Information Systems

General data

Course code:	B19A03E
ECTS credits:	7
Semester:	Fall
Course restrictions:	-
Course leader (with availabilities):	**Sándor Danka, Dr.** danka.sandor@ktk.pte.hu +36 72 501 599/ 23142
Further lecturer(s) (with availabilities):	-

1. Description and aims

The course intends to present basic knowledge on modern information technology in general and an overview on business applications to establish the necessary level of understanding, the roles and potential of these technologies and methods in everyday business life. The course covers the uses of data, information, technology, software, networking, manpower, organization, and will conclude by discussing information management, IT business planning, competitiveness and the problems of the Information Society.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this module, the student will be able to:

1. Elaborate the role and characteristics of IT tools and methods in business life *(PILO1)*.
2. Compare up-to-date technology development (hardware and software) and trends. *(PILO4)*
3. Assess IS and modern info-communication technologies in the context of the business organization
4. Demonstrate the IS development process, different approaches, advantages and risks in business *(PILO2)*
5. Ability to compare the role and types of stand-alone and networked IT devices *(PILO2)*
6. Plan to use information technology to develop competitive organizations*(PILO1)*
7. Ability to examine dilemmas and controversies on IT and Information Management*(PILO2)*
8. The usage of PC-based managerial support tools in their individual work. *(PILO3)*

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

The discussion of topics is divided into the following chapters:

1. Introduction
2. Why can a hardware be important
3. How to create an effective software strategy
4. Difficulites creating an IT product
5. How to sell and negotiate with your IT products
6. Guest Lecturer- ERP systems
7. Brand Differentiation through Customer Relationship Management
8. Internet of Things
9. E-commerce technologies and models
10. Cyber security
11. FinTech and crypto currencies

4. Learning and teaching strategy, methodology

This module is delivered via a combination of lectures and practical sessions, both covering related case studies. The weekly classes are divided into two parts: Lectures cover actual business cases related to the field of informtation systems and technology establishing a theoretical framework and demonstrating the relevance of the field in a business environment.

Practical sessions take place in the computer lab where students are introduced to MS Excel and Access softwares, by simplified business data relates case studies. These enable students to understand some and solve common business problems in a computer environment and to use the necessary softwares.

The course presumes students to be prepared for weekly for every class by doing all the required reading and research to be able to argue and address critically issues during classes.

5. Assessment

Formative assessment elements: Oral feedback on in-class activities, discussion of the solution of practical exercises solved during the classes.

Summative assessment elements:

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Excel Test	25%	exam	A computer based practical exam on students MS Excel knowledge, containing the material of practice session of week 1-5.	One combined (MS Excel and Access) retake opportunity	yes	1,2,3
Access Test	25%	exam	A computer based practical exam on students MS Access knowledge, containing the material of practice session of week 7-11.	One combined (MS Excel and Access)	yes	1,2,3

				retake opportunity		
Final exam	50%	exam	A written exam based on lecture materials containing essay like, and short open questions.	One retake opportunity	yes	1,2,3,4,

** Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.*

6. Learning materials

1. Jane P. Laudon, Kenneth C: Management Information Systems: Managing the Digital Firm,13th Edition, Pearson, ISBN-13: 978-0133050691
2. Beekman, G: Digital Planet, Tomorrow's Technology and You, 10th edition, Pearson, ISBN13: 9780132737524; ISBN10: 0132737523
3. Gardner, C.-Rathswohl, E.: MIS Cases using application software Wiley, 2011; ISBN: 978-0-470-10122-3

Course cases:

- The Rise and Fall of Nokia, https://hbsp.harvard.edu/product/714428-PDF-ENG?Ntt=rise+and+fall+of+nokia&itemFindingMethod=Search
- Novell: Open Source Software Strategy, https://hbsp.harvard.edu/product/605009-PDF-ENG?Ntt=novell+open+source&itemFindingMethod=Search
- Siebel Systems: Anatomy of a Sale, https://hbsp.harvard.edu/product/503021-PDF-ENG?Ntt=siebel+systems&itemFindingMethod=Search
- Hilton Hotels: Brand Differentiation through Customer Relationship Management, https://hbsp.harvard.edu/product/809029-PDF-ENG?Ntt=hilton+hoet+crm&itemFindingMethod=Search
- The Internet of Things (IoT): Shaping the Future of e-Commerce, https://hbsp.harvard.edu/product/HK1063-PDF-ENG?Ntt=iot+ecommerce&itemFindingMethod=Search
- AmazonFresh: Rekindling the Online Grocery Market https://hbsp.harvard.edu/product/615013-PDF-ENG
- Cyber Breach at Target https://hbsp.harvard.edu/product/117027-PDF-ENG?Ntt=cyber+breach+at+target+&itemFindingMethod=Search
- Drinks-Up! The Pitfalls of Digital Innovation,https://hbsp.harvard.edu/product/W19293-PDF-ENG?Ntt=drinks+up&itemFindingMethod=Search

7. Further information

-