TQF3

☑ Bachelor's Degree

☐ Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IBP2313
Course Title : Introduction to Information Systems
Credits : 3(3-0-6)

Program: International Business
College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM)

Semester : 3 Academic Year : 2020

Section 1 General Information

1. Code and Course Title :

Course Code: IBP2313

Course Title (English): Introduction to Information Systems

Course Title (Thai): ความรู้เบื้องต้นเกี่ยวกับระบบสารสนเทศ

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: B.B.A. (International Business)

3.2 Course Category:

☐ General Education ☑ Required Course

☐ Elective Course ☐ Others …….

4. Lecturer Responsible for Course and Instructional Course Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms.Phinyar Chaisongkram

4.2 Instructional Course Lecturer(s): Ms.Phinyar Chaisongkram

5. Contact/Get in Touch

Room Number: 401 Tel: 084-450-5963

E-mail: phinyar.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2020

6.2 Number of the students enrolled: 9 students

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, SSRU
Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

3rd June 2021

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance :

1.1 Morals and ethics

1) The ability to deliver or to complete a required task at or the appointed time

2) The ability to do the right thing according to the values, beliefs and principles they claim to hold
3) The ability to make decisions in business according to moral concepts and judgments

1.2 Knowledge

1) The ability to understand business theories and solve case studies
2) The ability to analyze and solve real practical problems and issues
3) The ability to apply business knowledge integrated with other disciplines

1.3 Cognitive skills

1) The ability to gather and summarize information, and conduct research
2) Self-studying and sharing information with others
3) The ability to find original solution and their own method

1.4 Interpersonal skills and responsibility

1) The ability to have two responsibilities; they learn for themselves and help group member to learn
2) The ability to use adequate method for interpersonal communication and discussion
3) The ability to create some business ideas and to have leadership skills

1.5 Numerical analysis, communication and information technology skills

1) The ability to use basic ICT skills and apply them to daily life
2) The ability to use statistics data to solve business problems
3) The ability to use business statistic methods in market analysis

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

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Section 3 Characteristics and Operation

1. Course Outline

(English) Fundamental of computer-based information systems in business operation; data resource management; software; network; system development life cycle; information system planning, and ethical issues in information system

(ไทย) พื้นฐานของระบบสารสนเทศทางคอมพิวเตอร์ในการดำเนินธุรกิจ; การจัดการทรัพยากรข้อมูล; ซอฟต์แวร์; เครือข่าย; วงจรชีวิตการพัฒนาระบบ; การวางแผนระบบสารสนเทศ; และประเด็นทางจริยธรรมในระบบสารสนเทศ

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
45 hours	-	3 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number 401 Building College of Hospitality Industry Management (Nakhonpathom Campus/SSRU)

3.2 Consulting via office telephone/mobile phone: 084-450-5963

3.3 Consulting via E-Mail: phinyar.ch@ssru.ac.th

3.4 Consulting via Social Media (Line): LINE ID: @ajphinyar

3.5 Consulting via Computer Network (Internet/Web board): http://www.elic.ssru.ac.th/phinyar_ch/

Section 4 Developing Student's Learning Outcomes

1. Morals and ethics

1.1 Learning outcomes to be developed

- 1) The ability to deliver or to complete a required task at or the appointed time
- 2) The ability to do the right thing according to the values, beliefs and principles they claim to hold
- 3) The ability to make decisions in business according to moral concepts and judgments

1.2 Teaching strategies

1) Reminds students to be punctual
2) Provide an example of integrity in classroom such as no plagiarism
3) Provide a case study that explains business ethics

1.3 Assessment & evaluation strategies

1) Attendance record
2) Cheat prevention
3) Self- and peer assessment for projects and submissions

2. Knowledge

2.1 Learning outcomes to be developed

- 1) The ability to understand business theories and solve case studies
- 2) The ability to analyze and solve real practical problems and issues
- 3) The ability to apply business knowledge integrated with other disciplines

2.2 Teaching strategies

1) Use problem-based learning or case studies

2) Apply work-integrated learning

2.3Assessment & evaluation strategies

1) Quiz
2) Assignment rubrics
3) Examination

3. Cognitive skills

3.1 Learning outcomes to be developed

- 1) The ability to gather and summarize information, and conduct research
- 2) Self-studying and sharing information with others
- 3) The ability to find original solution and their own method

3.2 Teaching strategies

1) Use problem-based learning
2) Perform data collection, analysis, and presentation

