

Institute of International Management

RA62200 Management Information Systems (管理資訊系統)

Spring 2009 (97 學年度第 2 學期)

The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

General Program Learning Goals (goals covered by this course are indicated):

●	1	Graduates should be able to communicate effectively verbally and in writing.
●	2	Graduates should solve strategic problems with a creative and innovative approach.
●	3	Graduates should demonstrate leadership skills demanded of a person in authority.
●	4	Graduates should think with a global management perspective.
●	5	Graduates should possess the necessary skills and values demanded of a true professional.

Instructor: Dr. Don J.F. Jeng
Office: Rm# 61411B (The 4th floor of Dept. of Business Administration Building, NCKU)
Office Hours: 15:00-17:00 Tuesday; 10:00-12:00 Thursday and by appointment.
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Class Time: 9:30-16:30 Every other Saturday starts from February 21, 2009
Course TA: TBD
TA's E-mail: TBD

Course Perspective:

This course is aimed at developing an understanding of Use of Information Technology (IT) and Information Systems (IS) as strategic tools for business management. The course focuses on development of IT Leadership and introduces various types of management information systems (MIS) that support the business needs.

Course Objectives:

By the end of this course, it is expected the student will:

- Analyze the business issues, processes, and techniques associated with organizational IS;
- Assess and explain global issues surrounding the adoption of IT;
- Explain basic concepts about IS development, implementation and review;
- Write a technical report on findings from a case study that requires decision making;

Course Outlines:

- Module 1: IS in the Digital Age
- Module 2: IT Infrastructure
- Module 3: Key System Application for the Digital Age
- Module 4: Building and Managing Systems

Instruction Materials:

- Textbook: Laudon, Kenneth C. and Laudon, Jane P. (2009). Essentials of Management Information Systems (8th ed.). Prentice Hall. (ISBN-13: 9780135013533).
- Ivey Cases by Ivey Publishing (<http://cases.ivey.uwo.ca/>):
 - Talking About...RFID by Darren Meister and Ken Mark (Case# 9B05E011)
 - Competition and Change in the Hong Kong Mobile Telecom Industry by Tony S. Frost and Nigel Goodwin (Case# 9B05M044)
 - GigaNet, Inc. by Paul Croke and David T.A. Wesley (Case# 9B04M039)
 - Redback Networks' Acquisition of Abatis Systems: Enhancing Broadband Access by David W. Conklin and Ken Mark (Case# 9B03M029)
 - Research in Motion: The Acquisition of Slangsoft (A) by Rod E. White and Ken Mark (Case# 9B03M009)
 - Qualcomm in China (A) by Joel West and Justin Tan (Case# 9B01M073)

Course Arrangement and Requirement:

- The class will consist of case discussion, presentation, lecture and projects. Sufficient time will be provided for group project work; however, it is expected that the student will devote an appropriate amount of study time outside the classroom environment. You are expected to be prepared and participate in class discussion. Do not come to class unprepared.
- Students are expected to form a group of five (one leader and four members) for pre-class case discussion, homework assignment, topic research, and to work on a course project. Each group member should contribute equally to the group. Your final grade in this area will also be based on peer evaluations from your group members.
- Group homework assignment is due one day prior to each class. Group leader should e-mail the homework to TA.
- Topic Presentation: Each group should conduct research about the topic, and make a presentation to the class. The presentation can be in any form, use your best creativity. In addition, you must create three critical questions about the topic and lead the in-class discussion. Presentations should be 60-90 minutes long. In-class discussion time has no limitation. The presentation slides and/or material and questions must be sent to me one day prior to the day of your presentation. I will post your presentation to the course webpage so that it is available to your classmates.
- Study textbook material before class is highly recommended. Your study prior to the class will be much helpful for participation. I may not be able to cover all the material in the textbook during course lecture. You are welcome to discuss with me in the class or off the class for all the lectured or non-lectured materials.

