



**KAZAKH-BRITISH
TECHNICAL
UNIVERSITY**

**JSC «Kazakh-British Technical University»
School of IT and Engineering**



SYLLABUS

Discipline: **Fundamentals of Business for Information Systems**

Number of credits: 3

Course code – INFT 3106

Term: Fall 2023

Instructor full name: Dr. Avinash BM, PhD

Personal Information about the Instructor	Time and place of classes		Contact information	
	Lessons	Office Hours	Tel.	e-mail
Dr. Avinash BM	Fundamentals of Business for Information Systems	Wednesday: Batch 1: 11:00 AM to 02:00 PM, Classroom 726 Batch 2: 03:00 PM to 06:00 PM, Classroom 726	+77056323079	a.bigadevanahalli @kbtu.kz

COURSE DURATION: 3 credits, 15 weeks, 45 class hours

GENERAL COURSE AIMS: The course aims to

1. Realize the role of Information Systems in Global Business and today's Competitive Business Environment.
2. Perceive and describe the important features of Key System Applications for the Digital Age
3. Understand the Fundamentals of Business, Business / IT strategies, and develop appropriate solutions for having a strong system in place
4. Get exposure to Enterprise and Global Management of Information Technology

COURSE DESCRIPTION

This course looks at how today's business firms use information technologies and systems to achieve corporate objectives. Information systems are one of the major tools available to business managers for achieving operational excellence, developing new products and services, improving

decision-making, and achieving competitive advantage. Students will find here the most up-to-date and comprehensive overview of information systems used by business firms today.

COURSE OBJECTIVES: The objectives of the course are to

1. Illustrate the main concepts of Information Systems in Global Business and today's competitive business environment.
2. Recognize the new technologies that are transforming businesses, and understand the important features of Key System Applications for the Digital Age
3. Understand the fundamentals of Business, Business / IT strategies, and develop appropriate solutions for having a strong system in place
4. Get exposure to Enterprise and Global Management of Information Technology

COURSE OUTCOMES: Students will be able to

1. Recognize the fundamentals of Business for Information Systems in connection to related business activities of an organization.
2. Assess how information systems support the activities of managers and end-users in organizations.
3. Use information systems and technologies to achieve bottom-line business results
4. Apply Business / IT strategies and develop appropriate IT solutions

COURSE POST REQUISITES

Knowledge and skills obtained during the study of the course Fundamentals of Business for Information Systems are used in the following courses: Management Information Systems, Enterprise Resource Planning, and Emerging Technologies for Business and Digital Transformation

LITERATURE

Reading Textbook 1

1. Kenneth C. Laudon; Jane Price Laudon, (2020), "**Management information systems: managing the digital firm**" Pearson Education, ISBN: 9780135191798,0135191793.

Reference Textbook 2

2. James A. O'Brien; George M. Marakas, "**Management Information Systems**", McGraw-Hill Irwin, ISBN 978-0-07-337681-3

Course Assessment Criteria

Assessment	Components	Details	Marks	Assessment type	Marks	Total
Continuous Assessment1 & Mid-term Examination	Assignment1 (2 Questions)	Theory and Application-based Questions	5 Marks	Individual Assignment	10 Marks	30 Marks
	Assignment2 (2 Questions)	Theory and Application-based Questions	5 Marks	Individual Assignment		
	MCQs Examination	10 MCQs * 1 Mark each	10 Marks	Multiple Choice Questions	10 Marks	
	Project / Case Analysis / Class Presentation	PPT preparation + oral presentation	10 Marks (5 + 5)	Group Presentation	10 Marks	
Note: Follow all the instructions given by the faculty and adhere to timelines						

Assessment	Components	Details	Marks	Assessment type	Marks	Total
Continuous Assessment2 & End term Examination	Assignment3 (2 Questions)	Theory and Application-based Questions	5 Marks	Individual Assignment	10 Marks	30 Marks
	Assignment4 (2 Questions)	Theory and Application-based Questions	5 Marks	Individual Assignment		
	MCQs Examination	10 MCQs * 1 Mark each	10 Marks	Multiple Choice Questions	10 Marks	
	Project / Case Analysis / Class Presentation	PPT preparation + oral presentation	10 Marks (5 + 5)	Group Presentation	10 Marks	
Note: Follow all the instructions given by the faculty and adhere to timelines						

Final Examination	MCQs	20 MCQs * 1 Mark each	20 Marks	Multiple Choice Questions	40 Marks	40 Marks
	Project / Case Analysis / Class Presentation	PPT preparation + oral presentation	20 Marks (10 + 10)	Group Presentation		

