

**Title (Units):** **COMP2005 Business in the IT Context (3,2,1)**

**Course Aims:** This course aims at providing fundamental concepts of various business disciplines in managing IT firms or projects. After studying this course, students would gain the training of basic business concepts and skills. They would also be able to apply them in the IT context.

**Prerequisite:** Nil

**Course Intended Learning Outcomes (CILOs):**

Upon successful completion of this course, students should be able to:

No.	Course Intended Learning Outcomes (CILOs)
	<b>Knowledge</b>
1	Explain the management issues in the IT contexts, such as IT planning, and human resources management
2	Illustrate the fundamental concepts in marketing, and finance and accounting disciplines, and their practices in the IT contexts
3	Identify the economic environment faced by IT firms and describe the operation and production management issues in the IT contexts
	<b>Professional Skill</b>
4	Apply basic business concepts in the IT contexts
5	Prepare capital budgeting and risk analysis for IT projects
	<b>Attitude</b>
6	Apply business skills in operating IT firms or projects

**Calendar Description:** The course provides the concepts in different business disciplines so as to provide a foundation for students to manage IT projects and organizations.

**Teaching and Learning Activities (TLAs):**

CILOs	Type of TLA
1	By going through the lecture notes and examples, students will learn the role of IT management in an organization and how IT should be planned to achieve company goals. Students will identify the pros and cons of different human resources management practices that fit to the environment of IT company.
2, 3, 4, 5, 6	Students will learn the basic concepts in marketing, finance and accounting, economics, operation management and production management and how these concepts can be applied to IT firms. Students will conduct exercises including preparing capital budgeting and calculation of depreciation, to consolidate their understandings on selected concepts.
1, 2, 3, 4, 6	Students will present and prepare report for an IT firm to analyze one or more of the covered business disciplines.

**Assessment:**

No.	Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
1	Assignments	30%	1-6	Continuous assessments are designed to evaluate students' understanding on applying business concepts in the IT contexts.
2	Examination	70%	1-6	Final examination questions are designed to assess how far students have achieved the intended learning outcomes. Questions are designed to measure students' understanding on the business concepts and the ability to apply the skills of business practices under different IT contexts.

**Assessment Rubrics:**

<b>Excellent (A)</b>	<ul style="list-style-type: none"> <li>• Achieves the first five CILOs, demonstrating a good mastery of both the theoretical and practical aspects of the knowledge and skills associated with business concepts in the IT contexts</li> <li>• Able to develop and present sound arguments and correct solutions to problems in IT management, accompanied by in-depth analysis and insight</li> <li>• Demonstrates a thorough understanding and solid knowledge of business concepts in the IT contexts</li> <li>• Able to draw on a variety of techniques and relevant knowledge and appropriately apply them to new IT management situations and problems</li> </ul>
<b>Good (B)</b>	<ul style="list-style-type: none"> <li>• Achieves the first five CILOs, demonstrating a good understanding of business concepts in the IT contexts</li> <li>• Able to develop solutions to problems in IT management, accompanied by adequate explanations</li> <li>• Demonstrates a competent level of knowledge of business concepts in the IT contexts</li> <li>• Able to make use of appropriate techniques and knowledge and apply them to IT management situations and problems</li> </ul>
<b>Satisfactory (C)</b>	<ul style="list-style-type: none"> <li>• Achieves most of the first five CILOs, demonstrating a basic level of understanding of business concepts in the IT contexts</li> <li>• Able to provide acceptable solutions to problems in IT management</li> <li>• Demonstrates an adequate level of knowledge of business concepts in the IT contexts</li> <li>• Able to make use of some techniques and knowledge and apply them to familiar situations</li> </ul>
<b>Marginal Pass(D)</b>	<ul style="list-style-type: none"> <li>• Achieves most of the first five CILOs, with minimal understanding of business concepts in the IT contexts</li> <li>• Able to provide solutions to simple problems in IT management</li> <li>• Demonstrates a basic level of knowledge of business concepts in the IT contexts</li> <li>• Able to apply some techniques and knowledge to a limited number of typical situations</li> </ul>
<b>Fail (F)</b>	<ul style="list-style-type: none"> <li>• Achieves less than two of the first five CILOs, with little understanding of business concepts in the IT contexts</li> <li>• Unable to provide solutions to simple problems in IT management</li> <li>• Knowledge of concepts in the IT contexts falling below the basic minimum level</li> <li>• Unable to apply techniques and knowledge to situations or problems</li> </ul>

