

BIZ3189-05 (2ND SEMESTER, 2020)



Created Date	2020-07-14 12:18:03	Last-Modified	2020-07-16 16:10:07
Course Title	MANAGEMENT INFORMATION SYSTEMS	Credit	3
Location	Realtime online lecture	Time	Tue5,6,Thu4

Instructor	Kim Seung Hyun	Department	대학원 경영학과
Office		Telephone	
e-mail & Office Hour			

Core Competencies	학업기초능력	창의적 사고	윤리의식
	50	30	20

Target Students	Undergraduate students majoring in business administration
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Course Description & Goals	<p>COURSE OVERVIEW</p> <p>The prevalence of information technologies (IT) has rapidly reshaped individual behaviors, business environments, and our society. In business environments, IT play a critical role in supporting managerial decisions, designing business processes, and enhancing organizational performance. IT also enable new products, services, and business models today. As IT provide new opportunities for businesses, they also present new challenges such as securing systems and protecting the privacy of customers. Thus, it is important for today's managers to have a good understanding of modern IT, the strategic role of IT as well as how IT can be used in organizations from a management perspective. This course aims to introduce IT that are critical to modern business, study IT applications in various aspects of business operations, and discuss future opportunities and challenges in taking advantage of IT in business.</p>
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Prerequisite	.
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Course Requirements	<p>*****</p> <p>** **</p> <p>** 100% Real-time Online Class **</p> <p>** **</p> <p>*****</p> <p>COURSE OBJECTIVES & REQUIREMENTS</p> <p>Upon completion of this course, the following Learning Goals will be fostered;</p> <p>(a) Fundamental Knowledge of Discipline</p> <p>Overall, students will be able to understand the importance of IT for businesses and various applications of IT in a business context. This course will start with some business concepts to heighten students' awareness of the importance of IT in business from a strategic perspective. Students will next learn some technical foundations, without losing sight of the business perspective. Some emerging technologies will be discussed as well. Finally, students will learn</p>
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major IT applications in today's businesses and the emerging digital economy. Specifically, this course aims to help students answer the following questions.

1. Why are information systems so important in today's business? How can information systems help businesses become more competitive?
2. What are the technical foundation for understanding information systems? What are the emerging technological innovations that can potentially help businesses?
3. What are the core information systems applications that businesses are using today to improve operational excellence and decision making? How can enterprise-wide applications improve business performance and decision making?

(b) Communication Skills

Polishing up your communication skills is one of the important goals of this course. For example, EVERY STUDENT in each group should present part of his/her group project at the end of semester. You are also expected to actively participate in class discussions.

Student evaluation will be made based on the following criteria:

- Midterm Exam (25%): Individual Work
- Final Exam (35%): Individual Work
- New IT Project (15%): Group Work
- Written Assignment for Case Analysis (15%): Group Work
- Participation & Attendance (10 %): Individual Work
- Extra Bonus Point (1 point): Individual Work

Midterm Exam (25%)

The midterm exam will cover all lectures, readings, cases, and materials to that date. More details on the midterm exam will be provided in the week before the exam.

Final Exam (35%)

The final exam will encompass all lectures, readings, cases, assignments, and materials covered during the semester. The instructor will give students more specific guidelines on how to prepare for the final exam in the last week of the class.

Grading Policy(Absolute)

New IT Project (15%): Group Work

Each group consists of FOUR or FIVE members. Each group is required to survey an emerging IT topic and present their findings in an in-class presentation. The presentation should be appropriate for a managerial audience rather than for techies, and should focus on the managerial implications of the topic.

Written Assignment for Case Analysis (15%): Group Work

Students are required to analyze one of the case studies assigned for reading and submit a short report before the case is discussed in class. For each case, a few questions to answer will be provided by the instructor. The length of this report should not exceed THREE (3) pages.

Participation & Attendance (10 %)

Class contribution will be assessed based on students' participation in class discussion. Though not all students are equally comfortable with participating in class, this is a relatively low risk environment in which they can practice skills needed later in life.

Texts & References

- Textbook: Essentials of Business Information Systems, by Kenneth C. Laudon and Jane P. Laudon, Prentice Hall (Textbook)
- Other Readings: Additional Readings will be assigned

Instructor's Profile

KIM, Seung Hyun

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ACADEMIC POSITION

2014 - : Associate Professor, School of Business, Yonsei University
 2008 - 2014: Assistant Professor, National University of Singapore

EDUCATION

2005 - 2008: Ph.D., Carnegie Mellon University, USA
 2003 - 2005: M.S., Carnegie Mellon University, USA
 1996 - 2002: Bachelor, Yonsei University

TA's Name & Contact Information	TBA
Syllabus in English	Provided above

Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2020-09-01 2020-09-07	Introduction	Ch. 1	(9.1.) Fall semester classes begin (9.3. - 9.7.) Course add and drop period
2	2020-09-08 2020-09-14	IT and Strategy	Ch. 2-3	
3	2020-09-15 2020-09-21	IT and Strategy	Ch. 2-3	
4	2020-09-22 2020-09-28	Hardware and Software Management	Ch. 5	
5	2020-09-29 2020-10-05	Database, Business Intelligence, and Big Data	Ch. 6 & Ch.11	(9.30. - 10.2.) Chuseok Holiday (10.3.) National Foundation Day
6	2020-10-06 2020-10-12	Network & Internet Technologies	Ch 7	(10.6. - 10.8.) Course withdrawal period (10.7.) First third of the semester ends (10.9.) Hangul Proclamation Day
7	2020-10-13 2020-10-19	Enterprise-Wide Applications	Ch. 9 & Ch. 11	
8	2020-10-20 2020-10-26	Enterprise-Wide Applications	Ch. 9 & Ch. 11	(10.20. - 10.26.) Midterm Examinations
9	2020-10-27 2020-11-02	Midterm Exam		
10	2020-11-03 2020-11-09	e-Business Strategy	Ch. 10	
11	2020-11-10 2020-11-16	Social Media Strategy	Ch. 10	(11.16.) Second third of the semester ends
12	2020-11-17 2020-11-23	Information Security & Ethics	Ch. 4 & Ch.8	
13	2020-11-24 2020-11-30	Student Presentations		

14	2020-12-01 2020-12-07	Student Presentations		
15	2020-12-08 2020-12-14	Final Exam		(12.8. - 12.21.) Self-study and Final Examinations
16	2020-12-15 2020-12-21			(12.8. - 12.21.) Self-study and Final Examinations

* Changes in Management of Academic Semester

During the midterm examinations (2020.10.20. - 10.26.) and final examinations (2020.12.8. - 12.21.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from the course professor or from the Center for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams:

(However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

