Subject Description Form

Subject Code	COMP3131
Subject Title	Business and Information Systems Strategies
Credit Value	3
Level	3
Pre-requisite / Co-requisite / Exclusion	
Objectives	The objectives of this subject are to: • provide students with a general understanding of the strategic planning and use of information systems in managing modern enterprises; and • allow students the opportunity to develop critical evaluation in the selection and appraisal of relevant approaches, methods and techniques that use information technologies to bring advantages to real-life business organizations.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: *Professional/academic knowledge and skills* (a) understand the basic business and information systems strategies for organizational change; (b) relate and align information technologies and information systems with business strategy; and (c) appreciate and evaluate existing and emergent information technologies on their applicability to modern enterprises, and identify opportunities for IT-enabled organizational change. *Attributes for all-roundedness* (d) improve presentation and communication skills (through cases discussion and project presentation); and (e) develop the ability to learn independently and to find/integrate information from different sources required in solving real-life problems.

Subject Synopsis/ Indicative Syllabus	**Topic**
	1. The role of IS/IT in organizations. Escalating benefits of using IT; Changing roles of IS organization and staff.
	2. Information systems strategies. Definition and process of IS strategies; Information systems management and IS strategies formulation.
	3. Information systems planning. Elements and process of IS planning. IS planning techniques including competitive force model and value chain analysis.
	4. The information systems strategy – business strategy relationship. The strategic alignment model; Influential factors to the alignment of information systems and business strategy.
	5. Information systems strategy and the organizational environment. The two-way relationship of information systems and organizations; Technical and behavioral definitions of organizations; Systems development and organizational change; reengineering; risk and change management. Information systems for supporting organizational learning such as collaboration, virtual organization and knowledge management.

Teaching/ Learning Methodology	Lectures provide students the main concepts of the subject topic, together with comprehensive examples for easy understanding. Students are required to actively participate in the case discussion and Q&A exercises.
	Tutorials and lab sessions offer an opportunity to the students for practicing their business analysis, application, and (re)design techniques.
	Students will learn not only in the class but also through various coursework activities.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
		a	b	c	d	e
Continuous Assessment	**60%**	✓	✓	✓	✓	✓
Examination	**40%**	✓	✓	✓		✓
Total	100%					

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

The assessment items include written and oral assignments, projects, and tests. Assignments are designed to reinforce the concepts and methods learned in the class. Projects are used to develop students' analytic and problem solving skills. The written part of the assignments and projects helps student develop their organization and documentation skills. The oral part of the coursework allows students to practice their presentation and communication skills. Tests give students opportunity to review and reflect on their learning.

Student Study Effort Expected	Class contact:	
	▪ Lecture	39 Hrs.
	▪ Tutorial/Lab	0 Hrs.
	Other student study effort:	
	▪ Reading and Self-Learning	14 Hrs.
	▪ Coursework	55 Hrs.
	Total student study effort	108 Hrs.
Reading List and References	**Reference Books:** 1. Laudon, Kenneth, *Management Information Systems: Managing the Digital Firm*, Global Edition, 16th Edition, Pearson, 2020. 2. Turban, Efraim et al, *Electronic Commerce*, 2018. 3. Zeng, Ming, *Smart Business: What Alibaba's Success Reveals about the Future of Strategy*, Harvard Business Review Press, 2018 4. Chishti, Susanne and Barberis, Janos, *The Fintech Book*, John Wiley & Sons 2016 5. MIT Technology Review 6. The Computer Journal, British Computer Society 7. Harvard Business Review	