**Course Syllabus**

**2021 CNU International Summer Session**

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| **Course Title** | | | **Management Information System** | | | | | | | | | | | | | | |
| **Course Type** | | | **Required** | | | | | | **Credits**  **(hours)** | | | **3 (3 hours)** | | | | | |
| **Department** | | | **Business Administration** | | | | | | **Professor** | | | **Ilsang Ko** | | | | | |
| **Classification**  **(year in school)** | | | **3** | | | | | | **Office Number** | | | **062-530-1444** | | | | | |
| **Class room** | | | **Bus 2-201** | | | | | | **E-mail** | | | **isko@chonnam.ac.kr** | | | | | |
| **Class hour** | | | **3** | | | | | | **Office Hours / Place** | | | **Friday 11:30am**  **/ Bus 2-213** | | | | | |
| **Prerequisite(s)** | | | **None** | | | | | | | | | | | | | | |
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| **Course objectives** | | | In this course, we review current trends on Management Information System. We look into information systems and their roles in business. We discuss the ways to fuel globalization through the pervasive use of information technology. We review the ways of valuing IS investments and managing IS infrastructures. Dozens of current business models are introduced to enable E-Commerce using the Internet. Building organizational partnerships using information systems will be discussed. The development methodology of information systems will be introduced briefly. We will review current information systems used in organizations. We will finally discuss about the issues on IT security and its ethical problems. | | | | | | | | | | | | | | |
| **Core Competency to be Acquired** | | | Creativity | | Sensibility | | | | | Community Values | | | | Total (%) | | | |
| 50 % | | 20 % | | | | | 30 % | | | | 100% | | | |
| - Creative competency consists of convergence, identification and resolution of problem competency, and computing mind competency.  - Emotional competency consists of humanity, culture and arts, and leisure competency.  - Community competency consists of self-planning, civility, and global competency. | | | | | | | | | | | | | | |
| **Other competency (optional)** | | | - Self-initiated learning and critical thinking  - Oral and Written Communication Skill, Presentation Capability  - Information Search, Information Organization Capability for Presentation  - Identification and resolution of problem competency  - Computing mind competency. | | | | | | | | | | | | | | |
| **Teaching Methods** | | | **Instruction Format (Choose One)** | | | | | | | | | | | | | | |
| Hybrid of Online and  In-Person Class | | | | Online Class | | | | | | In-Person Class | | | | |
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| **Teaching Methods** | | | | | | | | | | | | | | |
| Lecture | | | 50 % | | | | | Presentation  /Discussion | | | | | | 30 % |
| Project Based Learning | | | 20 % | | | | | Total (%) | | | | | | 100% |
| Team Project:  Team Building is mandatory. I will assign students at random into 5 teams. Each team should prepare a presentation file (MS PPT) for the assignment case. The contents should include the details of the company in the case with its history, its business model (product and services, potential benefits of stakeholders, revenue sources), financial records within three recent years, questions and answers. All the members are encouraged to participate in their team presentation. | | | | | | | | | | | | | | |
| **Grading** | | | Mid-Term | | | 25 % | | | | | Class participation | | | | | | 10 % |
| Final | | | 25 % | | | | | Attendance | | | | | | 10 % |
| Individual Tasks | | | 10 % | | | | | Others (Describe) | | | | | | 0 % |
| Team Projects | | | 20 % | | | | | Total (%) | | | | | | 100% |
| Grade Range:  A+ or A will be up to 50%  B+ or B will be up to 40%  C+ or C below will be less than 10%  ※ Pursuant Section 28 of the Guidelines on Class Management, grading methods can be adjusted for the physically impaired.  ※ Under Section 29 of the University Regulations on Academic Affairs, a student automatically fails a course in case of failure to attend more than 3/4th classes. | | | | | | | | | | | | | | |
