Course Outline 2014
INFOMGMT 296: INFORMATION SYSTEMS FOR BUSINESS (15 POINTS)

Semester 2 (1145)

Course Prescription
Integrates the study of Information Technology tightly within a business context. Focuses on the practical design and maintenance of information systems, including issues of information security, internal controls, data analysis and modelling.

Programme and Course Advice
Prerequisite: MKTG 201 or 291 or ACCTG 102 or 192 or MGMT 294 and INFOMGMT 192
Restriction: INFOMGMT 293, 294, 295, ACCTG 222

Goals of the Course
The purpose of this course is to provide students with cross-disciplinary knowledge and skills to successfully apply IT to various aspects of the marketing and accounting functions in the organisation. The course focuses on the how information systems can support the decision-making and control needs of various business functions (particularly accounting and marketing), and how these systems can be used to improve operational efficiency, decision making effectiveness, and organisational competitiveness.

Learning Outcomes
By the end of this course it is expected that a student will be able to:

1. Describe how information systems support the accounting function;
2. Analyse an accounting systems requirements, characteristics and features and how they are implemented;
3. Analyse and implement within a business - transaction processing, internal controls, security and reporting;
4. Understand the basic tenets of information security;
5. Make informed decisions about information security;
6. Describe how information systems support the marketing function;
7. Understand the relationship between marketing, information technologies and the customer;
8. Understand the role of information systems in customer relationship strategies;
9. Develop and implement a customer relationship strategy; and
10. Develop a customer relationship strategy within an organisational, cross-functional context.

Content Outline

Weeks 1-3: Using spreadsheets to develop financial decision-making models to maximise benefits and minimize risks.

Weeks 4-7: Understanding information systems used to make better marketing decisions. Including how to use IS to better understand customers and develop closer customer relationship strategies to improve organisational effectiveness.

Weeks 8-11: An examination of the major business cycles and how these supported by information systems, including the application of internal controls. Includes using systems flow charts to understand and document the revenue and expenditure cycles. The basic tenets of information security is also covered.

Learning and Teaching

There will be three hours of lectures per week, plus one to two hours of computer labs in selected weeks.

Teaching Staff

Staff Member	Dept	Email
Johnny Chan	ISOM	jh.chan@auckland.ac.nz
Mark Banicevich	ACCTG	mark.banicevich@fma.govt.nz
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Course Director: Ami Peiris from ISOM: a.peiris@auckland.ac.nz

Learning Resources

Cecil: All learning resources will be made available in Cecil
Reference: Kumar and Reinartz (2006) Customer relationship Management: A Database Approach (Wiley)

Assessment

Assignments (2 individual)	20%
Group Project	20%
Final Exam (3 hours, covering the entire course)	60%
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Total	100%

Learning Outcome	Assignments	Group Project	Final Exam
1			X
2	X	X	X
3	X	X	X
4			X
5			X
6			X
7	X		X
8	X	X	X
9	X	X	X
10	X	X	X