3.3 Assessment & evaluation strategies

1) Assessment rubrics for assignments/projects
2) 360-degree assessment

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

- 1) The ability to have two responsibilities; they learn for themselves and help group member to learn
- 2) The ability to use adequate method for interpersonal communication and discussion
- 3) The ability to create some business ideas and to have leadership skills

4.2 Teaching strategies

1) Use collaborative learning
2) Assign group works

4.3 Assessment & evaluation strategies

1) Classroom observation (Face-to-face)
2) 360-degree assessment

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

- ● 1) The ability to use basic ICT skills and apply them to daily life
- ○ 2) The ability to use statistics data to solve business problems
- ○ 3) The ability to use business statistic methods in market analysis

5.2 Teaching strategies

1) Assign hands-on activities involving the use of ICT and the analysis of data
2) Use case studies
3) Practice using software for data analysis

5.3Assessment & evaluation strategies

1) Assessment rubrics for submissions
2) Use competency checklists

Remark: Symbol ● means 'major responsibility'
Symbol ○ means 'minor responsibility'
No symbol means 'no responsibility'

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias	Note
1/1	**Course Introduction** - Course outlines and Syllabus - Assessment and deadline - Grading criteria **Chapter 1:** What is Information System? - Components of information system - Computer-based information system	3	1. Welcome students to the course. Announce course outlines, define grading criteria, suggest some useful external resources and services and introduce the Learning Management System (LMS) used in this course. 2. Describe what an information system is by identifying its major components and the basic history of information systems.	Online
1/2	**Chapter 2:** Information Technology Infrastructure	3	1. Describe components of an information system, a computer-based information system, and the IT infrastructure including Data, Data Processing, Hardware, Software, Peopleware/ Services, and networking. 2. Use an online quiz to evaluate student understandings.	Online
2/1	**Chapter 3:** IT Roles and Responsibilities	3	1. Explain the different roles that people play in the design, development, and use of information systems. 2. Describe the importance of where the information-systems function is placed in an organization and the different types of users of information systems. 3. Use an online quiz to evaluate student understandings.	Online
2/2	**Chapter 4:** Data and Database - Data, information and database - Database management	3	1. Describe the differences between data, information, and knowledge. 2. Describe the role of a database management system, the characteristics of a data warehouse; and define data mining and describe its role in an organization. 3. Use case studies and/or problem-based learning. Students will work in groups to design their database.	Online

Week	Topic/Outline	Hours	Learning Activities and Medias	Note
3/1	**Chapter 5:** Business Information System - Marketing information system - Accounting information system - Human resource management system - Office automation system	3	1. Explain different systems needed to support business processes in an organization. 2. Explain how business process management and business process reengineering work; and understand how information technology combined with business processes can bring an organization competitive advantage. 3. Use an online quiz to evaluate student understandings.	Online
3/2	**Chapter 6:** Information Security - Security threads - System vulnerability - Strategies to prevent and minimize the damage The Ethical and	3	1. Pretest: Awareness of information security 2. Explain some security issues found recently (e.g. phishing, spam, ransomware), and how they impact business operations. 3. Use case studies. Have students evaluate the reliability, point out suspicious contents and system vulnerabilities. 4. Use an online quiz to evaluate student understandings.	Online
4/1	**Chapter 7:** Information Ethics and Laws - Ethical of Information System - Intellectual properties - Privacy issue - Legal Implications of Information Systems	3	1. Pretest: Awareness of intellectual properties, rights, and privacy 2. Explain the concept of intellectual properties (copyright, trademark, patent, and trade secret) and related lawsuits (both national and international). 3. Provide some case studies about piracy and misuse of personal information. 4. Provide alternatives including fail use and creative commons. 5. Practice the secured search. 6. Use an online quiz to evaluate student understandings.	Online
4/2	Midterm			Online
5/1	**Chapter 8:** Enterprise Resource Planning (ERP)	3	1. Explain the value of an enterprise resource planning (ERP) system. 2. Describe how to use ERP system in different company sizes; Enterprise, Medium-Sized and Small Business. 3. Use case studies and/or problem-based learning to learn ERP software.	Online

