

Title (Units): **GCIT1005 Essential IT for Enterprises and SoHo (3,2,1)**

Course Aims: This course aims to provide students first with an overview of the business IT environments from large enterprises to SoHo and then key concepts of information technology, specifically addressing the opportunities it brings to the business world at large, and SoHo startups in particular, as well as how it increases the efficiency and productivity in the workplaces. It covers topics including e-commerce, network security, intellectual property, etc. Practical knowledge on business applications such as spreadsheet, database and web portal management software will also be stressed.

Prerequisite: Nil

Anti-requisite: GFQR1005 Essential IT for Enterprises and SoHo

Course Intended Learning Outcomes (CILOs):

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

No.	Course Intended Learning Outcomes (CILOs)
	Knowledge
1	Describe how the advancement of the Internet and information technology transforms the business world and the global workforce, and how it enables the emergence of SoHo business.
2	Explain the importance of issues like network security and intellectual property, and the potential risks which may occur if being overlooked by business organization.
	Skill
3	Use IT tools to acquire, communicate and present business information via different digital media formats.
4	Use business applications such as spreadsheet and database management software to increase the efficiency and productivity in their future workplaces.
5	Use IT tools to produce professional business proposal and presentation, and maintain web portal for SoHo business.

Calendar Description: This course aims to provide students first with an overview of the business IT environments from large enterprises to SoHo and then key concepts of information technology, specifically addressing the opportunities it brings to the business world at large, and SoHo startups in particular, as well as how it increases the efficiency and productivity in the workplaces. It covers topics including e-commerce, network security, intellectual property, etc. Practical knowledge on business applications such as spreadsheet, database and web portal management software will also be stressed.

Teaching and Learning Activities (TLAs):

CILOs	Type of TLA
1-3	Lectures:students will attend lectures to learn the key concepts of information technology in business world, as well as the importance of issues like network security and intellectual property.
3-5	Software Lab Sessions:students will attend laboratory sessions to gain practical skills of various IT tools/software, such as setting up an interactive multimedia business portal, IT skills for business planning, business data management and analysis. Problem Solving Sessions (PSS) In Problem Solving Sessions, as guided by instructors, students will integrate the concepts and various IT skills that they have learnt from lectures and lab sessions to solve the given business related problems. Their skills of effective information retrieval, business data collecting, organizing, processing, analysis and presentation will be practiced.
3-5	Project:students will work on small project to consolidate their knowledge on various business applications, by practicing the uses of various IT tools.

Assessment:

No.	Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
1	Continuous Assessment	70%	3 - 5	Lab exercises, small project and practical test are designed to evaluate students' understanding of the concepts and proficiency in skills of various IT tools.
2	Examination	30%	1 - 3	Final examination questions are designed to assess students' understanding on the concepts that they have learnt from the lectures.

Assessment Rubrics:

Excellent (A)	<ul style="list-style-type: none"> • Achieve the first two CILOs, demonstrating a thorough understanding of the concepts of information management technology in business environment. • Able to perform quantitative analysis by using various advanced formulae and functions in spreadsheets. • Able to set up a database to store business data, produce advanced report by using queries and automate tasks in the database system. • Able to set up a professional looking business portal with various advanced interactive functions.
Good (B)	<ul style="list-style-type: none"> • Achieve the first two CILOs, demonstrating a good understanding of the concepts of information management technology in business environment. • Able to perform quantitative analysis by using a good number of advanced formulae and functions in spreadsheets. • Able to set up a database to store business data, produce advanced reports by using queries. • Able to set up a business portal with some interactive functions.
Satisfactory (C)	<ul style="list-style-type: none"> • Achieve the first two CILOs, demonstrating a basic level of understanding of the concepts of information management technology in business environment. • Able to perform quantitative analysis by using some typical basic formulae and functions in spreadsheets. • Able to set up a database to store business data and produce standard reports. • Able to set up a business portal with a limited number of interactive functions.
Marginal Pass (D)	<ul style="list-style-type: none"> • Achieve the first two CILOs, demonstrating a minimal level of understanding of the concepts of information management technology in business environment. • Able to perform quantitative analysis by using a limited number of basic formulae and functions in spreadsheets. • Able to set up a database to store business data. • Able to set up a business website.
Fail (F)	<ul style="list-style-type: none"> • Do not achieve the first two CILOs, and have little understanding of the concepts of information management technology in business environment. • Unable to perform quantitative analysis using spreadsheets. • Unable to set up a database to store business data. • Unable to create webpages.

Course Content and CILOs Mapping:

Content	CILO No.
I Information Technology Concepts for Enterprises and SoHo	1-2
II Information Technology Skills	3-5
III Information Management Practice	3-5

References:

- Kenneth C. Laudon, Carol Traver, E-Commerce 2015, Prentice Hall, 11th Edition, 2014.
- Digital 21 Strategy: <http://www.digital21.gov.hk/>
- James W. Cortada, Information and the Modern Corporation, the MIT Press, 2011.
- Efraim Turban, Linda Volonino and Gregory R. Wood, Information Technology for Management: Advancing Sustainable, Profitable Business Growth, Wiley, 10th edition, 2015.
- George Reynolds, Information Technology for Managers, Course Technology, 2nd edition, 2015.
- Stephen Haag, Maeve Cummings, Management Information Systems for the Information Age, McGraw-Hill Education, 2012.
- Debra Gross, Frank Akaiwa, and Karleen Nordquist, Succeeding in Business with Microsoft Office Excel 2010: A Problem-Solving Approach, Course Technology, 2010.
- Sandra Cable, Succeeding in Business with Microsoft Office Access 2010: A Problem-Solving Approach, Course Technology, 2010.

Course Content:

Topic

- I. Information Technology Concepts for Enterprises and SoHo
 - A. E-commerce, E-marketing and business intelligence
 - B. Hong Kong IT policies and E-Government
 - C. Multimedia and Web technologies
 - D. IT Ethics, Copyright, Privacy and Security
 - E. Success stories powered by IT
- II. Information Technology Skills
 - A. Business data management and visualization
 - B. Multimedia processing techniques
 - C. Interactive business portal deployment
 - D. Advanced information organization and presentation
- III. Information Management Practice
 - A. An introduction to information management practice
 - B. Integration of various IT skills and concepts to be effective in performing tasks of information retrieval, business data collecting, organizing, processing, analysis and presentation to solve given business related problems.