



SUBJECT DATASHEET

MANAGEMENT INFORMATION SYSTEMS

BMEGT20MN48

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MANAGEMENT INFORMATION SYSTEMS

ID (subject code)

BMEGT20MN48

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of assessment

exam grade

Number of credits

3

Subject Coordinator

Name *Position* *Contact details*

Dr. Nemeslaki András professor nemeslaki.andras@gtk.bme.hu

Educational organisational unit for the subject

Department of Management and Business Economics

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU; angol - ENG

Curricular role of the subject, recommended number of terms

Programme: **Finance MSc (in English) from 2019/20/Term 1 AUTUMN start**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Finance MSc (in English) from 2019/20/Term 1 SPRING start**

Subject Role: **Compulsory**

Recommended semester: **4**

Programme: **Management and Leadership MSc (in English) from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Master's programme in Management and Leadership from 2019/20/Term 1 (Autumn term start)**

Subject Role: **Compulsory**

Recommended semester: **3**

Programme: **Master's programme in Management and Leadership from 2020/21/Term 2 (Spring term start)**

Subject Role: **Compulsory**

Recommended semester: **4**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Economic and Social Science (29.04.2020) with the 6th decision on the 580395/2/2020 registration number that is valid from 29.04.2020.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Generally, information and communication technologies (ICT) are approached as „black boxes” inside of which is not really accessible for other business areas. This is the reason why the main objective of this course is to familiarize students with what is happening inside the “black box” and show how ICT is managed in businesses. We put a strong emphasis on demonstrating how companies increase their competitiveness with ICT solutions and how they can improve efficiency in their business functions. We introduce contemporary technology innovations and those mechanisms which drive new business models, organizational change, and the transformation of managerial decisions. During the course, on the one hand, the conceptual foundations of information management are discussed. On the other several cases, examples and illustrations are presented how digital transformation works in practice. Students are enabled by several assignments to indulge in their own concrete cases, both to study digital transformation and to design new business models or strategies.

Academic results

Knowledge

1. Can use of terminologies and concepts of management information systems.
2. Understand of information system development and management methods.
3. Get familiar with the contemporary ICTs and how they support business processes.
4. Understand digital transformation.
5. Get familiar with data driven management, and its relevance in achieving effectiveness and efficiency.

Skills

1. Are able to use the concepts to analyze, renew, and critically assess information systems.
2. Are able to create practical suggestions for ICT strategies.
3. Are equipped with skills to develop arguments and high level plans for digital transformation..
4. Can work together with ICT experts, developers in projects.

Attitude

Independence and responsibility

1. Are able to work independently under general supervision, and continue learning new skills in the field of MIS.
2. Can actively participate in the sessions and projects.
3. Are able to take responsibility for their own actions, deliverables and decisions.

Teaching methodology

Lectures, oral and written communication, application of IT tools and techniques during the lectures and individual exercises.

Materials supporting learning

- 1.Nemeslaki András (2012): Vállalati Internetstratégia, Akadémiai Kiadó, Budapest.
- ISBN 9789630591898 (this is not applicable in the English programs)
- 2.Laudon and Laudon (2019): Management Information Systems: Managing the Digital Firm, Pearson, New-York.
- ISBN-13: 978-0135191798
- 3.Digitális transzformációról szóló HBR tanulmányok, valamint HBS esettanulmányok (case studies).
- (HBR papers and HBS case studies along with study notes and handouts by the instructors.)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Performance assessment methods

Detailed description of the performance evaluations carried out during the term Lecture participation (50%): the participation and activity of the students are evaluated by the lecturers at the end of the term. Max points attainable: 50. Volunteered home assignment (50%): 10-12 slides in a PowerPoint Presentation. Topic: discussed at the beginning of the term in the first lecture. Max points attainable: 50. With the fulfilment of the 2 criterion mentioned above, 100% exam-proportion is attainable. So, the exam is avoidable with the lecture participation and the home assignment. Detailed description of the performance evaluations carried out during the exam period Exam: 1. Written

performance assessment: The exam is 50 min., and consists of 50 multiple choice and case study questions. Max points attainable: 1

Percentage of performance assessments, conducted during the study period, within the rating

- Lecture participation: 50%
- Home assignment: 50%
- total: 100%

Percentage of exam elements within the rating

- Written performance assessment: 100%
- total: 100%

Conditions for obtaining a signature, validity of the signature

No midterm requirement.

Issuing grades

Excellent	90
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	50

Retake and late completion

According to the Code of Studies

Coursework required for the completion of the subject

Class participation	14x3=42
Preparation to classes	14x1=14
Project assignment	16
Preparation for exams	16
Exam sessions	2
total	90

Approval and validity of subject requirements

Consulted with the Faculty Students Representative Committee on by Emma Lógó, PhD, Vice Dean for Education, approved
from

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

To achieve the learning outcomes set out in section 2.2, the course consists of the following areas and topics.

- 1 Information Systems in Global Business
- 2 Information Systems: Organizations and Strategy
- 3 Technology and Society: the constructivist approach to IT management.
- 4 IT Infrastructure and Emerging Technologies
- 5 Foundations of Business Intelligence: from Data to Information and Decision
- 6 Networks, wireless and ubiquitous technologies.
- 7 Security and privacy – privacy paradox.
- 8 Management Systems: Operational Excellence
- 9 Management Systems: Customer Intimacy
- 10 Management Systems: Digital Markets and Digital Goods
- 11 Management Systems: Knowledge Management and Decision Support
- 12 Building Information Systems, IT project management.
- 13 Leadership of IT and to role of IT in leadership
- 14 Summary.

Additional lecturers

Dr. Danyi Pál egyetemi docens danyi.pal@gtk.bme.hu

Approval and validity of subject requirements

Part III of the Subject Form is to be approved by the Head of Department of Management and Business Economics named under 1.8.