

Course Outline

Course ID: IS201

COURSE TITLE: DIGITAL TECHNOLOGY FOR BUSINESS

Semester 2/2023

Number of Credits: 3 credits

Prerequisite:

Course Description:

The key forces for change in business, how digital technology disrupts traditional business, digital business transformation, rethinking and redesigning of digital business, the new technology, applications, data and information platforms of digital business, managing digital business IT/IS infrastructure, Cyber security awareness and technology, and understanding how to use software for planning and decision making support of digital business operations in the agile environment.

Course Objectives:

1. To understand of role of information technology and communications in business and its impact on business / business process disruption.
2. To provide fundamental concepts and trends in information technology and information systems, and ethics / cyber security concerns.
3. To use software tool for fundamental business data collection and analysis of digital business operations.

Class Time and Logistic

Class day: Friday

Class time: 13:00 – 16:00

Venue: Room 303, Faculty of Economics

Teaching Materials Platform: Google Classroom code:

Instructor:

Name: Dr. Manit Satitsamitpong

Office Hours: Available upon request

Email: manit835@gmail.com

Main Text:

1. Laudon, Kenneth C., and Laudon, Jane P. (2020) Management Information Systems: Managing the Digital Firm, 16 ed., Pearson Education Inc
2. New Perspectives on Microsoft® Excel® 2013, Comprehensive, 1st Edition by June Jamrich Parsons, Dan Oja, Roy Ageloff, Patrick Carey, Carol DesJardins

Recommended Texts & Materials

Grading Criteria:

Midterm Examination	30%
Final Examination	30%
IT News individual presentation	5%
Attendance, Quizzes, Assignment	15%
Group Presentations	20%
Total	100%

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students have disciplines, pay respects to a teacher, and comply with regulations set in class and by the university.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	Expected Learning Outcomes
●	2.1 Acquire knowledge on and understand the important concepts in business management.	Students understand the concepts of management, digital technology, and how companies use digital technology to help manage the organizations.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	

N/A	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

	3. Intellectual Development	Expected Learning Outcomes
●	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	Students understand the concepts of information systems to take in data and convert into valuable information.
N/A	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
●	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Students can work in a team and at the end make a professional presentation.
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
N/A	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
●	5.4 Be able to utilize the information technologies or others to support the business operations.	Students understand how to apply the knowledge about IT and digital technologies to improve business operations and processes.

Tentative Class Schedule:

Session	Date & Time	Topics
1	12/1/2024	Introduction to the course Innovation in Digital Technologies and Impacts on Business
2	19/1/2024	Innovation in Digital Technologies and Impacts on Business (2)
3	26/1/2024	Strategies and Digital Technologies
4	2/2/2024	Strategies and Digital Technologies (2)
5	9/2/2024	Business Analytics
6	16/2/2024	Cybersecurity and Ethics
7	23/2/2024	Emerging Technologies
8	8/3/2024	Using Microsoft EXCEL for fundamental information management (1) - Set up a workbook - Manipulate workbooks - Manipulate worksheets
9	15/3/2024	Using Microsoft EXCEL for fundamental data analysis (2) - Work with data and EXCEL tables - Perform calculation on formulas and cell references - Use basic functions (Count and Sum, Financial, Statistical functions)
10	22/3/2024	Using Microsoft EXCEL for fundamental data analysis (3) Create charts and graphic - Format worksheet, cells, and define styles - Print worksheets and charts
11	29/3/2024	Using Microsoft EXCEL for fundamental data analysis (4)- -Goal seek -PivotTable -SUMPRODUCT -SUMIF
12	5/4/2024	Advanced Features Vlookup, Hlookup, Breakeven point analysis, Solver
13	19/4/2024	Time Value of Money
14	26/4/2024	Excel Wrap up/Excel Quiz
15	1/5/2024	Group Presentation

Mid-term Exam: Friday, March 1, 2023; 12.00-14.00 hrs.

Final Exam: Friday, May 11, 2024; 13.30-16.30 hrs.

**Venue: Computer Lab, Faculty of Economics,
Thammasat University (Tha Prachan Campus)**