UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Information Systems in Management

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

Information Systems in Management (70204)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	15,00
Tutorial Guidance:	20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor PAULO JORGE GONÇALVES PINTO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Leverage knowledge about Information Systems and their use as a Management tool.

15. Specific Objectives

1. Know the basic concepts of Information and Information Systems and recognize their strategic role in Management
2. Study different levels and applications of Management Information Systems
3. Acquire critical analysis and decision-making skills when selecting an Information System for business activities
4. Use different management tools

16. Skills to be acquired

Capacity for critical analysis and decision-making in solving management challenges using Information systems.

17. Teaching Methodology

Theoretical exposition and discussion in class of fundamental concepts and problems.
Conducting practical cases to consolidate knowledge.
Research work by the student / group of students under the guidance of the professor.

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18. Course Unit Program

"WHAT" module
1. Basic Concepts
2. Information Systems in Today's Society
"WHY" module
3. Information Systems in Organizations
4. Information Systems and Strategy
5. Digital Transformation
"HOW" module
6. Technological Infrastructure
7. DB and Information Management
8. Business Intelligence and Analytics
9. Integrated Applications: ERP, CRM
10. Ethical and Social Issues
11. Security

19. Assessment Methods

Continuous assessment includes
- Participation and Resolution of Practical Cases in Class
- Elaboration of a research work, with oral presentation in class

20. Didactic Resources

1. Lusíada University Information System (Moodle) for messaging and file sharing
2. Recommended bibliography
3. PowerPoint lecture slides
4. Other elements available in digital format
5. Software applications:
- Business Intelligence (Power BI)
- Spreadsheet (Excel)
- Word processing (Word)
- Editing presentations (Power Point)
- Georeferencing (Power Maps)
- Database language (SQL)

21. Sustainability Objectives

4. Quality Education
5. Gender Equality
9. Industry, Innovation and Infrastructure

22. Keywords

Information systems
Knowledge
Data Analysis
Digital Transformation
Business Intelligence

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23. Main Bibliography

Author(s):	Laudon, Kenneth & Laudon, Jane		
Title:	Management Information Systems: Managing the Digital Firm		
Edition:	15ª	Year:	2018
Local:	New Jersey, USA		
Publisher:	Prentice Hall		

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

24. Complementary Bibliography

Author(s):	O'Brien, James A. & Marakas, George		
Title:	Management Information Systems		
Edition:	10ª	Year:	2010
Local:	Kansas, USA		
Publisher:	McGraw-Hill Education		

Author(s):	Ward,John L. & Peppard,Joe		
Title:	The Strategic Management of Information Systems : Building a Digital Strategy		
Edition:	4ª	Year:	2016
Local:	Chichester, UK		
Publisher:	John Wiley & Sons Ltd		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'SISTEMAS INFORMAÇÃO EM GESTÃO': Academic Year 2023/2024
Autor / Author	Prof. Doutor PAULO JORGE GONÇALVES PINTO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

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