Grading Policy:

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| • Class attendance and participation | 20% | (under normal circumstance, see Other Policies: 2) |
| • Group Homework Assignments | 10% | |
| • Group Topic Presentation | 20% | |
| • Group Case Writing | 10% | |
| • Group Case Leading | 10% | |

Class Schedule: (The schedule is subject to change due to class circumstances)

CLASS	DATE	TOPIC	READINGS (in advance)
1	2/21	Introduction and Overview of the Course Business IS in Your Career	
2	3/7	<u>Talking About...RFID</u> by Darren Meister and Ken Mark E-Business: How Business Use IS Course Project Proposal Presentation (Presentation slides due one day prior to the class)	Ivey Case# 9B05E011 Chapter 2
3	3/21	<u>Competition and Change in the Hong Kong Mobile Telecom Industry</u> by Tony S. Frost and Nigel Goodwin Achieving Competitive Advantage with IS	Ivey Case# 9B05M044 Chapter 3
4	4/4	<u>GigaNet, Inc.</u> by Paul Croke and David T.A. Wesley IT Infrastructure: Hardware and Software	Ivey Case# 9B04M039 Chapter 4
5	4/18	<u>Redback Networks' Acquisition of Abatis Systems: Enhancing Broadband Access</u> by David W. Conklin and Ken Mark Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	Ivey Case# 9B03M029 Chapter 8
6	5/2	<u>Research in Motion: The Acquisition of Slangsoft (A)</u> by Rod E. White and Ken Mark Building Information Systems and Managing Projects	Ivey Case# 9B03M009 Chapter 11
7	5/16	<u>Qualcomm in China (A)</u> by Joel West and Justin Tan Telecommunications, the Internet, and Wireless Technology	Ivey Case# 9B01M073 Chapter 6
8	5/30	Students' Case Leading	TBD
9	6/13	Students' Case Leading	TBD
	6/27	Course Project Due by e-mail	

Other Policies:

1. Assignment and Grading:

- All assignments must be typed not hand-written and must be submitted with a cover page typed on your name and student ID.
- Assignment is due exactly at the prescribed time. **No late assignment is accepted.**
- Any questions or complaints regarding the grading of an assignment or report must be raised **within one week** after the score or the graded assignment is made available (not when you pick it up).
- All assignments and reports should be **your original work/concept**.

2. Attendance:

- You must display your name tag in front of the desk for discussion purpose.
- You have to sign the attendance sheet when enter the classroom.

- If you sign for other students or do not sign on the attendance sheet, you will be regarded as “being absent” no matter what evidence you provide to the lecturer afterwards.
 - If you come in class late or leave early, your attendance counts a half of the day.
 - There is no need for you to ask for apology when you are absent from class.
 - Student leave (whether casual or sick leave) exceed one third (1/3) of the total lecture hours in the semester will automatically results FAIL in the final grade.
3. Penalty for cheating and plagiarism will be extremely severe. Use your best judgment. If you are not sure about certain activities, consult the instructor. **Standard academic honesty procedure will be followed and active cheating and/or plagiarism automatically results FAIL in the final grade.**
 4. You are expected to come fully prepared to every class and responsible for everything discussed in class. Note your attendance and participation counts. You may receive a zero for absence or lack of participation.
 5. No incomplete grade under nearly all situations unless one have sound reason and documented evidence. A student who received an incomplete must have completed or passed a significant portion of the course.
 6. Pay very careful attention to your e-mail correspondence. It reflects your communication skills. Avoid use non-standard English such as "how r u?" in your e-mail message. In addition, I recommend you put the class number and a brief summary of your question in your e-mail subject. For example,

Subject: RA62200 A question on final report.

7. I immediately discard anonymous e-mails.
8. The ringing, beeping, buzzing of cell phones and/or watches during class time is extremely rude and disruptive to your fellow students and to the class flow. Please turn all cell phones and watches off or into silent mode prior to the start of class.
9. For any disability accommodations needed for the course, please notify the instructor during the first week of the semester.