

Module Title:	Business Information Systems 3
Credits:	5
NFQ Level:	8
Module Delivered In	9 programme(s)
Teaching & Learning Strategies:	<p>Lectures - communication of knowledge and ideas from lecturer to student. Lab sessions - communication of knowledge by demonstration from the lecturer to the student. Problem Solving Exercises - student will work both individually and as part of a team to resolve various computer applications tasks/ scenarios. E-Learning - the module will be supported with online learning materials. Self-Directed Independent Learning - the emphasis on independent learning will develop strong and autonomous work and learning practices. Project Work - Students will produce a professional standard project by applying the knowledge, skills and competencies learned during the course.</p>
Module Aim:	The aim of this module is to develop knowledge and skills expected of a manager to execute business strategy by integrating Web 2.0 and data analytics into resource neutral business practice.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Integrate Web 2.0 strategy with business strategy.
LO2	Evaluate Social Media as Information systems providers.
LO3	Solve business problems with data analytics in Excel.
LO4	Evaluate management information systems for competitive advantage with data analytics.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Web 2.0

Innovation styles and recombination; Integrating Ecosystems; Collective User Value; Activating Network Effects.

Social Media as an Information system

Models, Platforms, Dynamics, innovation strategies; opportunities, threats (security versus convenience) Payment systems; Business continuity and disaster planning.

Managers and Decision Making

Business Intelligence; Data Visualization Technologies; Intelligent Systems.

Data Analytics in Excel (cost neutral).

Metrics, Dashboards, and Reports, Monte Carlo simulation.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Case studies, essays, presentations, simulations.	3,4	50.00	Week 6
Project	A project (data analytics) based Case study	1,2	50.00	Week 15

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Laboratory	Every Week	1.00
Independent Learning Time	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
Total Hours		7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	6	Group Elective 1
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	8	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	8	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	6	Group Elective 1
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	8	Elective
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	6	Group Elective 1
CW_BBBUS_D	Bachelor of Business in Business	6	Group Elective 1
CW_BBHRM_D	Bachelor of Business in Human Resource Management	6	Group Elective 1
CW_BBSCM_D	Bachelor of Business in Supply Chain Management	6	Group Elective 1