COURSE CALENDAR

Session (Day, Date)	Title	Description	Text Book	Expected Learning Hours		
				L E C T U R E	P R A C T I C E	S I S
(Batch 1 - 11.00-14.00 & Batch 2 - 15.00-18.00) Wednesday						
1 Wed, 6 th Sept	Information Systems in Global Business Today	<ul style="list-style-type: none"> The Role of Information Systems in Business Today Perspectives on Information Systems 	Reading Textbook 1; Chapter 1 – 1.1 & 1.2; Page 32	2	1	6
2 Wed, 13 th Sept	Information Systems, Organizations, and Strategy	<ul style="list-style-type: none"> Organizations and Information Systems How Information Systems Impact Organizations and Business Firms 	Reading Textbook 1; Chapter 3 – 3.1 & 3.2; Page 108	2	1	6
3 Wed, 20 th Sept	Information Systems, Organizations, and Strategy	<ul style="list-style-type: none"> Using Information Systems to Achieve Competitive Advantage Using Systems for Competitive Advantage: Management Issues 	Reading Textbook 1; Chapter 3 – 3.3 & 3.4; Page 123	2	1	6
4 Wed, 27 th Sept	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	<ul style="list-style-type: none"> Enterprise Systems Supply Chain Management Systems 	Reading Textbook 1; Chapter 9 – 9.1 & 9.2; Page 366	2	1	6
5 Wed, 4 th Oct	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	<ul style="list-style-type: none"> Customer Relationship Management Systems Enterprise Applications: New Opportunities and Challenges 	Reading Textbook 1; Chapter 9 – 9.3 & 9.4; Page 377	2	1	6
6 Wed, 11 th Oct	E-commerce: Digital Markets, Digital Goods	<ul style="list-style-type: none"> E-commerce and the Internet E-commerce: Business and Technology 	Reading Textbook 1; Chapter 10 – 10.1 & 10.2; Page 400	2	1	6

7 Wed, 18 th Oct	E-commerce: Digital Markets, Digital Goods	<ul style="list-style-type: none"> The Mobile Digital Platform and Mobile E-commerce Building an E-commerce Presence 	Reading Textbook 1; Chapter 10 – 10.3 & 10.4; Page 431	2	1	6
8 Wed, 25 th Oct	Midterm Examination	Midterm Examination	Reading Textbook 1; Reference Textbook 2	2	1	6
9 Wed, 1 st Nov	Global E-business and Collaboration	<ul style="list-style-type: none"> Business Processes and Information Systems Types of Information Systems 	Reading Textbook 1; Chapter 2 – 2.1 & 2.2; Page 70	2	1	6
10 Wed, 8 th Nov	Enhancing Decision Making	<ul style="list-style-type: none"> Decision Making and Information Systems Business Intelligence in the Enterprise Business Intelligence Constituencies 	Reading Textbook 1; Chapter 12 – 12.1 & 12.2 & 12.3; Page 482	2	1	6
11 Wed, 15 th Nov	Developing Business/IT Strategies	<ul style="list-style-type: none"> Planning Fundamentals Implementation Challenges 	Reference Textbook 2; Chapter 11 – Sections I and II; Page 448	2	1	6
12 Wed, 22 nd Nov	Developing Business/IT Solutions	<ul style="list-style-type: none"> Developing Business Systems Implementing Business Systems 	Reference Textbook 2; Chapter 12 – Sections I and II; Page 482	2	1	6
13 Wed, 29 th Nov	Enterprise and Global Management of Information Technology	<ul style="list-style-type: none"> Managing Information Technology Managing Global IT 	Reference Textbook 2; Chapter 14 – Sections I and II; Page 579	2	1	6
14 Wed, 6 th Dec	Project / Case Analysis / Class Presentation	Project / Case Analysis / Class Presentation	Reading Textbook 1; Reference Textbook 2	2	1	6
15 Wed, 13 th Dec	End term Examination	End term Examination	Reading Textbook 1; Reference Textbook 2	2	1	6
16-17	Final Examination	Final Examination	Reading Textbook 1; Reference Textbook 2	2	1	6

Course assessment schedule

#		Session															Points
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	Continuous Assessment (1 & 2) Pre and Post Midterm	X	X	X	X	X	X	X		X	X	X	X	X	X		10+ 10
2	Midterm Exam								X								20
3	EndTerm Exam															X	20
4	Final Exam																40
<i>Total</i>																	<i>100</i>

Class sessions – will be a mixture of Lectures, sharing information, discussion, and practical application of concepts and skills development, Case solving, Situation analysis, Quizzes, and group activities.

