American College Dublin

IB407 STRATEGIC MANAGEMENT INFORMATION SYSTEMS

Credits:	3 US credits / 6 ECTS credits
Credit level:	Stage award
Prerequisites:	CSC100
Mandatory:	Yes
Contact hours:	40
Academic Year:	2016/17
Semester:	2
Lecturer:	Seán Ó'Raghallaigh

MODULE DESCRIPTION

An exploration of how information systems can help individuals, work groups and organisations to achieve greater productivity and information exchange. An introduction to a structured approach to system development, acquisition, and maintenance within an established system life cycle.

MODULE LEARNING OUTCOMES

At the end of this course students will have:

1. Developed a comprehension of the kind of knowledge pertaining to Strategic MIS.
2. Understood the structure of an organisation in the context of developing IS.
3. Appraised developments in IT infrastructure and emerging technologies.
4. Examined various key system applications, eg, ERP, CRM, SCM, DSS, ESS and
5. evaluated their relevance to various business processes.
6. Assessed a business' IS requirements and recommended solutions.
7. Gained competencies in the planning, designing and building an IT system.

TEACHING METHODS

Lectures, exercises, assignments, readings and group discussions, based on various aspects of MIS.

LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	All sections	Lectures, readings, class exercises and discussions.	Class exercises, project, exam and participation.
2	Sections 1,3	Lectures, readings, class exercises and discussions.	Class exercises, project, exam and participation.
3	Section 2	Lectures, readings, class exercises and discussions.	Class exercises, project, exam and participation.
4	Sections 4,6	Lectures, readings, class exercises and discussions.	Class exercises, project, exam and participation.
5	All Sections	Lectures, readings, class exercises and discussions.	Project and participation.
6	Sections 5,7	Lectures, readings, class exercises and discussions.	Class exercises, project, exam and participation.

COURSE OUTLINE   WEIGHTING
1. Management system overview   10%
2. Information data and communication   15%
3. Company/management/technology structure   10%
4. MIS systems – ERP, CRM, SCM, Internet   18%
5. General system concepts   15%
6. Decision support systems – DSS, EIS etc   17%
7. Structured system analysis and design methodology (SSADM)   15%

REQUIRED TEXT

Laudon, K. C. and Laudon, J. P., *Management Information Systems,* 10th edition, Prentice Hall, 2007.

SUPPLEMENTARY READING LIST

Graham Curtis, *Business Information Systems*, Addison-Wesley, 2nd edition, 2001.
Carrol W. Frenzel, *Management of Information Technology*, Course Technology 1999
T Lucey, *Management Information Systems*, Letts Educational, 8th edition, 2001.
Turban, McLean, Wetherbe, *Information Technology for Management*, John Wiley, 2000.
Parker & Case, *Management Information Systems*, McGraw-Hill, 2000.

INTERNET WEBSITES	NEWSPAPERS
http://www.ireland.com/newspaper/	Irish Times
http://www.irishindependent.ie	Irish Independent
http://www.ebusiness.com	New York Times
http://www.economist.com/	Wall Street Journal
http://www.ft.com/	Financial Times
http://www.online.wsj.com/	London Independent
http://www.kmworld.com/Articles/	London Times
http://www.businessweek.com/technology/	
http://www.informationweek.com/	
http://www.nytimes.com/	
http://www.computerworld.com/	
http://www.baselinemag.com/	
http://www.fortune.com	
http://www.marketingpower.com	

ASSESSMENT/GRADING

Student's progress will be assessed by an assignment and an exam. The assignment must be submitted on time. Any late assignments will be subject to a penalty of 10% of the overall grade per day.

Assessment will take the form of:

Project	50%
Final examination	50%
Total	**100%**

Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at: http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf (page 23.

ATTENDANCE

Attendance is crucial. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer. See Academic Policies and Procedures in the ACD Catalogue.

ACADEMIC DISCIPLINE

Refer to the subsection on Academic Discipline in the current ACD Catalogue.