



**2143323 ENTERPRISE  
INFORMATION SYSTEMS**  
Course Introduction

# INSTRUCTOR

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<http://www.cp.eng.chula.ac.th/~natawut/Class/2143323/2553-2/index.html>



# DESCRIPTION

- Enterprise information systems; information technology infrastructure and integration, impact of information systems on organizations; information technology and business strategy; e-business and e-commerce; ethical and social issues related to technology; technology decisions; business value of information systems



# OBJECTIVES

- Understand the use of information technologies to manage and organize the digital firm
  - Digital firms rely heavily on a set of information technologies to organize and manage
  - IT is the core of the business and the primary management tool



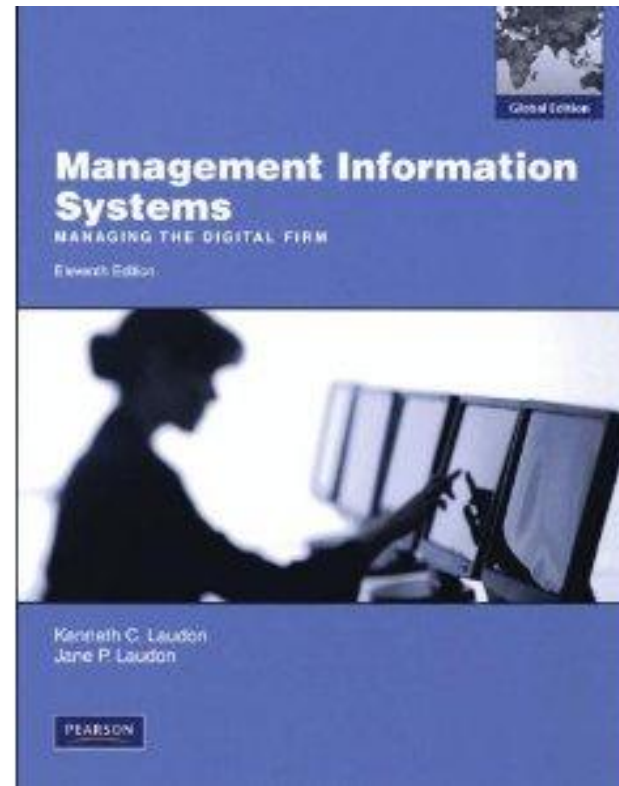
# OBJECTIVES

- Understand to roles of managers of digital firms
  - Identify the challenges facing their firms
  - Discover the technologies that will help them meet these challenges
  - Design business processes to take advantage of the technology
  - Create management procedures and policies to implement the required changes