Practice – will reinforce the students' knowledge by the practical appliance of lectured materials.

In-class assessment – will prepare students for their mid-term and final assessment and identify the competence level they have achieved on a related subject matter, the aim being to diagnose potential discrepancies in students' understanding and performance to make specific adjustments to the course content and procedures and/or to assign additional assignments to certain individuals or the whole group.

Home assignments – will consolidate the concepts and materials taken during in-class activities, help students to expand the content through diverse background resources, and/or practice certain skill areas; they will also develop the student's ability to work individually in exploring and examining related issues.

SIS (Student Independent Study) – comprises group studies and activities to be done by students on an independent basis. Students are supposed to use knowledge and skills acquired in class to take part in the assessments. Assistance and advice will be provided by teachers during office hours.

TSIS (Teacher Supervised Student Independent Study) – student self-made project/activities/assignments/presentations.

Mid-term test/exam – a diagnostic test/exam used to identify the student's progress, strengths, and weaknesses, intended to reinforce the student to prepare for the Final Exam. It includes MCQs, Assignments, and Presentations

End-term test/exam – a diagnostic test/exam used to identify the student's progress, strengths, and weaknesses, intended to reinforce the student to prepare for the Final Exam. It includes MCQs, Assignments, and Presentations

Final examination

An attainment test/exam designed to identify how successful the students have been achieving objectives.

Grading policy:

Intermediate attestations (on the 8th and 15th week) join topics of all lectures, practice, SIS, TSIS, and materials for reading discussed at the time of attestation. The maximum number of points within attendance, activity, SIS, TSIS, and laboratories for each attestation is 30 points.

The final exam joins and generalizes all course materials, and is conducted in the complex form with presentations and MCQs. Maximum number of points is 40. At the end of the semester, you receive an overall total grade (summarized index of your work during the semester) according to the conventional KBTU grade scale.

Attention!

1. If the student misses more than 30% of lessons without plausible reason, then the student receives an «F (Fail)» grade;
2. If for two attestations student receives 29 or less points, this student is not accepted to the final exam and for the entire course, he (she) receives an «F (Fail)» grade;
3. If a student receives 19 or less points on the final exam, then independently on how many points he (she) received for two attestations, in whole he (she) receives an «F (Fail)» grade;

In the case of missing or being late for the final exam without plausible reason, independently on how many points he (she) received for two attestations, in whole he (she) receives an «F (Fail)» grade.

Academic Policy:

1. Cheating, duplication, falsification of data, and plagiarism are not permitted under any circumstances!
2. Students must participate fully in every class. While attendance is crucial, merely being in class does not constitute "participation". Participation means reading the assigned materials, coming to class prepared to ask questions, and engaging in discussion.
3. Students are expected to take an active role in learning (the instructor will provide the information and guidelines to do this).
4. Students must come to class on time and no eatables are allowed during classes.
5. Students are to take responsibility for making up any work missed.
6. Make-up tests in case of absence will not normally be allowed.
7. Mobile phones must always be switched off in class unless asked to do academic activity. Unauthorized use of mobiles or sleeping during class will lead to loss of attendance.
8. Students should always show tolerance, consideration, and mutual support toward others.

Students are encouraged to

1. Consult the teacher on any issues related to the course;
2. Make up within a week for the works undone for a valid reason without any grade deductions;
3. Make any proposals for improvement of the academic process;
4. Track down their continuous rating throughout the semester.

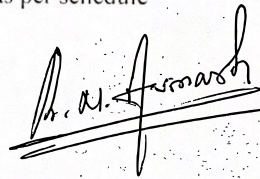
Academic Integrity

Any time you put your name on a piece of work for the source you are asserting that it is your own work. If this is not the case, it is plagiarism. You must report, in proper citation format, the source of information used in a paper. Direct quotes must be denoted by quotation marks and page references. Plagiarism is classed as cheating and will be dealt with according to the policies and procedures of KBTU. Cheating on exams and assignments (without proper citations) will not be tolerated and will be dealt with according to the policies and procedures of KBTU.

Students are required:

1. To be respectful to the teacher and other students;
2. To meet the assignments and academic deadlines;
3. To be prepared and actively participate in classroom work;
4. To attend all classes and attend tests/exams as per schedule

Associate Professor of SITE



Dr. Avinash BM

Minutes #26 of the School of Information Technology and Engineering meeting on August 24, 2023