

Information Management

Course schedule: 9:10-12:00 Tuesday classroom: 管一 102

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Course Outline

The objective of the course is to provide students with a brief but in-depth look at how business firms use information technologies and systems to achieve corporate objectives. It is a common belief that all business school students-regardless of their majors-require some basic understanding and knowledge of how to use information technologies and systems on their jobs. People all agree that information systems are one of the major tools available to business managers for achieving corporate goals. The course will examine how information technology (IT) enables organizations to conduct business in radically different and more effective ways and discuss today's challenges from the point of the view of the managers who are grappling with them. It recounts stories of success and failure, focusing on the issues faced and the decisions made by executives in companies around the world. This course is based on the fundamental premise that the major role of information technology is to provide organizations with strategic advantage by facilitating problem solving, increasing productivity and quality, improving customer service, and enabling business process reengineering. By taking a practical, managerial-oriented approach (e.g., case studies), this course discusses how IT can be used by information system department, by end users and vendor as well. Managing information resources, new technologies, and communications network is becoming a critical success factor in the operations of many companies and will be addressed in the course too.

The course is divided into four modules. The first module is aimed at understanding the information systems in general, particularly in the Internet era. It discusses issues on how to achieve the competitive advantages with information systems. The second module explores information technology infrastructure by looking into the hardware, software, database, and knowledge base in the value-creating process. The third module examines the key system application issues on operation, customer, market, and decision-making. The fourth module concentrates on building and managing information systems and societal aspect of information systems.

Course schedule

2/17 Information Systems in the Enterprise

2/24 Business Information Systems (Chapter 1)

Discussion:

1. **UPS compete globally with information technology** (p.16)

3/3 E-Business: How Businesses Use Information System (Chapter 2)

Discussion:

1. **Google's new search for the best and the brightest** (p.53)

3/10 Achieving Competitive Advantage with Information Systems (Chapter 3)

Discussion:

1. **Can Detroit make the cars customer want?** (p.87)

3/17 IT Infrastructure: Hardware and Software (Chapter 4)

Discussion:

1. **Will Google take over the Desktop?** (p.136)

3/24 Case discussion:

1. **Is Second life ready for Business?** (p.34)
2. **YouTube, the Internet, and the Future of Movies** (p.110)

Quiz 1

3/31 Foundations of Business Intelligence: Databases and Information management (Chapter 5)

Discussion

1. **The database behind MySpace** (p.177)

4/7 Hand-on on Access exercise (lab class)

Final project group meeting (to be scheduled)

4/14 Telecommunications, the Internet, and Wireless Technology (Chapter 6)

Discussion:

1. **Wal-Mart grapples with RFID** (p.219)

4/21 Securing Information Systems (Chapter 7)

Discussion:

1. **Can Salesforce.com On-Demand remain in Demand?** (p.256)

4/28 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications (Chapter 8)

Discussion:

1. **Invacare struggles with its Enterprise System implementation** (p.287)

5/5 Mid term (in class exam)

5/12 E-commerce: Digital Markets, Digit Goods (Chapter 9)

Discussion:

1. **Can eBay continue growing?** (p.308)

5/19 Case discussion

Can HP mine success from an enterprise data warehouse? (p.185)

Sunsweet Growers cultivates its supply chain? (p.293)

5/26 Improving Decision Making and Managing Knowledge (Chapter 10)

Discussion:

1. **Managing with Web 2.0** (p.356)

6/2 Building Information Systems (Chapter 11)

Discussion:

1. **Dorfman Pacific rolls out a new wireless warehouse** (p.395)

Quiz 2

6/9 Ethical and Social Issues in Information Systems (Chapter 12)

Wrap up

6/16 Final project presentation

Grading Schema

Discussion question assignments (10 pts each x 5)	50 pts
Class participation	20 pts
Case discussion (20 pts each x 2)	40 pts
Quiz (30 pts each x 2)	60 pts
Mid term	80 pts
Final project (team)	100 pts

Textbook

Laudon, Kenneth and Jane Laudon, Essentials of Management Information Systems, 8th ed., Pearson Education, ISBN: 0-13-501353-4-1 (web site: www.prenhall.com/laudon)

To be discussed list

1. **UPS compete globally with information technology** (p.16)
2. **Google's new search for the best and the brightest** (p.53)
3. **Can Detroit make the cars customer want?** (p.87)
4. **Will Google take over the Desktop?** (p.136)
5. **The database behind MySpace** (p.177)
6. **Wal-Mart grapples with RFID** (p.219)
7. **Can Salesforce.com On-Demand remain in Demand?** (p.256)
8. **Invacare struggles with its Enterprise System implementation** (p.287)
9. **Can eBay continue growing?** (p.308)
10. **Managing with Web 2.0** (p.356)
11. **Dorfman Pacific rolls out a new wireless warehouse** (p.395)

Assignments

Write 1-2 pages answer report for each of 5 selected discussion questions. For those whose ID is even, please select from the even number questions in the to-be-discussed list. For those whose ID is odd, please select from the odd number questions in the to-be-discussed list.