# Business Information Systems

## Professor Roberto Bernazzani

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

To give students a full understanding of the importance of data and information in a modern company, and to provide students with the knowledge and tools needed to design and develop an information system.

At the end of the course, students will be able:

* To participate actively in the design and development of an information system.
* To identify the software solutions (ERP/MRP and CRM) best suited to a specific business context.
* To define the strategies and to choose the appropriate technologies (hardware, software, networking) to implement an e-commerce strategy.

***COURSE CONTENT***

1. Information systems.
* Information system definition.
* The development of information systems.
* Outsourcing of information systems.
1. Software:
* ERP/MRP.
* Software for CRM.
1. E-commerce
* Strategies and technologies for e-commerce.
* Website development cycle.
* Quality of websites.
* Indexing of websites and SEO.
* Web advertising (banners, pop-ups, DEM, keyword advertising, "below the web" tools).
1. Electronic payment systems.
* Credit cards.
* E-wallets.
* Mobile payments.
* Blockchain and Cryptocurrencies.

***READING LIST***

Learning material produced by the teacher.

Suggested reading:

G. Bracchi-C. Francalanci-G. Motta, *Sistemi Informativi per l’impresa digitale,* McGraw-Hill, 2005.

M. De Marco-G. Bruschi-E. Manna-G. Giustiniani-C. Rossignoli, *Sistemi informativi ed elaboratori elettronici,* Il Mulino, 1987.

G. Destri, *Introduzione ai sistemi informativi aziendali,* Franco Angeli, 2013.

***TEACHING METHOD***

Lectures.

IT entrepreneurs and managers will be invited to share their experience through the live discussion of case studies.

The whole teaching material is available on the Blackboard learning platform.

***ASSESSMENT METHOD AND CRITERIA***

Written exam and continual assessment of students’ participation in class.

The 60-minute written test is divided into two parts: one with close-ended questions, and one with open-ended questions. The second part will not be marked unless the first part achieves a score of at least 8/15.

The mark carried by the first part is structured as follows: any correct answer gets + 1/30; any wrong answer gets – 0,5/30.

The mark carried by the second part is structured as follows: any correct answer may get a maximum score of 5/30.

The following factors will also be influential in determining the final mark: relevance of content, usage of technical language, clearness of expression.

***NOTES AND PREREQUISITES***

Basic knowledge of ICTs and information systems.

***OFFICE HOURS***

Information on office hours is available on the Professor's personal page at <http://docenti.unicatt.it/>