## COURSE GOALS

To introduce the concepts, strategic role and principles of information technology in a global and dynamic business.

To foster an interest in information technology and introduce the fundamental IT knowledge and skills applicable to all functional areas of organizations.

## LEARNING OBJECTIVES

Students will be able to

- understand the role of IT in daily business activities.

- apply business and IT strategic frameworks to analyze a business situation, and discuss the IT value proposition and how IT can affect and support business strategies.

- describe the information needs at the strategic and operational levels and discuss how IT can support them.

- understand the role of business analysts and apply some basic business analysis techniques and tools.

- present best practices in developing and introducing IT applications and opportunities such as cloud computing, social media, and Big data.

- discuss the major issues related to security and privacy, risk management and ethical aspects of information systems.

- understand the fundamentals of IS project planning and the importance of good IS project management practice.

- gain some hands-on experience in desktop and enterprise applications which a business professional is likely to interact with.

## ASSESSMENT SUMMARY

| | |
|---|---|
| Assignment | 20% |
| Project | 20% |
| Mid Term Exam | 15% |
| Final Exam | 35% |
| Participation and Quizzes | 10% |

Detailed information on assignment, project and examination will be presented in class.

## PROGRAM GOALS *(Check those that apply)*

| BCOMM |
|---|
| ☒ Critical Thinking |
| ☒ Analytical Decision-making |
| ☒ Oral & Written Communication |
| ☒ Ethics & Sustainability |

## COURSE INFORMATION

**Division:** MIS

**Term/period:** Winter 2014 Term 1

**Course duration:** Sep 3 – Nov 26, 2014

**Pre-requisites:** N.A.

**Course website:** *http://www.connect.ubc.ca*

**Lectures:**

| Section | Class times | Location |
|---------|-------------|----------|
| 101 | Mon & Wed - 8:30 am – 10:00 am | HA 492 |
| 102 | Mon & Wed - 10:00 am – 11:30 am | HA 492 |
| 103 | Mon & Wed - 2:30 pm – 4:00 pm | HA 492 |

**Tutorials:**

| Section | Class times | Location | Section | Class times | Location |
|---------|-------------|----------|---------|-------------|----------|
| L01 | Tue - 5:00 pm – 6:00 pm | HA 045C | L07 | Thu - 11:00 am – 12:00 pm | HA 045C |
| L02 | Tue - 9:00 am – 10:00 am | HA 045C | L08 | Thu - 12:00 pm – 1:00 pm | HA 045C |
| L03 | Tue - 10:00 am – 11:00 am | HA 045C | L09 | Fri - 3:00 pm – 4:00 pm | HA 045C |
| L04 | Tue - 11:00 am – 12:00 pm | HA 045C | L10 | Fri - 4:00 pm – 5:00 pm | HA 045C |
| L05 | Tue - 1:00 pm – 2:00 pm | HA 045C | L11 | Fri - 5:00 pm – 6:00 pm | HA 045C |
| L06 | Tue - 2:00 pm – 3:00 pm | HA 045C | | | |

**Instructor:** Y.M. Cheung

| Contact Information | |
|---------------------|--|
| Email | ym.cheung@sauder.ubc.ca |
| Phone | (604) 822-8368 |
| Office | HA 675 |
| Office hours | Mon & Wed – 12:30 pm – 2:00 pm or by appointment |

**Head TA:** Rupin Minhas (rupin.minhas@sauder.ubc.ca)

## *Note:*

1. Students are expected to communicate with the instructor, TA's and/or other students via the discussion forum in UBC Connect.

2. For administrative part of the course (e.g., change a tutorial session or change a presentation date), please e-mail ***comm391@sauder.ubc.ca***.

## COURSE DESCRIPTION

COMM 391 is the introductory core course in business technology management (BTM). In today's global business environment, Information Technology (IT) has become a key enabler for product innovation and sustainable growth. Organizations that successfully deploy IT can achieve a significant advantage over their competitors and greater operational efficiency and effectiveness. As a business student, you must understand the tight integration between business and technology strategies. The ability to use IT effectively is also a key factor in achieving personal success as a manager.

This course is not primarily about technology. Rather, it addresses several inter-related questions about the use and management of IT in organizations:

- How does IT fit into business strategies and how can information systems (IS) be used by an organization to achieve an advantage over its competition?
- How has IT transformed the way business and government work, and what further changes are likely in the future?
- How can you use IT to do your job better and achieve greater success in your career?

