



Module Descriptor

Code: COIS51090

Version: -

Approval Status: N/A

Title: STRATEGIC INFORMATION SYSTEMS FOR BUSINESS

Section: School of Computing and Digital Technologies

Level: 5

Contact	E-mail Address	VLE
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Pattern Of Delivery

Credits	Contact Hours	Independent Study Hours	Total Learning Hours	Description of Pattern of Delivery
15	36	114	150	Occurrence A, City University of Hong Kong, UG Semester 1
				Occurrence A, City University of Hong Kong, UG Semester 1

Site
City University of Hong Kong

Assessment
REPORT (2000 WORDS) weighted at 50%. PRESENTATION weighted at 50%.

Registration Conditions	Module Version Condition Text
None	

Module Details	
INDICATIVE CONTENT	The relationship between business strategy and information systems (IS) strategy Knowledge management, business intelligence and analytics The web-enabled enterprise Customer Relationship Management systems Strategic tools for analysis (e.g. SWOT, STEEP, Porter's five forces) IS as a business resource IT strategy development (using e.g. Earl's Strategic Grid, Earl's three pronged approach) Implementing, managing and controlling IT systems. Sourcing and outsourcing Legal issues, risk management, ethical issues
LEARNING STRATEGIES	24 hours of lectures and 12 hours practicals over 12 weeks. The practical sessions will involve exercises based on the lecture material, reviewing case studies and practical use of software as appropriate
ADDITIONAL ASSESSMENT DETAILS	There are two assessments 1. A report (50%, 2,000 words) evaluating a given case study scenario with recommendations for an IS strategy to underpin the business strategy assessing learning outcome 2 2. A 10 minutes presentation (50%) summarising the findings of the report assessing learning outcomes 1 and 3 The presentation is the final assessment.
MODULE RESOURCES	None.
PROSPECTUS INFORMATION	Information Systems (IS) are at the heart of all modern organisations. You will study how IS support the strategy and structure of organisations. Today, the IS operation is critical to the successful operation of organisations and the sudden loss/failure of them would put many companies in jeopardy. You will study how management plan to protect the IS resource and maintain its operation. Many companies gain competitive advantage through IS so managers have to be continually aware of new developments. You will study contemporary applications of IS and how to fit them into business strategy.
MODULE TEXTS	Applegate, L., Austin, R. and Soule, D. 2009. Corporate Information Strategy and Management. 8th ed. McGraw Hill.
LEARNING	1. DEMONSTRATE A CRITICAL UNDERSTANDING OF THE NATURE OF INFORMATION, INFORMATION

OUTCOMES	<p>SYSTEMS AND HOW THEY UNDERPIN ORGANISATIONAL FUNCTIONS AND STRUCTURES. (Knowledge & Understanding, Learning)</p> <p>2. EVALUATE A GIVEN SCENARIO THROUGH THE USE OF ANALYTICAL MODELS, TOOLS AND FRAMEWORKS IN ORDER TO PLAN THE ACQUISITION OR DEVELOPMENT OF THE IS RESOURCE AS PART OF AN OVERALL BUSINESS STRATEGY. (Analysis)</p> <p>3. PROPOSE MEASURES THAT ARE APPROPRIATE TO SECURE, PROTECT AND MAINTAIN INFORMATION SYSTEMS RESOURCES. (Application)</p>
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Learning Outcome
