

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	BUCHAREST BUSINESS SCHOOL
1.3. Department	ECONOMIC DEVELOPMENT OF THE COMPANY
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Cycle of studies	MASTER STUDIES
1.6. Education type	FULL-TIME / PART TIME
1.7. Study programme	INDE Romanian-French MBA
1.8. Language of study	English
1.9. Academic year	2015-2016

2. Information on the discipline

2.1. Name	Management Information Systems								
2.2. Code									
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)								
	S(S)								

3. Estimated Total Time

3.1. Number of weeks	14,00		
3.2. Number of hours per week	3,00	of which	
		C(C)	2,00
		S(S)	1,00
3.3. Total hours from curriculum	42,00	of which	
		C(C)	28,00
		S(S)	14,00
3.4. Total hours of study per semester (ECTS*25)	125,00		
3.5. Total hours of individual study	83,00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	10,00		
Additional documentation in the library, on specialized online platforms and in the field	20,00		
Preparation of seminars, labs, assignments, portfolios and essays	30,00		
Tutorials	10,00		
Examinations	3,00		
Other activities	-		

4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	NA

5. Conditions

for the C(C)	Classrooms disposing of multimedia equipment and internet access
for the S(S)	Classrooms disposing of multimedia equipment and internet access

6. Acquired specific competences

PROFESSIONAL	C1	The analysis and evaluation of the business status, the estimation of perspectives, the identification of strengths and weaknesses, of business potential and of possible ways of action
PROFESSIONAL	C3	Formulation and substantiation of the policies and business strategies through joining specialized knowledge with experience
PROFESSIONAL	C4	Designing solutions and/or capitalization of opportunities regarding the achievement of objectives and performance criteria
PROFESSIONAL	C5	Formulation and substantiation of decisions in a holistic manner, which integrates the interests of all the factors directly involved or bilaterally affected
PROFESSIONAL	C6	Designing and redesigning businesses, implementation of activity plans (planning, organizing, resource management, processes management, performance management, risk management, change management)

7. Objectives of the discipline

7.1. General objective	The importance of managing information systems in a corporate environment from both strategic and tactical perspectives
7.2. Specific objectives	<p>Demonstrate the purpose and utility of information systems in a business context and show how these contribute to value creation in a firm.</p> <p>Provide an overview of the different kinds of information systems used in a business context</p> <p>Develop information system literacy and get a clear overview of the different stakes and management questions raised by the use of technologies</p> <p>Develop some analytical capacities and tools which can be applied into a business context</p>

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction – general presentation about the class, its content and objectives.	Powepoint presentation, discussions	
2	Information Systems in Business Today	Powepoint presentation, discussions	
3	Global e-business and collaboration	Powepoint presentation, discussions	
4	Ethical and Social Issues in Information Systems	Powepoint presentation, discussions	
5	IT Infrastructure and Emerging Technologies	Powerpoint presentation, discussions	
6	Foundations of Business Intelligence: databases and information management	Powerpoint presentation, discussions, case studies	
7	Telecommunications, wireless and information technology & Securing Information Systems	Powerpoint presentation, discussions, case studies	

8	Designing and selecting an information system	Powerpoint presentation, discussions, case studies	
9	Achieving operational excellence and customer intimacy: enterprise applications	Powerpoint presentation, discussions, case studies	
10	E-commerce: digital markets, digital goods	Powerpoint presentation, discussions, case studies	
11	Managing Knowledge	Powerpoint presentation, discussions, case studies	
12	Enhancing Decision Making	Powerpoint presentation, discussions, case studies	
13	Managing Projects	Powerpoint presentation, discussions, case studies	
14	Managing Global Systems	Powerpoint presentation, discussions, case studies	

Bibliography

- **Kenneth C. Laudon, Jane P. Laudon, Management Information Systems- Managing the digital firm**, Twelfth Edition, Pearson Education 2012 Kerie E.
 Pearlson and Carol S. Saunders, *Managing and Using information Systems: a strategic approach*, 5th Edition, 2009, Wiley-Blackwell Editions.
 Thomas L. Freidman, *The World is Flat*, 2007, Penguin Editions
 William McKnight, *Information Management: strategy for gaining competitive advantage with data, the Savvy Manager's guide*, 2013, Morgan-Kauffmann Editions
 Gabe Piccoli, *Information Systems for Managers: texts and cases*, 2nd Edition, Wiley Editions.

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Information technologies, organization and strategy	Discussions	
2	Managing information and managing information systems - the role of IT in business	Discussions, case studies	
3	Information systems - arhitecture, objectives	Discussions, case studies	
4	Information systems - typologies	Discussions, case studies	
5	Informatin needs in Informatin systems design	Team work, debates	
6	Information systems design - implementation	Teamwork, debates	
7	E-commerce: digital markets	Discussions, case studies	
8	Data Warehouses - models, interogation	Teamwork	
9	Data Mining	T+V72eamwork	
10	Knowledge management	Discussions, case studies	

