



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
Pre-MBA Course Syllabus  
Semester: .....

Course code & No.: PMBA 515  
 Course Title: Management of Information System  
 Prerequisites: None  
 Faculty Member: .....  
 Contact Details: Email: .....; Phone: .....  
 Class Hours: Time: ..... Days: ..... Room: .....  
 Office Hours: Time: ..... Days: ..... Room: .....

**Brief Course Description:** (As in UD Graduate Catalog)

The course focuses on the value of information and management of information system in business organizations. The coverage includes: Topics of management and organization theory, information and communication theory, and systems theory relevant to managing an organization's information resources. It also includes computer hardware and software, telecommunications, and database concepts and emphasizes the e-commerce and Internet based business models to get a competitiveness of global based business environments.

**Course Objectives (CO):** This course has the following objectives:

1. Make students familiar with basic concepts of information value and needs in a business organization.
2. Understand and Use information systems and information technology-related terminology and concepts.
3. Examine the role of non-technical managers in the information systems design, development, selection, and implementation process.
4. Identify an emerging technology or technology issue, evaluate its relevance to business in general or a particular industry/company, and make a recommendation regarding whether or not (and how) an organization can proceed to evaluate or address the issue

**Course Learning Outcomes (CLO):**

Upon completion of this course, students should be able to demonstrate the following outcomes

1. **Develop** understanding of information values, concepts, terminologies, and information ethics.
2. **Explain** the role of information systems in business and the economy
3. **Describe** the processes and organizational structure that support the creation and use of information systems
4. **Apply and use** different information systems to help management plans and control operations.
5. **Analyze** business situations involving IS/IT decisions and make a recommendation that integrates best practices, current knowledge (in the popular press), and constraints imposed by the company/industry context

**Blooms Taxonomy**

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	1.Knowledge (K)	2.Comprehension (C)	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1,2	3	4	5		

**CLO Mapping:** This table maps CLO's to: CO

CLO	Linked to CO
1	1
2	1,2
3	3,4
4	4
5	4

**CLO Assessment Scheme**

CLO	Class Work (marks)		Final Exam (marks) 30%
	Cases & Problem Solving 35%	Group Projects 35%	
1	10		6
2	10		6
3	20	15	6
4		15	6
5			6
<b>Total</b>	<b>40</b>	<b>30</b>	<b>30</b>

Each MBA course is assessed by a combination of class work (individual assignments, group work, possible simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. The minimum required cumulative grade point average for MBA is 3.00 out of 4.00. Each course grade is distributed as under:

% Marks	Grade	Quality Points
≥ 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
75-79	C+	2.5
Below 75	F (Fail)	0

#### Case Assignment

The instructor will assign a set of 4 cases from different sources with adaptation to the UAE/GCC environment. Two of these cases (milestone Case and Bridge Case) will be used in class in connection with the chapters covered. The other two cases will be used as part of the individual and group assignments. Each student is expected to spend about 105 hours out-of-class time on readings, short-cases, and problem solving as follows:

#### Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Short-Case # 1	9 hours
Short-Case # 2	9 hours
Group assignments	30 hours
Problem Solving	25 hours
Readings	32 hours

#### Teaching Methods:

Teaching methods used in this course are Interactive learning, lectures, Case studies, and Problem Solving

#### Use of Modern Instructional Technology

Power-point, Internet, Audiovisual, Online Databases, and Moodle Learning System

Week	Topic	Contents	Relation to CLO	Assigned Reading
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1	Information Systems in Global Business Today	-The Role of Information Systems in Business Today - Perspectives on Information Systems and Information Technology - Contemporary Approaches to Information Systems	1	Chapter 1
2	Information Systems, Organizations, and Strategy	-Organizations and Information Systems. - How Information Systems Impact Organizations and Business Firms. - Using Information Systems to Achieve Competitive Advantage	2	Chapters 3
3	Global E-Business: How Businesses Use Information Systems	- Business Processes and Information Systems How business use IS? - Types of Business Information Systems - Systems That Span the Enterprise - The Information Systems Function in Business	2	Chapter 2 Exam1
4	Ethical and Social Issues in Information Systems	- Understanding Ethical and Social Issues Related to Systems - Ethics in an Information Society - The Moral Dimensions of Information Systems	1	Chapters 4 Short-Case #1 Problem Solving
5	IT Infrastructure and Emerging Technologies	- IT Infrastructure - Infrastructure Components - Contemporary Hardware Platform Trends - Contemporary Software Platform Trends	3	Chapters 5
6	Foundations of Business Intelligence: Databases and Information Management	- Organizing Data in a Traditional File Environment - The Database Approach to Data Management - Using Databases to Improve Business Performance and Decision Making - Managing Data Resources	3	Chapters 6 Bridge Case Problem Solving
7	Telecommunications, the Internet, and Wireless Technology	- Telecommunications and Networking in Today's Business World - Communications Networks - The Global Internet - The Wireless Revolution	3	Chapter 7 Group Assignment
8	Enhancing Decision Making	- Decision Making and Information Systems - Systems for Decision Support - Executive Support Systems (ESS) and the Balanced Scorecard Framework	4	Chapter 12 Exam2
9	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	- Enterprise Systems - Supply Chain Management Systems - Customer Relationship Management Systems	4	Chapter 9 Short-Case #2 Problem Solving
10	Managing Knowledge and Collaboration	- <i>The Knowledge Management Landscape</i> - <i>Enterprise-Wide Knowledge Management Systems</i> - <i>Knowledge Work Systems</i>	4	Chapter 11
11		Final Exam	All	

### Educational Resources

Educational Resource	Description
Textbooks Required:	Kenneth C. Laudon and Jane P. Laudon (2009). Management Information Systems: Managing The Digital Firms, Pearson Publication, 11 ed., Global edition. ISBN 978-0-13-609368-08
References:	O'Brien, James A. and Marakas, George M. (2009). Management information system, McGraw-Hills international edition.
Readings	The Instructor will add some articles from different that can be accessed from the University digital library.