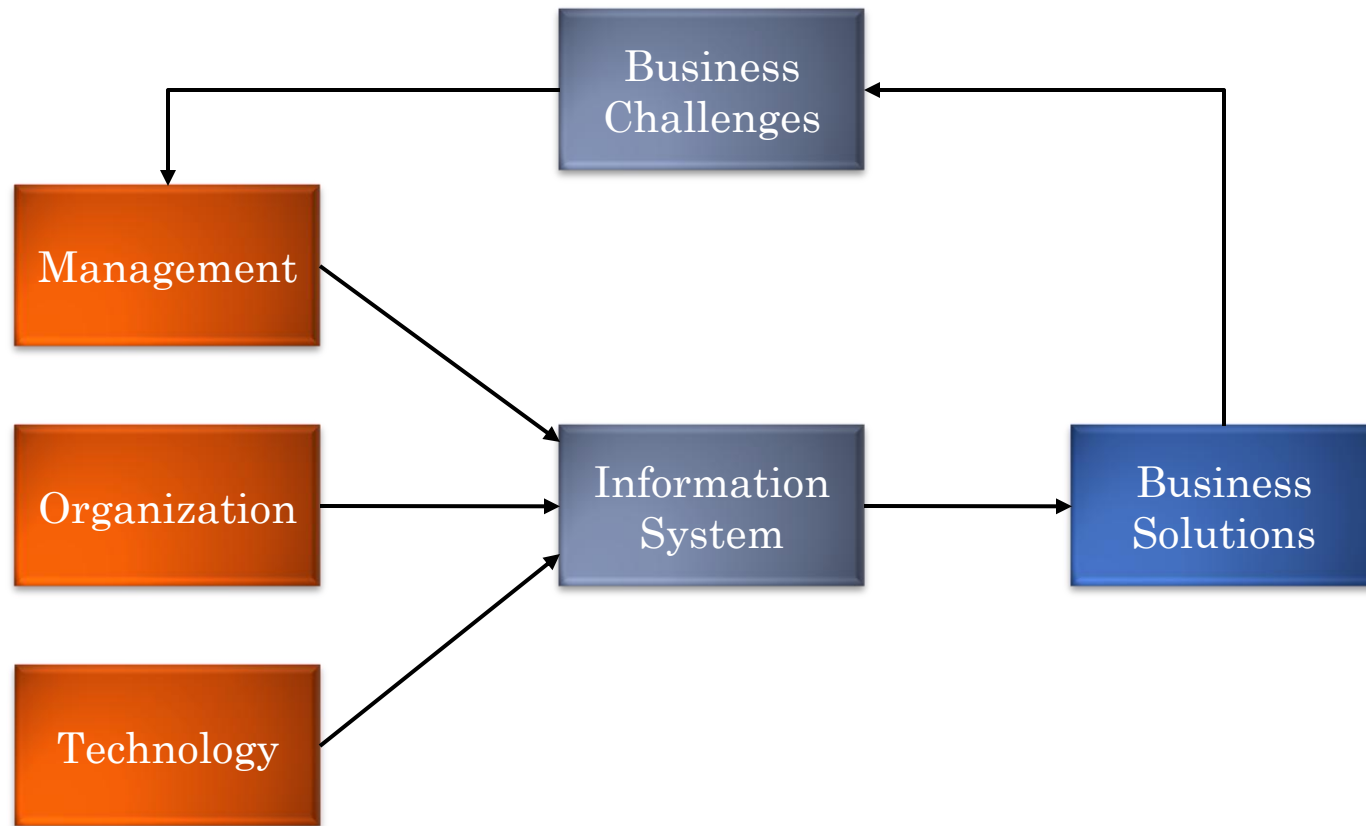


# COURSE TEXTBOOK

- K. Laudon and J. Laudon, Management Information Systems: Managing the Digital Firm, 11<sup>th</sup> edition, Pearson Prentice Hall, 2008



# INFORMATION SYSTEM FRAMEWORK



# GRADING POLICIES

- Participation and Discussion – 15%
- Midterm Examination – 30%
- Final Examination – 35%
- Term Mini-Project – 20%





# PARTICIPATION AND DISCUSSION

- Students are to form a group of three
- All group members share the same Participation and Discussion scores
- Each chapter includes 3 case studies
  - 2 interactive sessions and 1 end-of-chapter case study
  - 5-10 questions will be provided for each case
  - Groups are randomly selected to answer the questions
  - Each answer is worth up to 2 points
  - Your 10 best scores will be your final score (up to 15 points)



# PARTICIPATION AND DISCUSSION

- Each group is to submit the list of members and group's name via email by 18:00 of Friday February 3<sup>rd</sup>
  - The submission email **MUST** include student IDs, names, and email addresses, of all members, as well as group's name
  - The deadline will be determined by the timestamp in the submission email
  - Instructor will assign group number to each group and acknowledge all submission via email
  - Any group failed to submit will not get any score in Participation and Discussion



# TENTATIVE CLASS SCHEDULE\*

Week	Date	Topics
1	4 Jan 2011	No Class
2	10-23 Jan 2011	University Sport Weeks
3		
4	24 Jan 2011	Intro, Ch.1: Information Systems in Global Business Today
5	31 Jan 2011	Ch.2: Global E-Business: How Businesses Use Information Systems
6	7 Feb 2011	Ch.3: Information System, Organizations, and Strategy
Make-up	8 Feb 2011	Ch.4: Ethical and Social Issue in Information Systems
7	14 Feb 2011	Ch.5: IT Infrastructure and Emerging Technologies
8	21-25 Feb 2011	Midterm Examination Week
9	28 Feb 2011	Ch.6: Foundations of Business Intelligence: Databases and Information Management

\* The schedule is subject to change. Check class website for any updates and changes.



# TENTATIVE CLASS SCHEDULE\*

Week	Date	Topics
10	7 Mar 2011	Ch.7: Telecommunications, the Internet, and Wireless Technology
11	14 Mar 2011	Ch.8: Securing Information Systems
12	21 Mar 2011	Ch.9: Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
13	28 Mar 2011	Ch.10: E-Commerce: Digital Markets, Digital Goods
14	4 Apr 2011	Ch.11: Managing Knowledge and Collaboration
15	11 Apr 2011	No class
16	18 Apr 2011	Ch.12: Enhancing Decision Making
17	25 Apr 2011	Review session / backup timeslot
18	2-13 May 2011	Final Examination Weeks
19		

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