Korea University International Summer Campus (KU ISC) 2024

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June 26, 2024 - August 1, 2024

ISC213 – Introduction to Management Information Systems

Ⅰ. Instructor

Professor	:	Q B. Chung, Ph.D.
E-mail	:	q.chung@villanova.edu
Home Institution	:	Villanova University
Class Time	:	Period 1 (09:00 - 10:40 KST)
Class Format	:	Blended
Office	:	TBA
Office Hours	:	By appointment

Ⅱ. Textbook

Required Textbook	:	Kenneth C. Laudon & Jane P. Laudon. **Management Information Systems: Managing the Digital Firm**, Global Edition, 17th edition. Pearson, 2021. (ISBN: 978-1292403281) Use of an earlier edition—either 15th edition (2017, ISBN: 978-0134639710) or 16th edition (2020, ISBN: 978-0134639710)—is permitted.
Recommended Additional Readings	:	Additional reading materials will be available on Blackboard.

Ⅲ. Course Description and Objectives

The ubiquitous application of information technology (IT) has fundamentally altered the nature of work, business processes and competition. This course is designed to provide a bird's eye view of the role of IT in modern organizations and the society by examining issues surrounding the design, application and effective use of information systems (IS).

Students will be introduced to the strategic role that IT plays in organizations, technical foundations of IS, data communication technologies, data ethics, and various alternatives in IS development.

To apply knowledge acquired through the textbook, there will be hands-on activities using popular software for data management. Students will also explore the ever evolving and emerging technologies.

Ⅳ. Grading

Participation	:	10%
Group Project	:	30%
Midterm Exam	:	30%
Final Exam	:	30%

Ⅴ. Class Outline

Date	Topic	Chapter	Remarks
June 26 (Wed)	Orientation Day (No Class)		
June 27 (Thu)	Introduction, Group formation, Course overview		
June 28 (Fri)	Information Systems in Global Business Today	Ch.1	
July 1 (Mon)	Global E-Business and Collaboration	Ch.2	
July 2 (Tue)	Information Systems, Organizations, and Strategy (1)	Ch.3	
July 3 (Wed)	Ethical and Social Issues in Information Systems	Ch.4	
July 4 (Thu)	Data Ethics		Handout
July 5 (Fri)	IT Infrastructure and Emerging Technologies	Ch.5	
July 8 (Mon)	Foundations of Business Intelligence (1)	Ch.6	
July 9 (Tue)	Foundations of Business Intelligence (2)	Ch.6	
July 10 (Wed)	Managing Data with DBMS vs. Spreadsheet		Handout
July 11 (Thu)	Midterm Exam		
July 15 (Mon)	Group Project (1) – Setting Expectations		Handout
July 16 (Tue)	Managing Knowledge and Artificial Intelligence	Ch.11	
July 17 (Wed)	Enhancing Decision Making	Ch.12	
July 18 (Thu)	Telecommunications, Internet, Wireless Technology	Ch.7	
July 22 (Mon)	Securing Information Systems	Ch.8	
July 23 (Tue)	Group Project (2) – Group Session		
July 24 (Wed)	Enterprise Applications	Ch.9	
July 25 (Thu)	E-Commerce: Digital Markets, Digital Goods	Ch.10	
July 29 (Mon)	Building Information Systems	Ch.13	
July 30 (Tue)	Group Project (3) – Presentations		
July 31 (Wed)	Final Exam		
Aug 1 (Thu)	Graduation Day		