile e-commerce
- 8.4 Describe E-commerce presence

9. Building Information Systems (chapter 13 – 3 hours)

- 9.1 Describe system development and organizational change
- 9.2 Outline system development process

Mid-term Examination (3 hours)

Final Examination (3 hours)

### **Teaching Method**

This course is primarily conducted by means of class lectures on concepts and latest issues of the subject, supplemented by cases, class discussions, and individual assignments. Class discussions and individual assignments are used to promote students' thinking of how MIS shapes digital firms nowadays.

### **Attendance**

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who have less than 70% of class attendance for the enrolled module are not eligible to attend the final or re-sit examinations and will be given an “F” as their final grade.

### **Assessment**

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

Students' understanding of course material and their performance is assessed on the basis of assignments, a midterm examination, and a final examination. The assignments are to evaluate students' understanding of the key concepts of MIS and its applications. The midterm and final examinations aim to evaluate the students' comprehensive understanding of topics covered in the course.

Item	Description	Percentage
1. Assignment(s)	Assessment(s)	20%
2. Project(s)	Student Project	20%
3. Mid-term Exam	Mid-term exam	20%
4. Final Examination	Final examination	40%
Total		100%

## **Policy against academic misconduct behavior**

Academic honesty is the basis for academic achievement. Cheating or dishonest acts in assignments, mid-term or final examination are serious offenses: a maximum grade deduction of 100% will be exercised.

**Warning: Plagiarism is a serious form of academic misconduct.**

### **Plagiarism Policy**

It is student's responsibility to ensure that his/her assignment has been checked by *Turnitin* software, and the similarity score given by *Turnitin* software cannot be higher than 30%. However, a special case can be determined by the instructor.

### **Teaching Material(s)**

#### **Textbook**

Kenneth Laudon & Jane Laudon (2020, 16<sup>th</sup> Global edition), Management Information Systems – Managing the Digital Firm, Pearson.

#### **Reference**

##### **Reference books:**

Hossein Bidgoli, MIS, (2018, 8th edition), Cengage.

David M. Kroenke, Randall J. Boyle, Experiencing MIS, (2017, 7<sup>th</sup> edition), Pearson.

#### **Journals**

*MIS Quarterly* (ejournal available via MPI library eResources - JSTOR)

*Management Science* (ejournal available via MPI library eResources - JSTOR)

#### **Websites:**

- [www.cio.com](http://www.cio.com)
- [www.informationweek.com](http://www.informationweek.com)