

Course Syllabus

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| 1. Program of Study
Faculty/Institute/College | Bachelor of Business Administration Program
Mahidol University International College |
| 2. Course Code
Course Title | ICIS 385
Information Technology Economics |
| 3. Number of Credits | 4 (Lecture/Lab) (4-0-8) |
| 4. Prerequisite(s) | - |
| 5. Type of Course | Elective Course |
| 6. Trimester / Academic Year | Second Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | Examines the economics of information systems and information technology. Topics include estimating, budgeting, budget management, cost accounting, value assessment, and accountability as it relates to information systems and information technology. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Present a practical approach to Information Technology Economics focused on economic and financial trends, evaluating IT on performance, costs, and benefits, evaluating IT perspective on Intangible benefits, IT outsourcing. |
| | 9.2 Define and describe in aspects of the IT investment decision process. |
| | 9.3 Understand the knowledge of evaluating information technology investments. |
| | 9.4 Perform the case studies on evaluation and project management. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Introduction to Information Technology Economic and Financial Trends	4	0	8	MNS
2	Understanding the Business Value of Information Systems The elusive nature of IT benefits	4	0	8	MNS
3	Why evaluate information technology investments? Aspects of the IT investment decision process	4	0	8	MNS
4	Issues and techniques for IT evaluation Identification of IT costs	4	0	8	MNS
5	IT cost control IT business case accounting	4	0	8	MNS
6	Risk Analysis	4	0	8	MNS
7	Evaluation of the IT function Ranking and scoring value for money and health checks	4	0	8	MNS
8	Evaluation and project management The Challenge: Communicating in business terms	4	0	8	MNS
9	Technology Investment Management: showing return Outsourcing IT and e-business	4	0	8	MNS
10	Learning to realize the benefits of IT Buying IT and using IT to buy	4	0	8	MNS
11	Transforming technology promises into business benefit	4	0	8	MNS
	Total	44	0	88	

11. Teaching Method(s)

Class discussion
Field trip
Guest speakers

12. Teaching Media

White Board
Notebook Computer
Power Point Slides
LCD projector

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability to present a practical approach to Information Technology Economics focused on economic and financial trends, evaluating IT on performance, costs, and benefits, evaluating IT perspective on Intangible benefits, IT outsourcing.
- 13.2 The ability to define and describe in aspects of the IT investment decision process.
- 13.3 The ability to understand the knowledge of evaluating information technology investments.
- 13.4 The ability to perform the case studies on evaluation and project management.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm exam	30%
2. Final exam	30%
3. Quizzes	20%
4. Homework assignments	15%
5. Participations	5%

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Boddy, D., Boonstra, A., and Kennedy, G. **Managing Information Systems (an organizational perspective)**, Prentice Hall.

16. Instructor(s)

Manit Satitsamitpong

17. Course Coordinator

Program Director of Information Systems Major