## COURSE MATERIALS & REQUIREMENTS

**Reading materials:**

The following textbook is required:

**Introduction to Information Systems – Supporting and Transforming Business** (3rd Canadian Edition) by Rainer, Cegielski, Splettstoesser, Sanchez-Rodriguez (Wiley, 2014), ISBN-13: 978-1118-476994 *(MANDATORY)*

The eTextbook is available from CourseSmart.com at:

*http://www.coursesmart.com/9781118476994*

Lecture notes (i.e., PowerPoint slides) used in class and supplementary reading materials will be posted in the course website at UBC Connect (*http://www.connect.ubc.ca*).

**Technology requirements:**

To get the most out of this course, students are encouraged to bring laptops to class. In some classes, students may be asked to go online in small groups to prepare for discussion.

Clickers may be used in some classes. Some responses may be included as a part of the evaluation of the participation grade.

**Microsoft Dreamspark Fee:**

Students will have the option of paying a small fee to get a student copy of Microsoft Software such as MS Access 2010, MS Project 2010, etc. The lab fee will be collected in HA 443 (the Duplication Services Centre) at the beginning of September 2014. You can also pay the lab fee online at *http://www.sauder.ubc.ca/theStore.*

## COURSE SCHEDULE (SUBJECT TO CHANGE)

Assignment due dates may be changed due to unforeseen circumstances but amble notice will be given beforehand. Supplementary Readings will be available in the course website. Please check UBC Connect at least once a day for latest updates.

| WEEK # | DATE | LECTURE TOPICS | RECOMMENDED READINGS | TUTORIAL TOPICS | WHAT'S DUE |
|---|---|---|---|---|---|
| WEEK 1 | Sept 3 | Introduction to the Course | | | |
| WEEK 2 | Sept 8 | Role of Business Managers in Technology Adoption and Management | Chapter 1 | No tutorials this week. | Group formation survey - due on Sept 11. |
| | Sept 10 | Alignment of Business Strategy and Information Systems | Chapter 2 | | |
| WEEK 3 | Sept 15 | Introduction to Enterprise Systems | Chapter 8 | MS Excel and Analytics (Part 1) | |
| | Sept 17 | Introduction to the Course Project | | | |
| WEEK 4 | Sept 22 | IT's Role in Customer Relationship Management and Supply Chain Management | Chapter 9 | MS Excel and Analytics (Part 2) | Group contract - due on Sept 24. |
| | Sept 24 | Analyzing and Improving Business Processes | Chapter 2 | | |
| WEEK 5 | Sept 29 | Business Intelligence and Analytics | Chapter 10 | Introduction to NetSuite ERP (Part 1) | MS Excel Assignment - due on Oct 3. |
| | Oct 1 | Defining Information Requirements and Value of Information | Chapter 3 | | |
| WEEK 6 | Oct 6 | Internet and Wireless Technologies | Chapter 4 & 6 | Introduction to NetSuite ERP (Part 2) | |
| | Oct 8 | E-Business, E-Commerce and Mobile Commerce | Chapter 5 & 6 | | |

| WEEK # | DATE | LECTURE TOPICS | RECOMMENDED READINGS | TUTORIAL TOPICS | WHAT'S DUE |
|---|---|---|---|---|---|
| WEEK 7 | Oct 13 | *No class – Thanksgiving Day* | | Introduction to MS Access (Part 1) | NetSuite ERP Assignment - due on Oct 17. |
| | Oct 15 | Database Concepts and Managing Data | Chapter 3 | | |
| WEEK 8 | Oct 20 | Translating Strategy into Architecture | | No tutorials this week. | *Mid Term Exam* *(Schedule to be announced.)* |
| | Oct 22 | Guest Speaker Presentation (to be confirmed.) Mid Tem Review | | | |
| WEEK 9 | Oct 27 - 31 | *Interim Presentation – No class* *(Schedule to be announced.)* | | No tutorials this week. | |
| WEEK 10 | Nov 3 | Information Systems Sourcing and Project Management | Chapter 11 | Introduction to MS Access (Part 2) | |
| | Nov 5 | Feasibility Analysis | Chapter 11 | | |
| WEEK 11 | Nov 10 | Social Networks and Collaboration Technologies | Chapter 7 | No tutorials this week. | MS Access Assignment - due on Nov 15. |
| | Nov 12 | Information Ethics, Privacy and Security | Chapter 12 & 13 | | |
| WEEK 12 | Nov 17-21 | *Final Presentation – No class* *(Schedule to be announced.)* | | No tutorials this week. | |
| WEEK 13 | Nov 24 | Conclusion | | No tutorials this week. | |
| | Nov 26 | Final Review and Exam Prep. | | | |

