Korea Advanced Institute of Science and Technology
School of Business and Technology Management
Course Syllabus, Fall 2017

Course Information

- Course Title: **Introduction to MIS**
- Course Number: **MSB237**
- Prerequisites: None
- Meeting Time: Tuesday and Thursday, 14:30 – 15:45
- Classroom: TBA
- Course Web Pages: http://klms.kaist.ac.kr

Instructor Information

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Course Objectives

This course is designed to provide a broad overview of the fundamental concepts of information systems for students. The course includes the basic concepts of computer hardware, software, databases, data communication networks including Internet, various information systems and other emerging technologies. It also covers the history of computing and different scientific views toward IT to understand the interrelationships between IT and society. The course endeavors to:

- Facilitate students understanding of the vital role played by IT in supporting and facilitating all aspects of commerce, enterprise resource planning and other business activities;
- Provide a conceptual framework for understanding, at a fundamental level, the workings and function of computer, system and application software, databases, and communications networks;
- Enable students to form knowledgeable opinions on philosophical, ethical and moral challenges facing a digital society.

Expected Course Outcomes

At the successful completion of this course students will be able to:

- Demonstrate an understanding of fundamental computer system concepts, including computer hardware, software, databases, data communications networks, Internet, etc. and have a concept of how managers employ these concepts to solve problems;
- Identify the major constituent components of a computer system and explain their role and function;

- Understand and compare the major factors effecting system performance;
- Distinguish between system and application software and explain the purpose of each;
- Explain the development and operation of the Internet and World Wide Web and its role in information access, communication and commerce;
- Identify common Internet applications and protocols;
- Discuss and explain the concepts of Enterprise Resource Planning (ERP), e-business has in shaping modern business environment;
- Understand different views toward IT and have thoughtful opinions on philosophical, ethical, and legal challenges for modern society.

Course Materials

Recommended Textbook

Rainer, R. K., Prince, B., Cegielski, C. G. (2013), ***Introduction to Information Systems: Supporting and Transforming Business***, 5th Ed., John Wiley & Sons, Inc., Hoboken, NJ.

Books for Assignments

1. Isaacson, W. (2015), ***The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution***, Simon & Schuster, New York, NY. (한국어판: 이노베이터)

2. Tapscott, D., and Tapscott, A. (2016), ***Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World,*** Portfolio, New York, NY. (한국어판: 블록체인 혁명)

Recommended Books

1. Chang, H. (2007), ***Bad Samaritans: Rich Nations, Poor Policies and the Threat to the Developing World***, Random House Business Books, London, UK.

2. Collins, J. (2001), ***Good to Great: Why Some Companies Make the Leap and Others Don't***, Collins Business, New York, NY.

3. Darnil, S., and Le Roux, M. (2005), ***80 Hommes Pour Changer Le Monde: Entreprendre Pour La Planete***, JC Lattes. (한국어판: 세상을 바꾸는 대안기업가 80 인)

4. Drucker, P. (1999), ***Management Challenges for the 21st Century***, Collins Business, New York, NY.

5. Drucker, P. (2006), ***The Definitive Drucker: Challenges For Tomorrow's Executives - Final Advice From the Father of Modern Management***, McGraw-Hill, New York, NY.

6. Friedman, T. L. (2005), ***The World is Flat: A Brief History of the Twenty-First Century***, Farrar, Straus and Giroux, New York, NY.

7. Huxley, A. L. (1932), ***Brave New World***, Chatto & Windus, London, UK. (한국어판: 멋진 신세계)

8. Mayer-Schönberger, V., and Cukier, K. (2013), ***Big Data: A Revolution That Will Transform How We Live, Work, and Think***, Houghton Mifflin Harcourt Publishing, Boston, MA. (한국어판: 빅데이터가 만드는 세상)

9. Reich, R. B. (2007), ***Supercapitalism***, Vintage Books, New York, NY.

10. Rifkin, J. (2000), ***The Age of Access: The New Culture of Hyper-Capitalism Where All of Life is a Paid-For Experience***, Tarcher/Putnam, New York, NY.

11. Simon, P. (2011), ***The Age of the Platform: How Amazon, Apple, Facebook, and Google Have Redefined Business***, Motion Publishing, Henderson, NV. (한국어판: 플랫폼의 시대)

12. Surowiecki, J. (2004), ***The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations***, Doubleday, New York, NY.

13. Tapscott, D. (2009), ***Grown Up Digital***, McGraw-Hill, New York, NY.

14. Torvalds, L., and Diamond, D. (2001), ***Just for Fun: The Story of an Accidental Revolutionary***, Harper Business, New York, NY.

15. Wagner, W. W. (1999), ***A Short History of the Future***, 3rd Ed., University of Chicago Press, Chicago, IL.

16. 김국현 (2004), ***코드 한 줄 없는 IT 이야기***, 성안당.

17. 김국현 (2009), ***웹 이후의 세계***, 성안당.

18. 김국현 (2013), ***우리에게 IT 란 무엇인가***, 궁리.

19. 김인성 (2011), ***한국 IT 산업의 멸망***, 북하우스.

20. 우메다 모치오 (2006), ***웹 진화론***, 재인.