**Course Content and CILOs Mapping:**

<b>Content</b>		<b>CILO No.</b>
I	Management	1, 4, 6
II	Marketing	2, 4, 6
III	Managerial Finance and Accounting	2, 4, 5, 6
IV	Economics	3, 4, 6
V	Production Management	3, 4, 6
VI	Operations Management	3, 4, 6

**References:**

- B. Bergeron and J. Blander, Business Expectations – Are you Using Technology to its Fullest? John Wiley & Son, 2002
- C.T. Horngren, G.L. Sundem, D. Burgstahler and J. Schatzberg, Introduction to Management Accounting, 6<sup>th</sup> Edition, Pearson, 2014
- C. R. Thomas and S. C. Maurice, Managerial economics: foundations of business analysis and strategy. McGraw-Hill, 2013
- E.K. Hong, Information Technology Strategic Planning. IT Professional by IEEE Computer Society, 2009, Volume 11, Issue 6, pp. 8 - 15
- G. Armstrong and P. Kotler, Marketing: An Introduction, 12<sup>th</sup> Edition, Pearson, 2015

- G. R. Jones and J. M. George, Essentials of Contemporary Management, 5<sup>th</sup> Edition, McGraw-Hill, 2013
- J. Heizer and B. Render, Operations Management. Sustainability and Supply Chain Management, 11<sup>th</sup> Edition. Pearson, 2014
- Jan De Sutter, The Power of IT – Survival Guide for the CIO, Bookurge 2004
- J. Keyes, Marketing IT Products and Services, Auerbach Publications, 2010
- M. Parkin, Economics, 11<sup>th</sup> Edition, Pearson, 2014
- M. A. Vonderembse and G. P. White, Operations Management – Concepts, Methods, and Strategies, Wiley, 2004
- N. G. Mankiw, Principles of Economics, 5<sup>th</sup> Edition, South-Western, 2008
- P. D. Kimmel, Jerry J. Weygandt, Accounting: Tools for Business Decision Making, 3<sup>rd</sup> Edition, John Wiley & Son, 2009
- P. Baltzan, Business Driven Technology, 5<sup>th</sup> Edition, McGraw-Hill, 2013
- S. A. Ross, R. W. Westerfield, J. F. Jaffe, and B. D. Jordan, Corporate Finance: Core Principles and Applications, McGraw-Hill, 2015
- S. Gupta and M. K. Starr, Production and Operations Management Systems. Productivity Press, 2014

### **Course Content:**

#### **Topic**

- I. Management
  - A. Management concepts in the IT context
  - B. IS planning, organizational structure
  - C. Human resources management
  - D. Legal issues
- II. Marketing
  - A. Marketing concepts
  - B. Marketing process
  - C. Marketing strategy and planning
  - D. Internet and WWW marketing
- III. Managerial Finance and Accounting
  - A. Financial and accounting concepts
  - B. Capital budgeting
  - C. Net present value
  - D. Concepts of depreciation
  - E. Risk analysis
- IV. Economics
  - A. Economics concepts
  - B. Supply and demand, elasticity
  - C. Market structure
  - D. Factors of productions
- V. Production Management
  - A. Production planning and control
  - B. Materials Requirements Planning (MRP I)
  - C. Manufacturing Resources Planning (MRP II)
  - D. Inventory management and just in time production
- VI. Operations Management
  - A. Operations management concepts in the IT context
  - B. Product cycle management
  - C. Process management
  - D. Quality management