



Course Outline

IS201 Digital Technology for Business

Semester 2/2025 (January 5 - May 2, 2026)

Lecture Time: Friday, 13.00-16.00 hours

Lecture Venue: Room 201, Faculty of Economics

Teaching Materials Platform: Google Classroom code: TBA

Instructor:

Name: Asst. Prof. Dr. Manit Satitsamitpong

Office Hours: by appointment only

Email: manit835@gmail.com

Note: Please include your name, ID, class, and program in your email, as I manage multiple courses each semester.

Number of Credits: 3 Credits (3-0-6)

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 a software tool for fundamental business data collection and analysis of digital business operations.

Course Learning Outcomes:

1. Students possess core knowledge and understanding in the science of Business Administration (K1)
2. Students can research and evaluate data from many sources effectively to obtain information beneficial to Business Situation and Environment (S1)
3. Students can adapt information technology and other technologies to support business (S8)
4. Students are disciplined, follow rules and regulations of their organization and society (E2)
5. Students are up to date on social and business issues (C2)

Learning Management and Evaluation

CLO	Learning Management	Evaluation
CLO1: K1, S1, C2 Demonstrate ability to synthesize core business administration principles with evaluated data from diverse sources to address contemporary social and business issues	• Lecture • Case studies	• Individual presentation • Group project • Midterm Exam • Final Exam
CLO2: S1, S8 Demonstrate ability to evaluate data from diverse sources to inform the strategic decision for enhancing business operations	• Case studies • Class assignment • Discussion • Excel Workshop	• Assignment • Final Exam
CLO3: E2	• Lecture • Case studies	• Attendance • Class participation

Demonstrate adherence to rules and regulations in academic work	• Discussion	
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Learning Assessment Plan

CLO	Methods of Learning Assessment	Assessment Week	Proportion of Assessment
CLO1	• Individual presentation • Group project • Midterm Exam • Final Exam	• 1-12 • 15 • 8 • 16	• 20% • 20% • 20% • 30%
CLO2	• Assignment • Final Exam	• 1-14 • 16	• 10% • 30%
CLO3	• Attendance • Class participation	• 1-15	• 10%

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

Grading Criteria:

Midterm Examination	20%
Final Examination	30%
Digital Technology individual presentation	20%
Attendance, Assignment	10%
Group project	20%
Total	100%

Tentative Class Schedule:

Session	Date & Time	Topics
1	9/1/2026	Introduction to the course Innovation in Digital Technologies and Impacts on Business
2	16/1/2026	Innovation in Digital Technologies and Impacts on Business (2)
3	23/1/2026	Strategies and Digital Technologies
4	30/1/2026	Strategies and Digital Technologies (2)
5	6/2/2026	Business Analytics
6	13/2/2026	Cybersecurity and Ethics
7	20/2/2026	Emerging Technologies
8	6/3/2026	Using Microsoft EXCEL for fundamental information management (1) - Set up a workbook - Manipulate workbooks - Manipulate worksheets
9	13/3/2026	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	20/3/2026	Using Microsoft EXCEL for fundamental data analysis (3) Create charts and graphic - Format worksheet, cells, and define styles - Print worksheets and charts
11	27/3/2026	Using Microsoft EXCEL for fundamental data analysis (4)- -Goal seek -PivotTable -SUMPRODUCT -SUMIF
12	3/4/2026	Advanced Features Vlookup, Hlookup, Breakeven point analysis, Solver
13	10/4/2026	Time Value of Money
14	24/4/2026	Time Value of Money (2)
15	1/5/2026	Group Project Presentation

Mid-term Exam: Saturday, February 28, 2026 12.00-14.00 hrs.

Final Exam (Required): Saturday, May 9, 2026 13.30-16.30 hrs.

Venue: Computer Lab, Faculty of Economics,

Thammasat University (Tha Prachan Campus)

Note: Examination Policy: Please be advised that no make-up examinations will be administered for either the midterm or the final exam, regardless of the circumstances. Failure to attend a scheduled examination will result in a score of zero for the evaluation.