Week	Topic/Outline	Hours	Learning Activities and Medias	Note
5/2, 6/1	**Chapter 9:** Information Systems Development - Information system planning - System development life cycle - Data resource management	6	1. Explain the information system planning process and the system development life cycle. 2. Use case studies and/or problem-based learning. Have students work in groups to analyze the given information-related tasks such as quality assurance, customer relation, or marketing which involves data resource management. Students perform information search and/or data collection. 3. Each group designs a system or a conceptual framework and presents in front of the class.	Online
6/2, 7/1, 7/2	**Chapter 10:** Data-driven business intelligence system - Innovation, emerging trends, and disruptive technology - e-Business / e-Commerce - Data Visualization	9	1. Display and visualize technological trends in recent years based on conceptual models such as hype cycle. 2. Give examples, analyze, and discuss the impact of emerging and disruptive technology on the worldwide market. 3. Give examples and discuss business models that heavily rely on information technology including e-marketing.	Online
8/1	**Chapter 11:** Future Trends in Information Systems	3	1. Describe future trends in information systems. 2. Give examples, analyze, and discuss the impact of emerging and disruptive technology on the worldwide market.	Online
8/2	Final Examination			Online

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1. Morals and Ethics 1) The ability to deliver or to complete a required task at or the appointed time 2) The ability to do the right thing according to the values, beliefs and principles they claim to hold 3) The ability to make decisions in business according to moral concepts and judgments	1) Attendance record 2) Cheat / plagiarism prevention 3) Self- and peer assessment for projects and submissions	1) All 2) Week 4/2,8/2 3) Other weeks	10%
2. Knowledge 1) The ability to understand business theories and solve case studies 2) The ability to analyze and solve real practical problems and issues 3) The ability to apply business knowledge integrated with other disciplines	1) Quiz 2) Assignment rubrics 3) Examination	1) All 2) Week 6/1,7/1,7/2 3) Week 4/2,8/2	30%
3. Cognitive Skills 1) The ability to gather and summarize information, and conduct research 2) Self-studying and sharing information with others 3) The ability to find original solution and their own method	1) Assessment rubrics for assignments/ projects	Week 6/1,7/1,7/2	20%

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4. Interpersonal Skills and Responsibilities 1) The ability to have two responsibilities; they learn for themselves and help group member to learn 2) The ability to use adequate method for interpersonal communication and discussion 3) The ability to create some business ideas and to have leadership skills	1) Classroom observation (Face-to-face) 2) 360-degree assessment	Throughout the semester	10 %
5. Numerical Analysis, Communication and Information Technology Skills 1) The ability to use basic ICT skills and apply them to daily life 2) The ability to use statistics data to solve business problems 3) The ability to use business statistic methods in market analysis	1) Assessment rubrics for submissions 2) Use competency checklists	Throughout the semester	30 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

1) Baltzan, P., & Phillips, A. (2009). *Essentials of business-driven information systems*. Boston: McGraw-Hill/Irwin. (https://www.academia.edu/9051279/Business_Driven_Technology)
2) Bourgeois D. (2019). *Information Systems for Business and Beyond*. PressBook (https://opentextbook.site/exports/ISBB-2019.pdf)
3) Course materials provided by the lecturer.

2. Important Documents for Extra Study

1) IBM Cognos Analytics (2016). *The next wave of business intelligence for the data-driven enterprise*. Dublin: IBM Corporation. (https://www.ibm.com/downloads/cas/J9X248L7)
2) YouTube videos and extra reading from web pages

3. Suggestion Information (Printing Materials/Website/CD/Others)

- Information retrieved from search engines (e.g. Google) and YouTube videos

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using a questionnaire to collect students' opinions to improve the course and enhance the curriculum. Sample questions:

1) Content objectives were made clear to the students.
2) The content was organized around the objectives.
3) Content was sufficiently integrated.
4) Content was sufficiently integrated with the rest of the first-year curriculum.
5) The instructional materials used were effectively.
6) The learning methods appropriate assessed the students' understanding of the content.
7) Overall, students are satisfied with the quality of this course.

2. **Strategies for Course Evaluation by Lecturer**

The lecturer observes the class and determine if:

1) The lecturer is well prepared for class sessions.
2) The lecturer answers questions carefully and completely.
3) The lecturer uses examples to make the materials easy to understand.
4) The lecturer stimulated interest in the course.
5) The lecturer made the course material interesting.
6) The lecturer is knowledgeable about the topics presented in this course.
7) The lecturer treats students respectfully.
8) The lecturer is fair in dealing with students.
9) The lecturer makes students feel comfortable about asking question.
10) Course assignments are interesting and stimulating.
11) The lecturer's use of technology enhanced learning in the classroom.

The dean / head of program constructs assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

The lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by International College Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

1) Revise and develop course structure and process every three years
2) Assign different lecturers teach this course to enhance students' performance

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
IBP2313 Introduction to Information Systems	●	○	○	●	○	○	○	○	○	●	○	○	●	○	○

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Expected learning outcomes are combined for multiple-group instruction.