Articles for Discussions

1. Carr, N. G. (2003), "IT Doesn't Matter," *Harvard Business Review*, Vol. 81, No. 5, pp. 41-49.

2. McAfee, A. (2006), "Mastering the Three Worlds of Information Technology," *Harvard Business Review*, Vol. 84, No. 11, pp. 141-149.

3. Kane, G. C., Palmer, D., Phillips, A. N., Kiron, D., and Buckley, N. (2015) "Strategy, Not Technology, Drives Digital Transformation" MIT Sloan Management Review and Deloitte University Press.

4. Weill, P., and Woerner, S. L. (2013), "Optimizing Your Digital Business Model," *Sloan Management Review*, Vol. 54, No. 3, pp. 71-78.

5. Lavalle, S., Lesser, E., Shockley, R., Hopkins, M. S., and Kruschwitz, N. (2011), "Big Data, Analytics and the Path from Insights to Value," *Sloan Management Review*, Vol. 52, No. 2, pp. 21-32.

6. Stallman, R. M. (1992), "Why Software Should Be Free," in *Free Software, Free Society: The Selected Essays of Richard M. Stallman*, GNU Press, Boston, MA.

7. McAfee, A., and Brynjolfsson, E. (2008), "Investing on the IT that Makes a Competitive Difference," *Harvard Business Review*, Vol. 86, No. 7/8, pp. 98-107.

8. Upton, D. M., and Staats, B. R. (2008), "Radically Simple IT," *Harvard Business Review*, Vol. 86, No. 3, pp. 118-124.

9. O'Reilly, T. (2005), "What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software," *O'Reilly*.

10. Hardy, J. J. (2010), "A View of Cloud Computing," *Communications of the ACM*, Vol. 53, No. 4, pp. 50-58.

11. Anderson, C. (2008), "Free! Why $0.00 is the Future of Business," *Wired*.

12. Shadbolt, N., Hall, W., and Berners-Lee, T. (2006), "The Semantic Web Revisited," *IEEE Intelligent Systems*, Vol. 21, No. 3, pp. 96-101.

13. Porter, M. E. (2001), "Strategy and the Internet," *Harvard Business Review*, Vol. 79, No. 3, pp. 63-78.

14. Carr, N. G. (2005), "The End of Corporate Computing," *Sloan Management Review*, Vol. 46, No. 3, pp. 67-73.

Case Study

1. KT BIT (Business and Information System Transformation)

2. Samsung Electronics Global ERP Project

Grading Policy

2 Assignments	10%
Group Project	40%
Midterm Exam	15%
Final Exam	15%
Attendance/Participation	20%
Total	100%

Course Requirements

1. **Class Participation**: Students must read the reading materials and handouts to be discussed in each session beforehand. Students will be expected to actively participate during the class lectures, discussions and presentations. Quality and intensity of participation, discussion and contribution to the class throughout the semester will contribute to 15% of the course grade.

2. **Assignments**: There will be TWO assignments in this class. Separate handouts for the details of assignments will be given to students. In general, students will be required to write a brief 2-page report about the given topics. Each assignment is worth 5% to the final grade.

3. **Examinations**: There will be one MIDTERM and one FINAL examination covering all the materials from the class and assignments. Each exam will be worth 15% of the course grade. The exam is likely to have 3 to 4 short essay questions.

4. **Discussions**: Students are required to read the recent articles about IS and discuss the major points of the articles. One of the teams will be selected as a presenter and moderator for each week. We will discuss more than 10 articles. Students' voluntary participations are strongly recommended.

5. **Group Work (Information Technology Project)**: Each student will form part of a group usually 4~5 in size (depending on the class enrollment). Each team will choose ONE of (potential) technology topics listed below. Each team needs to provide a written report on December 7, 2017. Each team will also make a presentation within about 30 minutes in December.

Tentative Course Schedule

Week	Date	Topic	Reading, Assignment
1	Aug 29 Aug 31	Introduction Chapter 1	
2	Sep 5 Sep 7	Chapter 2	Article #1
3	Sep 12 Sep 14	Technology Guide 1 (Hardware)	Article #2 Issue Debate #1
4	Sep 19 Sep 21	Technology Guide 2 (Software)	
5	Sep 26 Sep 28	Chapter 4 (Databases)	Article #3
6	Oct 3 Oct 5	*Chuseok Holidays (No Class)*	
7	Oct 10 Oct 12	Chapter 7 (Wireless Computing) ***Case Study #1 (KT BIT)***	***Assignment #1*** Article #4
8	Oct 17	***Midterm Exam***	
9	Oct 24 Oct 26	Chapter 3 (Information Security)	Article #5
10	Oct 31 Nov 2	Chapter 6 (E-Business)	Article #6
11	Nov 7 Nov 9	Chapter 8 (Organizational Information Systems)	Article #7
12	Nov 14 Nov 16	Chapter 9 (Managerial Support Systems) Chapter 10 (Acquiring IT Applications)	Article #8
13	Nov 21 Nov 23	***Case Study #2 (Samsung Electronics)***	
14	Nov 28 Nov 30	***Presentations (Group Project)***	***Assignment #2***
15	Dec 5 Dec 7	***Presentations (Group Project)***	***Project Report***
16	Dec 12	***Final Exam***	

This schedule is subject to change if necessary.