



**FACULTY OF BUSINESS**  
**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING**  
**LEARNING MODULE OUTLINE**

Academic Year	2023/2024	Semester	1
Module Code	MMIS0140 - 311		
Learning Module	Management Information Systems		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. Lai Tsz Ming, Terence	Email	tmlai@mpu.edu.mo
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**MODULE DESCRIPTION**

This module introduces the basics of information systems with emphasis on real world applications. Students will learn the basics of information systems, IT infrastructure, and the Internet, appreciate the state-of-the-art IT technology as well as to understand how IT can be applied to businesses, and its capabilities and limitations.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

M1.	explain various applications of management information systems (MIS)
M2.	explain how organizations use information systems to achieve competitive advantage
M3.	describe emerging IS technologies, applications, and security issues
M4.	discuss the impact of the Internet and E-commerce to traditional businesses
M5.	describe how organizations develop, acquire and implement IS



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs (Bachelor of Business Administration in Marketing)	M1	M2	M3	M4	M5
P1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓	
P2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	✓	✓	✓	✓	✓
P3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓	✓	✓	✓	✓
P4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.					
P5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.	✓	✓	✓	✓	
P6. Effective Communication Skills - Students are able to communicate and present ideas effectively.	✓	✓	✓	✓	✓
P7. Critical Thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	✓	✓	✓	✓	✓
P8. Intercultural Competence - Students are competent to associate in a diversified social and global community.				✓	



## MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	1. IS in Global Business today (chapter 1 - 3 hours) 1.1 Understand the roles of IS in business today 1.2 Relate the perspectives on information systems 1.3 Describe contemporary approaches to IS	3
2-3	2. Global E-business and Collaboration (chapter 2 - 4.5 hours) 2.1 Identify types of information systems 2.2 Outline systems for collaboration and social business	4.5
3-4	3. Information Systems, Organizations, and Strategy (chapter 3 - 4.5 hours) 3.1 Describe the impact of IS on organizations 3.2 Develop competitive strategies using IS	4.5
5-6	4. IT Infrastructure: Hardware and Software (chapter 5 & 6 - 6 hours) 4.1 Identify computer hardware 4.2 Describe computer software 4.3 Describe databases and information management	6
7	Mid-term Examination (chapter 1, 2, 3, 5, 6)	3
8-9	5. Telecommunications, the Internet, and Wireless Technology (chapter 7 - 6 hours) 5.1 Understand telecommunications and networking in today's business world 5.2 Outline Communications networks 5.3 Describe the Internet 5.4 Understand wireless networking	6
10-11	6. Securing Information Systems (chapter 8 - 4.5 hours) 6.1 Identify system vulnerability and abuse 6.2 Understand business value of security and control 6.3 Identify technologies and tools for protecting information resources	4.5
11-12	7. Enterprise Applications (chapter 9 - 4.5 hours) 7.1 Describe enterprise systems 7.2 Describe supply chain management systems 7.3 Describe customer relationship management systems	4.5
13	8. E-commerce: Digital Markets and Digital Goods (chapter 10 - 3 hours) 8.1 Describe E-commerce and the Internet 8.2 Outline E-commerce: business and technology 8.3 Describe mobile digital platform and mobile e-commerce 8.4 Describe E-commerce presence	3
14	9. Building Information Systems (chapter 13 – 3 hours) 9.1 Describe system development and organizational change 9.2 Outline system development process	3
15	Final Exam	3

## TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:



Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Lectures,	✓	✓	✓	✓	✓
T2. videos,	✓	✓	✓	✓	✓
T3. case studies,	✓	✓	✓	✓	✓
T4. group discussion	✓	✓	✓	✓	✓

#### ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.



## ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Project(s)	20	M1-M5
A2. Assignment(s)	20	M1-M5
A3. Midterm Exam	20	M1-M5
A4. Final Exam	40	M1-M5

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

## MARKING SCHEME

	Assessment Task	Criterion	Excellent	Very Good, Good	Satisfactory	Pass	Fail
			A, A-	B+, B, B-	C+, C, C-	D+, D	F
			88% - 100%	73% - 87%	58% - 72%	50% - 57%	0 – 49%
1.	Projects /Assignments (if applicable)	Demonstrate the understanding of the subjects	High	Significant	Moderate	Basic	Not even reaching marginal levels
2.	Oral presentation (if applicable)	Demonstrate the ability to answer questions on topics covered in the outline					
3.	Midterm / Final / Resit Exam (if applicable)	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of skills, presentation, writing, concepts, methods and techniques.					



		Be able to provide a specific conclusion / solution in some cases (if applicable)					
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## REQUIRED READINGS

Kenneth Laudon & Jane Laudon (2020, 16<sup>th</sup> Global edition), Management Information Systems – Managing the Digital Firm, Pearson.

## REFERENCES

Hossein Bidgoli, MIS, (2018, 8th edition), Cengage.

David M. Kroenke, Randall J. Boyle, Experiencing MIS, (2017, 7<sup>th</sup> edition), Pearson.

*MIS Quarterly (ejournal available via MPI library eResources - JSTOR)*

*Management Science (ejournal available via MPI library eResources - JSTOR)*

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.



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## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).