

Subject Description Form

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| Subject Code | COMP 5133 |
| Subject Title | Information Systems and E-Commerce Strategy |
| Credit Value | 3 |
| Level | 5 |
| Pre-requisite/Exclusion | Nil |
| Objectives | This subject provides strategies for information systems and information technology for competitive advantage in enterprises. It addresses the organizational and functional requirements in the management of different resources and gives insights into the dynamics of E-business, global competition, IS management and planning control. |
| Intended Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a) Better understand information strategies; b) Be aware of the principles and limitations of managerial decisions and be able to relate strategy formulation to the financial, human and information needs to support its implementation; c) Recognize the potential of Web-based systems on knowledge management and its potential to e-business; d) Explore feasibility and implications of alternative strategies, operations, and technological innovations; e) Perform critical and objective study with a goal leading to productive research. |
| Subject Synopsis/ Indicative Syllabus | <ul style="list-style-type: none"> • Current Research in IS & E-commerce Strategy: Introduces MIS frameworks to cater for IS revolution, stronger ties with customers and business partners using E-commerce platform, services of Internet portal, communication tools. It covers critical issues such as interfaces and integration, content management, managing visitor perceptions and relationship, brand management. • Alignment of IS & E-commerce with Business Strategy: Introduces issues such as strategic alliance, security, ethics, organization and management change in business, effect of E-brand risk to customers. • Information Resource Management: Need for corporate database; role of data administration; strategies for data centre; network, hardware, software installation and upgrade; E-commerce site management; effective use of Internet resources and technology. • IT Enabled BPR (Business Process Reengineering): Discusses redesigning organizations with portal systems, tools and techniques for business process control and BPR, critical success factors for BPR, reengineering, IT enabled BPR. • IS Outsourcing: IS outsourcing as a strategic business decision, determinants of outsourcing, commonly outsourced E-commerce functions. |

| | <ul style="list-style-type: none"> • Web-based Knowledge Management: Illustrate the means of managing and utilizing information resources to achieve gains in productivity and profitability, Portal systems in support of KM to improve E-commerce success. • Intelligent Agents Technology: Illustrate the concepts of software agents and the strategy of their deployment for consumer services in E-commerce operations. • Data Warehouse Management: Technical and management issues for design of data warehouses for Web mining and decision making. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Teaching/Learning Methodology | 39 hours of class activities including - lecture, tutorial, lab, workshop seminar where applicable. There will be a mix of lectures, discussions and case study analysis. Recent research articles in the area of IS/IT strategies will be reviewed and discussed in lectures. Articles are selected from journals including Harvard Business Review, MIS Quarterly, Journal of MIS, Management Science, Information Resources Management, and Communications of the ACM. Students will be given the flexibility to tailor research material to their organization environment and pursue relevant case study. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assessment Methods in Alignment with Intended Learning Outcomes | <table border="1" data-bbox="591 905 1382 1188"> <thead> <tr> <th rowspan="2">Specific Assessment Methods/Tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests & Projects</td> <td>55</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Final Examination</td> <td>45</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> | Specific Assessment Methods/Tasks | % weighting | Intended subject learning outcomes to be assessed | | | | | a | b | c | d | e | Assignments, Tests & Projects | 55 | ✓ | ✓ | ✓ | ✓ | ✓ | Final Examination | 45 | ✓ | ✓ | ✓ | ✓ | | Total | 100 | | | | | |
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| Assignments, Tests & Projects | 55 | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Final Examination | 45 | ✓ | ✓ | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Student study effort expected | <table border="1" data-bbox="591 1205 1382 1383"> <tr> <td colspan="2">Class Contact:</td> </tr> <tr> <td>Class activities (lecture, tutorial, lab)</td> <td>39 hours</td> </tr> <tr> <td colspan="2">Other student study effort:</td> </tr> <tr> <td>Assignments, Quizzes, Projects, Exams</td> <td>65 hours</td> </tr> <tr> <td>Total student study effort</td> <td>104 hours</td> </tr> </table> | Class Contact: | | Class activities (lecture, tutorial, lab) | 39 hours | Other student study effort: | | Assignments, Quizzes, Projects, Exams | 65 hours | Total student study effort | 104 hours | | | | | | | | | | | | | | | | | | | | | | | |
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| Reading list and references | <ol style="list-style-type: none"> (1) Management Information Systems, Managing the Digital Firm (Pearson 15th edition, 2018), Kenneth and Jane Laudon (2) Electronic Commerce 2018, Efraim Turban et al. (3) Smart Business: What Alibaba's Success Reveals about the Future of Strategy, Ming Zeng, Harvard Business Review Press, 2018 (4) The Fintech Book, Susanne Chishti and Janos Barberis, John Wiley & Sons 2016 (5) MIT Technology Review (6) The Computer Journal, British Computer Society (7) Harvard Business Review | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |