

Introduction to Management Information Systems

Professor Heejin Lee

Office: 606, New Millennium Hall

Contact: heejinmelb@yonsei.ac.kr

COURSE OUTLINE

Course Description & Goals

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and organisations dominates the business world. There is a fundamental change going on in the way that organisations run businesses and interact with each other. New types of infrastructure and applications are developed and utilized such as ERP (enterprise resource planning), IOS (inter-organisational systems), RFID (radio frequency identification), CRM (customer relationship management), to name a few.

The aim of the course is to enable students to assess the opportunities and problems that managers in a wide range of organisations face as they attempt to use these IT applications to add value to their businesses. It also aims to help students understand transformational changes within and across industries. These changes have strategic implications for many businesses.

Learning Outcomes

At the end of the course, you will be able to:

1. Explain basic concepts for IT/IS management
2. Discuss organizational, business and strategic issues surrounding IT/IS, and
3. Analyze and evaluate uses of strategic IT/IS in practice.

Delivery

The course is delivered a mixture of lectures and class discussions for case studies to help students develop insights into the way IT is used and managed in business organisations. Good attendance and active participation (some of them is group-based) in class discussions are essential.

Assessment

This course is assessed by four components: class participation including attendance (15%), exam (60% = 25% (mid-term) + 35% (final)) and assignments (25%).

Textbook

Essentials of Management Information Systems, 8/E, Laudon and Laudon, 2007, Prentice Hall

Readings of the select cases

Prerequisite

None

Instructor's Profile

Professor Heejin Lee has a multidisciplinary background; PhD in information systems (LSE: London School of Economics), MA in sociology and BA in management. This is a good combination to teach and research in MIS because MIS problems/issues in real business organizations require a multi-dimensional systems approach for a solution. He has global experience in teaching and research; he had taught in Brunel University, UK and University of Melbourne, Australia before he joined Yonsei.

Schedules

Week	Period	Weekly Topic	Chapter	Note
1	June 29 – July 1	0. Introduction 1. Business Information Systems in your Career Case 1: Bank of Australia	Chap. 1	
2	July 5 – 8	2. How Businesses Use Information Systems 3. Achieving Competitive Advantage with IS 4. IT Infrastructure Case 2	Chap. 2 Chap. 3 Chap. 4	
3	July 12 – 15	5. Databases and Information Management 6. Telecommunications Exam revision Mid-term exam	Chap. 5 Chap. 6 July 15	
4	July 19 – 22	7. Securing IS 8. Enterprise Applications 9. Electronic Commerce Case 3	Chap. 7 Chap. 8 Chap. 9	Due: the first assignment
5	July 26 – 29	9. Electronic Commerce 10. Knowledge Management 11. Building IS Case 4	Chap. 9 Chap. 10 Chap. 11	
6	August 2 - 5	12. Ethical and Social Issues Exam revision Final exam	Chap. 12 August 5	Due: the second assignment