| **Accommodations for Handicapped** | | | - Visually impaired: provision of course related materials in audio, note taking helper, permission to record the lecture  - Audibly impaired: provision of course related materials in visual, note taking helper, permission to have e-learning lectures in sign language or shorthand  - Physically or mentally challenged: provision of course related materials, note taking helper, permission to record the lecture   * Any other requests that are considered necessary: provision of assisted   ingress and egress to the classrooms and other supports | | | | | | | | | | | | | | |
| **Textbooks & References** | | | | | | | | | | | | | | | | | |
| Category | Title | | | | | Author | | | | | Publisher | | | | | Year of publication | |
| Main textbook | ***Information Systems Today: managing in the digital world*** | | | | | **Valacich, J. and C. Scheneider** | | | | | **Pearson** | | | | | **2018** | |
| Others | ***E-Commerce 2019*** | | | | | **Laudon, K.C. and Traver, C.G.** | | | | | **Pearson Education** | | | | | **2020** | |
| Reference | ***Wikinomics: How Mass Collaboration Changes Everything,*** | | | | | **Tapscott, D., and A.D. Williams** | | | | | **Portfolio** | | | | | **2008** | |
| **Daily Course Schedule** | | | | | | | | | | | | |
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| **Day** | **Lecture Topic** | **Class Materials & Assignments** | **Class Type** |
| **1** | **Class Introduction**  **Team Building** | **MIS Syllabus** | **Online** |
| **2** | **Lecture 1.**  **Topic: Globalization with Information Technology**  **We will review the characteristics of the digital world, the key drivers of globalization, the components of information systems, IS professional core competencies, types of information systems, and strategic use of information technology. We will discuss about ethical concerns of IS, maintaining privacy online, and a code of ethical conduct.** | **Chapter 1. Managing in the Digital World**  **Case analysis: Apple Computer**  **Discussion Question: Given the pace at which technology is converging, what do you think is Apple’s next revolutionary innovation? (pp.72)** | **Online** |
| **3** | **Lecture 2.**  **Topic: Competitive Advantage through Information Technology**  **We will review decision making levels of an organization, business process of functional area IS, competitive forces, use of IS in the value chain, international business and IS strategy. We will discuss about disruptive innovations, e-business innovation cycles, and approaches for applying free economics.** | **Chapter 2. Gaining Competitive Advantage through Information Systems**  **Case Analysis: LinkedIn**  **Discussion Question: Describe possible revenue models related to social networking services. (pp.113)** | **Online** |
| **4** | **Lecture 3.**  **Topic: Information Systems Infrastructures**  **We will review components of an IS infrastructure, open source movements, Internet, WWW, utility computing, cloud computing, grid computing, edge computing, VoIP, and green computing. We will discuss about smart digital world and the future of cloud computing.** | **Chapter 3. Managing the IS infrastructure and Services**  **Case Analysis: The Dark Web**  **Discussion Question: What are the implications of the dark web for individuals, Companies? Governments? (pp. 164)** | **Online**  **Assignment #1** |
| **5** | **Lecture 4.**  **Topic: Electronic Commerce**  **We will review types of EC, key capabilities of the Web, components of a business model, revenue sources, B2B marketplace, collaboration, e-auction, Internet marketing, Advertising pricing models, and location based M-commerce. We will discuss about issues and trends in electronic commerce, and conducting safe transactions online.** | **Chapter 4. Enabling B-to C Electronic Commerce**  **Case Analysis: Rocket Internet – Cloning Business Models**  **Discussion Question: What types of business models are easiest to clone? What type are hardest to clone? (pp. 206)** | **Online** |
| **6** | **Lecture 5.**  **Topic: Electronic Collaboration**  **We will review Web 2.0, blog, social presence, virtual world, media sharing, social bookmarking, social cataloging, wikis, crowdsourcing, social networking, viral marketing, Web services, syndication, widgets, and mashups. We will discuss about future Web capabilities, organizational issues, and pitfalls of Web marketing.** | **Chapter 5. Enhancing Organizational Communication and Collaboration Using Social Media**  **Case Analysis: Industry Analysis – Online Travel, (pp. 241)** | **Online** |
| **7** | **Team #1 Presentation**  **Team #2 Presentation** |  | **Online** |
| **8** | **Mid-Term Exam** |  | **Online** |
