

# **BUSN3009 – MANAGING INFORMATION 1**

**MODULE CO-ORDINATOR:** Mr Scott Goldie  
**MODULE MODERATOR:** Mr Allan Burns

**CREDIT:** 15.0  
**ECTS POINTS:** 7.5  
**SEMESTER:** 1

## **SYLLABUS DETAILS:**

Why Managing Information is important. The Global Market, The Global Customer, Information and Levels of Management.

Data/Information. Manual/ Computer Systems, Importance of Information, Classification, Data Capture problems, Information Characteristics, Understandability/Usefulness of Information, Pressures for more information.

Systems and Modelling Concepts. Brief review of systems and introduction to modelling.

Information Systems and Management. Define Information Systems, Types of Management Decision Made, MIS Information flow, MIS computerisation. Transaction Processing System, Operational Level MIS, Tactical Level MIS, Strategic Level MIS, Capabilities of Information Systems.

Basic Elements of a Computer. Look at in more detail the Input, Process, Output functions of a simple computer.

Evolution of Hardware. Origins of computers, Basic elements of computers, 5 Phases of Business Computer Evolution. Computer Classification - 5 Phases of Business Computer Evolution, Supercomputers, Mainframes, Minis, Microcomputers, CPU, Main Memory, Secondary Memory, Types of Secondary Memory, Peripherals.

Computer Networking, The Internet and World Wide Web. Computer Networking in business, Introduction to LANs, WANs, A brief introduction to the basic internet/web concepts.

Application Packages/Traditional Software Design. The Earliest Packages, Modern Packages, Vertical/Horizontal packages, Traditional Software design, Advantages/ Disadvantages of Applications Packages, 5 Main Applications Package Categories.

Human/Computer Interaction. The 5 Generations of Human Computer Interaction.

Information Management Case Studies.

## **LEARNING OUTCOMES:**

- To introduce the student to Information Management basics
- Review the evolution of information systems
- To expand on student's knowledge of Information Management

## **TEXTBOOKS:**

### **Recommended:**

Stair, R. M. & Reynolds, G.W., Principles of Information Systems, 7<sup>th</sup> edition, Thomson, 2006

### **Reading List:**

Alter, S., Information Systems: A Management Perspective, 3rd edition, 1999, Addison- Wesley  
Bocij, P., Business Information Systems Technology Development and Management, 1999, Pitman Publishing

Chaffey, D. & Wood, S. Business Information Management, FT Prentice Hall (2005)

Cleary, T., Business Information Technology, 1998, Financial Times Pitman Publishing

Combs, M., Information Systems for Business Management, 1995, Pitman Publishing

Curtis & Cobham, Business Information Systems – Analysis, Design and Practice, 5<sup>th</sup> edition, Prentice Hall, 2005

Elliot, Geoffrey, Global Business Information Technology, Addison Wesley, 2004

Frenzel, C., Management of Information Technology, 3rd edition, 1999, International Publishing Company

Laudon & Laudon, Management Information Systems – Managing the Digital Firm, 9<sup>th</sup> edition, Pearson Prentice Hall, 2006

Lucey, T., Management Information Systems, 9th edition, Thomson (2005)

Ritchie, B., Information Systems in Business, 1998, International Thompson Press

Warner, T., Communications Skills for Information Systems, 1996, Pitman Publishing

Yolles, M., Management Systems: A Viable Approach, 1999, Financial Times Pitman Publishing

Journals: Management Today; Business Age; Harvard Business Review

## **ASSESSMENT:**

- A 2-hour final examination at the end of the module, which will count as 60% of the final assessment
- A written assignment, which will count as 40% of the final assessment

**Main Exam:** January

**Resit Exam:** August

The course comprises:

- 24 hours of lectures
- 10 hours of tutorials
- 109 hours of self study
- 3 hours of consolidation
- 4 hours of assessment