

SYLLABUS

CLASS INTRODUCTION

Prof. Paulo Faroleiro (NovaSBE)

Prof. Nehal Afifi (Nova Cairo)

Prof. Márcio Nunes (NovaSBE)

Information Systems

February 3rd 2025

AGENDA

- 1. Information Systems**
- 2. Learning Objectives**
- 3. Contact Information**
- 4. Moodle Website**
- 5. Course Materials**
- 6. Course Conduct**
- 7. Evaluation**

INFORMATION SYSTEMS

This is not a class on technology! It is a class on information, processes, and models used by firms to produce goods and services and to effectively manage accounting, finance, human resources, strategy, supply chains/inventory, and other activities in a business.

The class will have four areas of emphasis:

- **Organizations, Management, and the Networked Enterprise**
- **Information Technology Infrastructure**
- **Key System Applications for the Digital Age**
- **Building and Managing Systems**

INFORMATION SYSTEMS

These areas of emphasis will provide the foundation for the course as we explore a series of information systems topics such as e-Commerce, Social Media, Operational and Control Systems, Enterprise Resource Planning (ERP), Business Intelligence, Business Processes and ways to Manage IT and perform System Development.

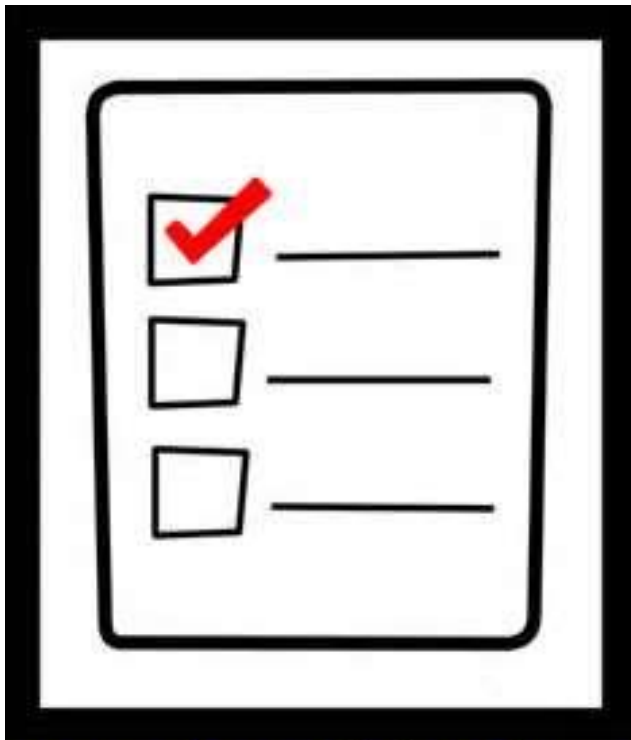
Prof. Paulo Faroleiro

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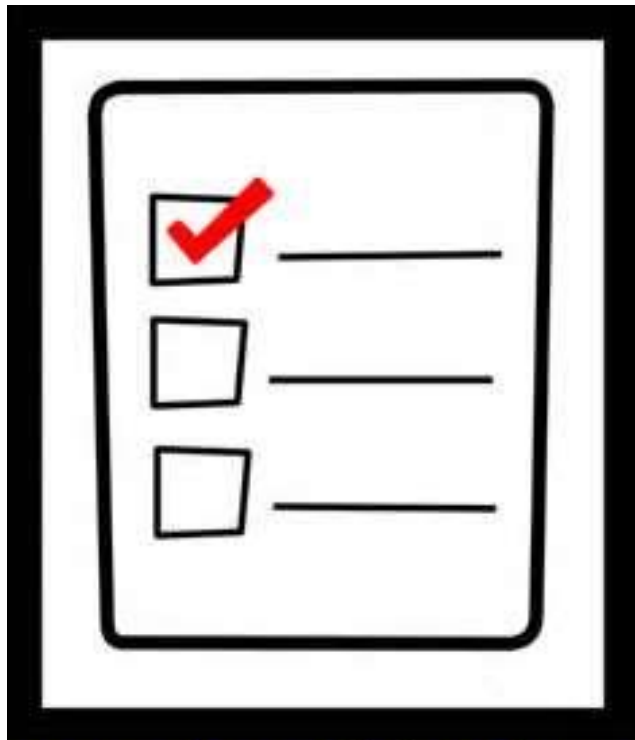
LIST OF TOPICS

