



Course Code COMP/MIS-351DG	Course Title Information Systems Concepts	Credits (ECTS) 6
Department Computer Science/ Management & MIS	Semester Fall, Spring	Prerequisites MIS-151DG
Type of Course Core	Field BBA DL Greek	Language of Instruction Greek
Level of Course 1 st Cycle	Year of Study 2 nd or 3 rd	Mode of Delivery Distance Learning
Work Placement N/A	Lecturer Dr. Soulla Louca	Co-Requisites None

Objectives of the Course:

This course is designed to provide students with an understanding of the theoretic and practical issues related to the application of information systems within organizations. The main objectives of this course are to:

1. Demonstrate how information systems integrate information and organizational processes across functional areas into unified systems.
2. Outline challenges and benefits from the most commonly used enterprise systems
3. Employ several case studies to illustrate application of information systems into several industries.
4. Illustrate conceptual and technical aspects of information systems through solving business problems.

Learning Outcomes:

Upon completion of this course students are expected to be able to:

1. Understand how digital technology is used for revenue growth, profitability and innovation and how it will add value to their future careers.
2. Recognize how an organizational process often spans different functional areas.
3. Describe the role of information systems in an organization.
4. Understand what data governance and data management is.
5. Describe data networks, quality of service and the functionality of an application program interface (API) and identify opportunities for improved efficiencies and potential competitive advantages.
6. Understand the issues behind cyberthreats.
7. Understand how to reach, engage and retain consumers through the help of digital technologies

8. Understand how social media are being used in a business as well as the value of e-commerce (including mobile commerce).
9. Understand how enterprise systems integrate functional areas into one enterprise-wide information system.
10. Explain how “best practices” are incorporated in enterprise systems.
11. Learn to integrate key concepts from functional-oriented courses, (i.e. accounting, marketing) to promote the development of integrative skills.
12. Understand current trends related to enterprise systems.

Course Contents

PART I: Digital technology for revenue growth, profitability and innovation

Chapter 1: Digital technology created new levers for growth and improved performance.

- Digital technology transforming how business is done
- Business process management
- Competitive advantage and SWOT analysis
- Enterprise technology trends
- Expertise adds value to your career

Chapter 2: Data governance, IT architecture and cloud strategies

- Data governance strategy
- Enterprise IT Architecture
- Information and Decision Support Systems
- Data Centers and Cloud Computing
- Cloud Services Delivery Models

Chapter 3: Data Management, Big Data, and Business Intelligence

- Database Management Systems
- Big Data and Analytics
- Data and Text Mining
- Business Intelligence

Chapter 4: Digital Networks and the Triple Bottom Line

- Data Networks and API
- Wireless and Mobile Infrastructure
- Messaging and Collaboration Technology
- Sustainability and the Triple Bottom Line

Chapter 5: Cybersecurity, Risk Management, and Financial Crime

- Data Breaches and Cybersecurity Challenges
- IT Risk Management
- Mobile, App, and Cloud Security Challenges
- Financial Crime and Fraud Defenses

Part 2: Reaching, Engaging, and Retaining Consumers

Chapter6: Internet Technologies and Search Strategies

- Search Technology
- Organic Search and Search Engine Optimization
- Paid Search Strategies and Metrics
- Semantic Web and Search
- Recommendation Engines

Chapter 7: Social Media Strategies and Metrics

- Social Media Strategies and Communities
- Social Communities and Engagement
- Social Monitoring, Metrics, and Analytics
- Social Media Failures and Lessons Learned

Chapter 8: Retail, Mobile, and E-Commerce

- Retail Channels
- B2C E-Commerce
- B2B E-Commerce and E-Procurement
- Mobile Commerce and Transactions

Part 3 Operational and Strategic Systems and Technology**Chapter 9: Tactical and Operational Support Systems**

- Business Challenges
- Manufacturing, Production, and Transportation Management Systems
- Sales and Marketing Systems
- Accounting and Finance Systems
- Human Resource Systems and Ethics

Chapter 10: Strategic Enterprise Systems

- Enterprise Systems
- Enterprise Social Platforms
- Enterprise Resource Planning Systems
- Supply Chain Management Systems
- Customer Relationship Management Systems

Learning Activities and Teaching Methods:

Online Tutor-led Lecturing, Online Video/PDF Tutorials, Case Studies, Assignment, Online Interactions (Forums and Chats).

Assessment Methods:

Final Examination
Forum Interactions
Assignments/Homework
Project

The course includes nine (9) hours of tutorials. The course lecturer will be delivering the specific tutorials which will be announced in due course throughout the semester. Participation in these tutorials is recommended as they will assist you in successfully completing your course.

Three tutorials of three (3) hours each will be delivered throughout the semester. The specific tutorials will be delivered in the form of face-to-face sessions which will simultaneously be delivered live through Web-Ex (a web conferencing system where allows students' participation). The specific live sessions will be recorded. The recordings will be also available for reviewing throughout the semester.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Turban, Volonino, Wood	Information Technology for Management: 10th Edition http://universityofnicosia.wiley.patron.eb20.com/Collections/ViewBook/89a1f53b-ab45-4e21-a59d-5a4c0754e53b	Wiley	2015	978-1-118-96126-1

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
RECOMMENDED Kieran Mathieson	<i>MIS-Book.Com Available for free at:</i> http://www.mis-book.com/tiki-index.php?page=Preface	Emereo Pty Ltd.		
Stewart, J.	<i>Management Information Systems : 33 Most Asked Questions: What You Need to know (ebook)</i>		2013	9781488517273