| **9** | **Lecture 6.**  **Topic: Business Intelligence**  **We will review the concepts of business intelligence, elements of database, data models, query, OLTP, data warehouse, data marts, OLAP, information and knowledge discovery, business analytics, and information visualization, expert systems, neural networks, KMS, and intelligent agent systems. We will discuss about approaches of patterns, associations, clustering, and classifications on web mining.** | **Chapter 6. Enhancing Business Intelligence Using Big Data and Analytics**  **Case Analysis: Gathering Social Intelligence**  **Discussion Questions: How will organizations know what to look for when using social media for business intelligence?**  **(pp. 294-295)** | **Online** |
| **10** | **Lecture 7.**  **Topic: Business Process Reengineering**  **We will review business processes, supply chain, value chain, core activities, support activities, coordination of value systems, legacy systems, enterprise resource planning system, best practices-based software, and business process reengineering. We will discuss about success factors for enterprise systems and service oriented architecture** | **Chapter 7. Enhancing Business Processes Using Enterprise Information Systems**  **Case Analysis: Industry Analysis – The Automobile Industry**  **Discussion Questions: How has globalization changed the business processes of auto manufacturers? (pp. 326)** | **Online** |
| **11** | **Lecture 8.**  **Topic: Supply Chain Management and Customer Relationship Management**  **We will review supply networks, process innovations, JIT, VMI, the bullwhip effect, corporate social responsibility, supply chain visibility and analytics, RFID, customer relationship management, operational CRM, analytical CRM, collaborative CRM, sales force automation, enterprise marketing management, and customer resource management. We will discuss about multiple identities on the Web and ethical issues of CRM.** | **Chapter 8. Strengthening B-to-B Relationships via Supply Chains and Customer Relationship Management**  **Case Analysis: Supply Chain Havoc**  **Discussion Question: How can information systems help organizations minimize the impacts of disruptions to their global supply network? (pp. 368)** | **Online** |
| **12** | **Lecture 9.**  **Topic: Information Systems Development**  **We will review cost benefit analysis, system development process, customized software, off-the-shelf software, SDLC, system analysis, joint application design, entity relationship diagram, data flows, system design, system implementation, system conversion, documentation, training, system maintenance, patches, prototyping, external acquisition, a request for proposal, vendor selection, application service provider, and types of outsourcing. We will discuss about making a successful business case and productivity paradox** | **Chapter 9. Developing and Acquiring Information Systems**  **Case Analysis: Case 1 –Next Generation Identification: FBI, ICE Databases Expand and Join Forces**  **Discussion Question: Discuss the problem associated with having biometric systems single out innocent people (pp. 414)** | **Online**  **Assignment #2** |
| **13** | **Lecture 10.**  **Topic: Information Systems Security**  **We will review threats to IS security, computer crimes, virus attacks, hacking, cracking, unauthorized access, information modification, worms, Trojan horses, malware, zombies, DOS attacks, spywares, spam, phishing, CAPTCHA, cookies, identity theft, hoaxes, cybersquatting, cyber harassment, stalking, cyber bullying, online predator, software piracy, cyber war, patriot hackers, cyberterrorism, technological safeguards, biometrics, retinal patterns, VPN, firewalls, encryption, cryptography, backups, and computer forensics. We will discuss about building an information systems security plan and IS auditing.** | **Chapter 10. Securing Information Systems** | **Online** |
| **14** | **Team #3 Presentation**  **Team #4 Presentation** |  | **Online** |
| **15** | **Final Exam** |  | **Online** |

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| **References** |
| **Dynamic Capabilities and Strategic Management, Teece, D., Pisano, G. and Shuen, A., 1997**  **Information Requirements Analysis, Lederer, A., 1981**  **The Resource-Based View, Wade, M. and Hulland, J. 2004**  **Website features that gave rise to social commerce: a historical analysis, Curty, R. and Zhang, P., 2013** |