1. Information Systems in Global Business Today
2. Global E-Business and Collaboration
3. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
4. Information Systems, Organizations, and Strategy
5. Ethical and Social Issues in Information Systems
6. Securing Information Systems
7. E-Commerce: Digital Markets, Digital Goods
8. Foundations of Business Intelligence: Database and Information Management



Learning Objectives

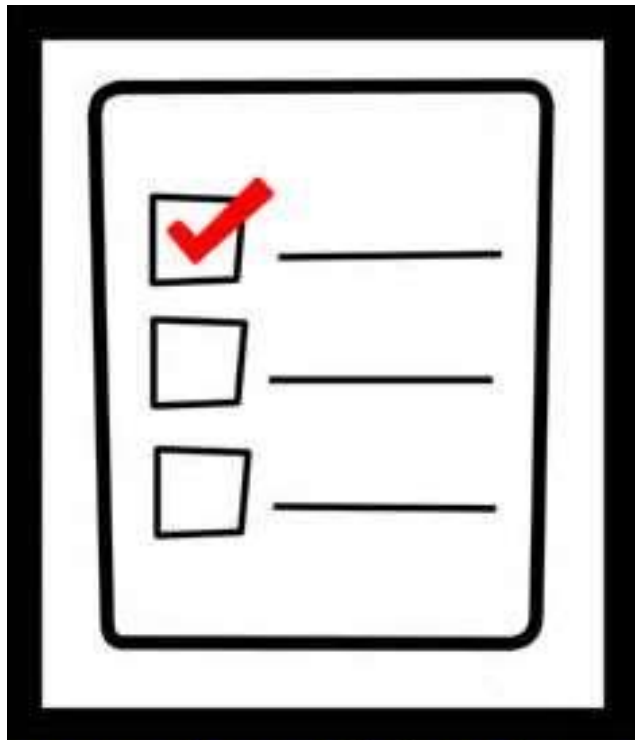
LEARNING OBJECTIVES I



Learning Objectives

1. How are information systems transforming business and what is their relationship to globalization. Why are information systems so essential for running and managing a business today. What exactly is an information system and how does it work. What are its management, organization, technology components, and complementary assets. Why are complementary assets essential for ensuring that information systems provide genuine value for an organization. What are the academic disciplines used to study information systems. How each contribute to an understanding of information systems. What is a sociotechnical systems perspective.
2. What are business processes and how they relate to information systems. How do systems serve the different management groups in a business. How do systems that link the enterprise improve organizational performance. Why systems for collaboration and teamwork are so important and what technologies do they use. What is the role of the information systems function in a business.
3. How do enterprise systems help businesses achieve operational excellence. How do supply chain management systems coordinate planning, production, and logistics with suppliers. How do customer relationship management systems help firms achieve customer intimacy. What are the challenges posed by enterprise applications. How are enterprise applications taking advantage of new technologies.

LEARNING OBJECTIVES II

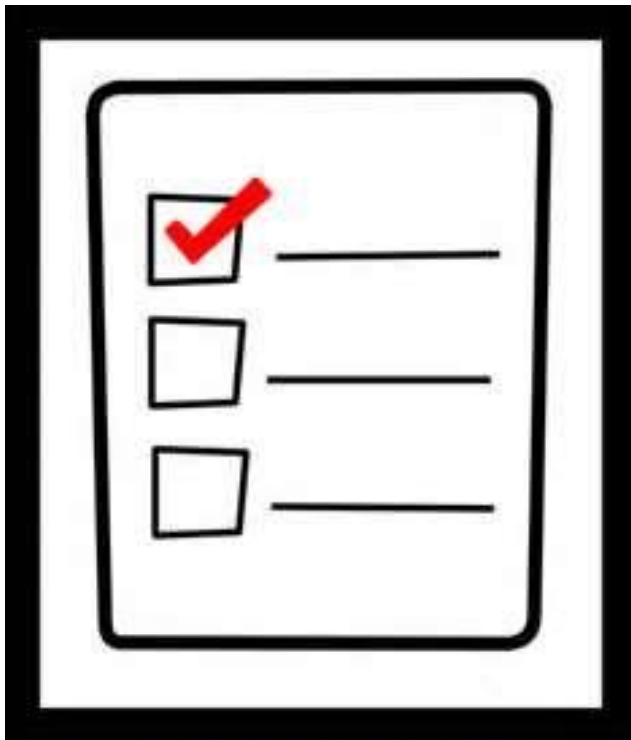


Learning Objectives

4. Which features of organizations do managers need to know about to build and use information systems successfully. What is the impact of information systems on organizations. How does Porter's competitive forces model help companies develop competitive strategies using information systems. How do the value chain and value web models help businesses identify opportunities for strategic information system applications. How do information systems help businesses use synergies, core competencies, and network-based strategies to achieve competitive advantage. What are the challenges posed by strategic information systems and how should they be addressed.
5. What ethical, social, and political issues are raised by information systems. What specific principles for conduct can be used to guide ethical decisions. Why do contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property. How have information systems affected everyday life
6. Why are information systems vulnerable to destruction, error, and abuse. What is the business value of security and control. What are the components of an organizational framework for security and control. What are the most important tools and technologies for safeguarding information resources.