## TEACHING & LEARNING ACTIVITIES

### Connect Website

The course utilizes UBC Connect, a web-based teaching and learning system, to submit assignments, to discuss questions or issues related to the course (the discussion forum), to provide additional teaching materials such as lecture notes, supplementary readings, review questions, discussion notes, case studies, suggested solutions to assignments, and to allow students to check their grades.

### Class Participation and Discussion

Class attendance in lectures and tutorials is **required** since students are responsible for all materials covered in class.

Students should prepare for classes by reading the relevant chapters from the textbook and selected case studies in advance, and come to class prepared to participate in class discussions.

Students are also expected to monitor the discussion forum in UBC Connect on a regular basis and make contributions as a part of course participation.

### Assignments

Students will be working in groups of TWO on assignments for the whole term. The underlying premise of this course is that the best way - perhaps the only way - to learn a technology is to experience it first-hand. As such the course is built around some mini "use cases" using popular software such as NetSuite ERP, Microsoft Excel & Access, etc. These assignments aim to:

- provide practical experience in using enterprise information systems and understanding business processes and data analytics; and
- set the stage for discussion of a range of practical issues concerning the implementation and management of information systems including IT security.

### Course Project

Students will be working in groups of FOUR on a course project for the whole term. The purpose of this project is to enable students to gain some experience in conducting research on emerging information technologies, identifying the business needs, and examining how information technologies can contribute to enable a business to succeed. Detailed requirements of the project will be given in class.

### Feedback to Project Presentations

Alumni will be invited to provide feedback to the two project presentations as shown in the course schedule. However, the marking will be done by TAs and instructor.

### Peer Evaluation for Course Project

Students will also be asked to assess the peers in their group. Since each project group has four members, final peer evaluation will be used to assess the relative contribution of each group member to the course project. Significant differences in overall contribution can lead to different grades for each member in the group.

## COURSE POLICIES

**Policy 1**

No late assignments will be accepted. The exceptions are doctor's note, prior approval by the Undergraduate Office and instructor for special circumstances (e.g. representing UBC on a one week sports competition), or equipment failure in the PC Lab.

**Policy 2**

Students are personally responsible for maintaining BACKUPS of their assignment files. The inability to submit an assignment because of a lost file is not an acceptable reason.

**Policy 3**

All assignments, with exception of the final project, must be done in groups of TWO. Students are encouraged to discuss the assignments with each other. However, each group should complete their assignments on their own. If the assignments are judged by the marker to be identical, a grade of zero will be awarded to every student involved and your name will be submitted to the Dean's office. You must plan to work extra hours in the PC Lab on group assignments.

**Policy 4**

Both the mid-term and final exams will be **closed book**. Examinations are based on the specified readings in the textbook, the supplementary readings posted in UBC Connect, and the contents covered in the lectures, tutorials, assignment and projects.

*Note: A printed copy of the course outline will be distributed in the 1st class.*

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**A brief self-evaluation**

Please take a few minutes to answer the following questions and return this sheet to the instructor at the end of the first class. These questions are solely for the purpose of self-evaluation and do not count towards any marks for this course. Answers will be discussed in class.

1.      *What are the major components of an Information System?*

2.      *What is the difference between Data and Information?*

3.      *Name two of the five forces of Michael Porter's Five Forces Model.*

4.      *What is a business strategy? Provide an example using a company that you are familiar with.*

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## Questionnaire

Please take a few minutes to answer the following questions and return this sheet to the instructors at the end of the first class.

1.  *What do you want to learn from this course? Do you have any topic(s) of particular interest?*

    _____

    _____

    _____

2.  *List three questions that you want to discuss in class?*

    _____

    _____

    _____

3.  *How much do you know about Microsoft Excel® and Microsoft Access® ?*

    _____

    _____

    _____

4.  *Are you using PC or Mac?*  ☐ *PC*     ☐ *Mac*     ☐ *I have both.*

5.  *Have you used UBC Connect in other courses before?*  ☐ *Yes*    ☐ *No*

Last Name: _____     First Name: _____

Student Number: _____     Preferred Name: _____

*Thank you for your input!*