

Course
Information Management

Academic Year: 2013/2014

Semester: 2nd

Instructor(s):

Professor: Paulo Cardoso do Amaral, Phd

Assistant: Bruno Marques, PhD

Course Description:

This course prepares future managers to deal, without prejudice, with IS/IT strategic decisions and IT specialists. IS management is also covered in this course so that future managers can deal with the most correct IS governance mechanisms necessary to deploy strategic projects maintaining IS quality exploitation levels within acceptable patterns.

This course will have two weekly sessions, one theoretical and the other practical. The practical session will discuss and train the most important aspects of the information and information system's management theory.

Cases studies (individual or for group resolution) HAVE TO BE prepared before class, in order to be discusses effectively.

Students will prepare a real case study to be presented and discussed by the end of the term.

Course Content:

- Introduction to the information Society
- The importance of Information Systems for organizations
- The impact of Information Systems in organizational change
- The role of Information Systems in business strategy
- Introduction to enterprise information systems
- Information Systems management and governance
- Internet, e-commerce and e-business

Course Objectives:

This course highly contributes to an understanding about information systems and technology (IS/IT) and IS management in organizations.

MIS broaches the mainstream Information Systems that managers can deploy in the Information Era.

The course presents this subject with an organizational end strategic flavour avoiding



pure technological discussions. Information Systems are considered always just a management tool to create value in the context of business models.

By the end of the course, future managers should be able to:

- recognize and define Information Systems;
- be able to describe the importance of information systems for an organization;
- understand the relationship between business strategy and information systems;
- understand the necessity of organizational change to activate the value of information systems as well as managing this change;
- to know what electronic commerce and electronic business is all about and identify the strategic opportunities of the new competitive environment, avoiding its risks;
- identify the main challenges in the creation and use of information systems;
- to know about information systems management issues.

Grading:

Final Test and Final Exam

- There will be a single final test¹ at the end of the term.
- All subjects will be covered in the final test, both theoretical and practical.
- All students that fail the final test will have the opportunity to have the final exam as well as all students that may want to upgrade their final test grade. The final exam grade will substitute the final test.

Work assessment

(a) Case studies

- Individual reports: each student will deliver the resolution of mini case studies available at the beginning of the course
- There will be also “challenges” to be solved in groups

(b) Intermediate case studies for group resolution & report

(c) Final presentation / Research Project

- Each workgroup will make a final presentation of the field work study as well as the corresponding report.
- Works should be sent by email in the day prior to its presentation or discussion
- Students will be assigned to groups in the first session. Each group will have a maximum of 6 students.

Continuous evaluation

- Evaluation will consider the individual resolution of case studies and participation during discussions and, obviously, students assiduity

¹ Previous years: open book exam



Final grade

- Final grade = (final test or final exam* 60%) + (Individual case studies & Class Participation * 20%) + (Research Project * 20%)
 - Students will be approved if the final grade is greater or equal to 9,5 and the final test or final exam is greater or equal to 8.
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Bibliography:

- Business Information Systems, Dave Chaffey & Steve Wood, Prentice Hall 2005
 - Article 1 – How information gives you Competitive Advantage, Porter and Millar, HBR, 1985
 - Article 2 – How Process Enterprises Really Work, Hammer and Stanton, HBR, 1999
 - Article 3 – Strategy and the Internet, Michael Porter, HBR, 2001
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Contact(s) and Office hours:

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Annex

	Day	Theoretical	BIBLIOG.	Practical
1	13.Feb	(17h00) Introduction to practical lectures. Mini-Quiz - Information Management: <i>It Takes Two for Tango</i>		(18h30) <i>Introduction to "Challenges at IVK" - Case studies for group resolution</i> Case Study #0 (Introduction): 7-Eleven
2	20.Feb	(17h00) Introduction to the information society The importance of Information Systems for organizations (Part I + Part II)	Book Chapter 1..5 Article 1	(18h30) Information Management
3	27.Feb	(17h00) IS Strategy - The role of Information Systems in business strategy IT Governance & Information management	Book Chapter 8 Article 2	(17h00) Business Processes & The impact of Information Systems in Org. change
4	6.Mar	(17h00) Case Study #0 (Introduction): 7-Eleven (Review)		(18h30) Case Study #1 - Amex
<i>Support to final assignment. Date do be defined</i>				
5	13.Mar	(18h30) Enterprise Systems - IS Architecture		(17h00) IS Development. Introduction to e-markets and e-business
6	20.Mar	(17h00) Digital Strategy; m-Strategy; Web 2.0 (Part I)	Article 3	(18h30) Digital Strategy; m-Strategy; Web 2.0 (Part II)
26.Mar to 5.Apr		<i>Intermediate Exams</i>		
7	10.Apr	(17h00) Challenge#1: The New CIO at IVK	Book Chapter 6	(18h30) Case Study Facultative John Partnership - Calm Computing
16.Apr to 21.Apr		<i>Easter Holidays</i>		
7 (?)	24.Apr (?)	(18h30) Case Study Mandatory: <i>to be defined</i> [Individual Report #1]	Book Chapter 4,5	(18h30) Case Study Facultative: Quiz: CRM AIB Challenge#2: New Challenges at IVK
25.Apr		<i>Public Holiday</i>		
8	8.May	Support to Group Assignment		(18h30) Intermediate case studies - To be defined Groups 1..3
				(18h30) Intermediate case studies - To be defined Groups 4..6
9	15.May	(17h00) Challenge#3: IT Value at IVK	Book Chapter 9 Chapter 7	(18h30) Case Study Mandatory: <i>to be defined</i> [Individual Report #2]
10	22.May	(18h30) Challenge#4: IT Priorities	Book Chapter 10	(18h30) Final Assignment Support Case studies overview
11	23.May			
12	28.May (4af)	Presentations Final Group Assignment - Research Project Presentation Groups 1..n		