LEARNING OBJECTIVES III

7. What are the unique features of e-commerce, digital markets, and digital goods. What are the principal e-commerce business and revenue models. How has e-commerce transformed marketing. How has e-commerce affected business-to-business transactions. What is the role of m-commerce in business, and what are the most important m-commerce applications. What issues must be addressed when building an e-commerce Web site.
8. What are the problems of managing data resources in a traditional file environment and how are they solved by a database management system. What are the major capabilities of database management systems (DBMS) and why is a relational DBMS so powerful. What are some important principles of database design. What are the principal tools and technologies for accessing information from databases to improve business performance and decision making. Why are information policy, data administration, and data quality assurance essential for managing the firm's data resources.



Learning Objectives

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CONTACT INFORMATION

Professor Paulo Faroleiro

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Prof. Márcio Nunes (TA)

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Office Hours Online: by appointment

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MOODLE WEBSITE

<http://moodle.novasbe.pt/>

The class website will be updated throughout the semester with lecture notes and important announcements. Lecture notes will be posted before each lecture.

Please check the website before every class

Enrollment Key: 1224-IS-spring2425

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COURSE MATERIALS

PRIMARY TEXTBOOK

Kenneth C. Laudon, Jane P. Laudon, *Management Information Systems, 16th Edition*, Pearson, 2018 – Global Edition.

Kenneth C. Laudon, Jane P. Laudon, *Management Information Systems, 17th Edition*, Pearson, 2022 – Global Edition.

SUPPLEMENTAL READINGS

Articles and other required materials will also be distributed using the moodle course

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COURSE CONDUCT

ASSIGNMENTS AND READINGS

- To keep us on common ground, all assignments are to be completed on the day they are assigned. All assignments are to be uploaded on the day and time that was specified.
- Because assignments may be discussed in class, no late submissions are acceptable without approval at least one week in advance.
- To be fair to the students who submitted their assignments on time, an assignment turned in even a few minutes late will not be accepted and a score of zero will be given.
- In addition to grading the work that the student turn in, the student will be graded on the ability to think critically, work in team, and clearly communicate his/her thoughts.

COURSE CONDUCT

ATTENDANCE

Consistent and punctual attendance is expected.

Woody Allen said: “80% of success is showing up.” We will add “on time” to the end of this phrase to avoid class disruption.

If the student has to miss a class, it doesn’t need to let us know.

It is student’s responsibility to ask a classmate what missed and to get all the relevant information.

Late entrance will be allowed as long it doesn’t interrupt lectures.

COURSE CONDUCT

CLASSROOM BEHAVIOR

It is expected from the student to exhibit professional behavior in lectures. This means that is expected the student to behave in the classroom as it would in a professional meeting.

Side conversations will not be tolerated unless they add value to the classroom discussion. This distracts students and everyone around them.

Please raise hand if you have a question/comment or are answering a question.

Student will be asked to leave the classroom if are find hindering the global ability to learn. If consistently disturbs the class, a meeting will be promptly scheduled.

Mobile devices must remain silent in the classroom. Laptops and tablets can be used during the classes. They are supposed to be used responsibly.

If mobile devices are disturbing you and students around you, you'll be promptly advised to stop using them, impacting your ability to follow the class.

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CLASSES AND EVALUATION

Theoretical

Classes

- will be used to discuss doubts from IS and present activities
- students must access slides before and perform some research

Evaluation

- interactive Sessions (IS),
- usually 2 cases per topic, one mandatory, one optional
- biweekly submission
- GEN AI evaluation

CLASSES AND EVALUATION

Practical

Classes

- will be used to present and discuss the week's case
- students must access slides before and perform some research

Evaluation

- Week's case presentations will have to be submitted, and the students must prepare a presentation using some tool, and submit it to professor Márcio, for evaluation (schedule will be discussed in practical classes)

CLASSES AND EVALUATION

Project and Exam

Project

- Topic to be presented later in the semester
- Pdf submission

Exams

- WiseFlow online version

NEXT STEPS



1. Lets start work: Lecture 1