

2019.HS

Module Name: Introduction to Business Information Systems	
Module Code	w.BA.XX.2WIN.XX
Module Description	Students prepare for the digital age by acquiring an overview of technological and economic principles of modern digital business solutions and becoming familiar with current applications and trends. The module covers the traditional foundations of business information technology such as IT infrastructures, data management, and communication systems. At the same time, it includes current developments such as cloud computing, real-time advertising, machine learning, and the darknet.
Program and Specialization	Business Information Technology
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	6
Organizational Unit	W Institut für Wirtschaftsinformatik Ltg
Module Coordinator	Ueli Schlatter (shui)
Deputy Module Coordinator	Marcel Sieber (sieb)
Prerequisite Knowledge	None
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management Self-Competence § Self-Management & Self-Reflection § Learning & Change
Module Learning Objectives	Students... § are able to reproduce important specialist terms and their networking in the field of information systems and information technologies § are able to utilize various application software practically § are able to devise concrete solutions to business issues, which include both organizational, leadership, and IT technical components § are able to analyze and comment on press releases with a strong reference to information systems and technologies § are able to assess the advantages/disadvantages of information systems for the creation of competitive advantages § are able to work in groups to achieve a particular goal § are able to adopt different points of view to assess managerial problems
Module Content	§ (IT) Strategy and Technical Progress § IT Infrastructure and Trends § Data Organization and Data Management § Communication Systems, Internet, and World Wide Web § IT Security § Application Systems § E-Commerce and E-Business § Knowledge Management
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2BSSW-WIN.XX

	w.BA.XX.2BWL-WIN.XX			
	w.BA.XX.2FinAcc-WIN.XX			
	w.BA.XX.2InfoM-WIN.XX			
	w.BA.XX.2ITSSM-WIN.XX			
	w.BA.XX.2Mark-WIN.XX			
	w.BA.XX.2OP.XX			
	w.BA.XX.2StratM-WIN.XX			
	w.BA.XX.2WMWI.XX			
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Literature Review	Social Settings Used: § Individual Work § Group Work		
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	28 h	11 h		
Small Class	28 h	11 h		
Group Instruction	-	-		
Practical Work	-	-		
Seminar	-	-		
Total	56 h	22 h	102 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
Written exam	Specified documentation	60	75,00 %	
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"			
Others	Assessment	Length (min.)	Weighting	
PLN #C: Logical Data Model	Pass/Fail	240	-	
TLN#6: IT Security	Pass/Fail	30	-	
TLN#1: (IT) Strategy and Technical Progress	Pass/Fail	30	-	
PLN#A: Problem and Possible Solution	Pass/Fail	240	-	
PLN#D: Website	Pass/Fail	240	-	
Written Assignment	Grade	-	25,00 %	
TLN#3: IT Infrastructure Components and Development Trends	Pass/Fail	30	-	
PLN#F: Advertising Campaign	Pass/Fail	240	-	
TLN#2: Information Systems	Pass/Fail	30	-	
PLN#E: Encryption	Pass/Fail	240	-	
TLN#5: Communication Systems, Internet and World Wide Web	Pass/Fail	30	-	
PLN#B: Mock-up Model	Pass/Fail	240	-	
TLN#4: Data Organization and Data Management	Pass/Fail	30	-	
Classroom Attendance Requirement	None			
Language of Instruction/Examination	German			
Compulsory Reading	§ Lecturer's script § Other texts and (multi-media) materials on Moodle			
Recommended Reading	§ Kroenke, D. & Boyle, R. (2017). Using MIS. 10th edition. Boston: Pearson Education. ISBN 9780134606996. The book is also available as an e-book [ISBN 9780134658919]. § Laudon, K., Laudon, J. & Schoder, D. (2016). Wirtschaftsinformatik - Eine Einführung. 3rd edition. Hallbergmoos: Pearson Deutschland GmbH. ISBN 9783868942699. The book is also available as an e-book [ISBN 9783863267650].			

Comments	<p>Other Performance Assessments:</p> <p>Performance Assessment "Theory" (TLN): For each performance assessment (TLN#1, TLN#2, TLN#3, TLN#4, TLN#5, and TLN#6), three attempts can be made, of which the best will be evaluated.</p> <ul style="list-style-type: none">• If at least 7.5 out of 10 points have been achieved in the evaluated performance assessment, it will be rated as "passed".• If fewer than 7.5 out of 10 points have been achieved in the evaluated performance assessment, it will be rated as "failed". <p>Performance Assessment "Practice" (PLN): The assessments PLN#A, PLN#B, PLN#C, PLN#D, PLN#E, and PLN#F will be evaluated (random selection) by an instructor and rated as "passed" or "failed".</p> <p>Module Grade: The module grade is calculated from the aggregated score of the following three elements:</p> <ul style="list-style-type: none">• End-of-module exam: Between 0 and 45 points can be achieved.• Written assignment ("Essay"): Between 0 and 15 points can be achieved.• Performance assessments: For each failed performance assessments (TLN or PLN) , 1.5 points will be deducted.
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