



APPLIES TO ACADEMIC YEAR 2012/2013

ELE 3731 Information Technology in Organizations

Programme

Elective, Exchange Program

Responsible for the course

Ragnvald Sannes

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

Information Technology Management is an introductory course offered to exchange students. Information technology is a key element in globalization, innovation and collaboration. Seamless integration of local, inter-organizational and global business processes is enabled by information technology. Service and product innovation is based on the use of information technology. The Internet and the world-wide-web have revolutionized customer service and provided a basis for new and innovative business models. Students will be given an opportunity to explore some of the driving forces behind these developments.

Learning outcome

Acquired knowledge

On completion of the course the students will

- Understand how information systems and information technology enable and facilitate business innovation and change
- Be familiar with major trends in technology development
- Be familiar with commonly used tools for communication, cooperation and coordination, and social media
- Have knowledge of elements and relationships in an information technology infrastructure
- Understand the role of technology in business processes and service provision

Acquired skills

On completion of the course the students will

- Be able to describe and analyse the use of information technology within business, industry and at value system levels
- Be able to develop and describe a business model
- Be able to describe an IT infrastructure
- Be able to develop and describe a requirements specification for an information system
- Be able to choose and apply feasible techniques and frameworks for assignments and communication

Reflection

The students should understand the role of information systems and information technology in organizations and society. They should also be able to reflect upon ethical issues concerning information security and privacy.

Prerequisites

Compulsory reading

Books:

Laudon, Kenneth C., Jane P. Laudon. 2012. Management information systems : managing the digital firm. 12th ed. Pearson Education

Lynch , Patrick J., Sarah Horton. 2008. Web style guide : basic design principles for creating web sites. 3rd ed. Yale University Press. Ch. 1-7. Free online-version at www.webstyleguide.com. Useful resource for the term paper.

Osterwalder, Alexander and Yves Pigneur. 2010. Business model generation : a handbook for

visionaries, game changers, and challengers. Wiley. The part we use in the course is available as a free download.

Other:

Reading package of selected papers and links to other course material will be published on it's learning.

Recommended reading

Books:

Friedman, Thomas L. 2009. Hot, flat, and crowded : why the world needs a green revolution - and how we can renew our global future. Release 2.0, updated and expanded ed. Penguin

Course outline

Topic I: The business level issues

- The role of information systems and information technology in business development and innovation
- Business models, value creation and information technology
- Business processes and information technology
- Globalization, a flat world, and other technology driven trends

Topic II: Information systems and information technology issues

- How to describe the requirements for an information system
- Information systems development approaches
- The requirements specification
- The information resource - data and data modeling
- Business processes - process modelling
- The user interface - structure and principles

Topic III: Personal use of information technology

- Personalization, communication and knowledge sharing in a world of social media
- Blogs, wikis, social networks, twitter and other publication channels
- Information mobility

Computer-based tools

The student will be exposed to a wide variety of tools for content creation and publication, e.g. blogs, wiki and other social media, during the course. In fall 2012 we will test an electronic platform on iPad as a part of the IT tools used in the course.

Learning process and workload

The course includes 27 hours of lectures. In addition there will be learning activities such as group assignments, presentations and feedback.

Activity	Hours
Participation in teaching sessions	27
Preparation for teaching sessions, reading literature	63
Work on term paper	60
Work on assignments and essay	50
Average recommended study hours	200

Use of hours

27 hours - Lectures

8 hours - Supervision and feedback, assignments and course wiki

6 hours - Administration of the learning process, incl. feedback

4 hours - Support student in course tools

45 hours total

Pga. kursgjennomføringen er et pilotprosjekt ifr. elektroniske læremidler hvor iPads inngår, er det satt en begrensning på 40 studenter. Godkjent av UUV 12.03.12.

Examination

1. Individual written essay - Term paper (30% of the final grade)

All participants shall write an essay for about 3 - 5 pages on a topic chosen from the course outline. The assignment will be given at the first lecture and must be handed in at the end of term. All participant will use an electronic platform in the writing process, and the final version is submitted for grading.

2. Project paper (70% of the final grade)

The project assignment is a student project that is given at the first lecture, and can be completed individually or in groups of 2-3 students. The hand-in date is set after the teaching sessions.

Examination code(s)

ELE 37311 Individual Term paper, counts 30% towards the final grade, 7.5 ECTS

ELE 37312 Project paper, counts 70% towards the final grade, 7.5 ECTS

Examination support materials

All support materials are allowed.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit is held in connection with the next scheduled examination in the course. Students who are taking a new examination must take the course all over including all parts of the assessment.

Additional information