

MODULE: **MANAGING INFORMATION SYSTEMS AND E-BUSINESS**

CODE: **BAIHM-2-2-10**

Stage: **II**

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

- This module aims to provide learners with a thorough knowledge of how they can utilise information systems in their workplace.
- Two principal areas of focus are the use of systems on a day to day basis and the utilisation of systems for management purposes.
- The module is devised to give learners confidence in their ability to utilise information systems for management, for marketing and for communication.
- Knowledge and skills will be developed in an environment where teamwork is actively encouraged in order to benefit from the learning, understanding, and ideas of peers.
- Exercises and assignments focus on the skills that learners will require in a workplace.
- An overall goal of the module is the development of an understanding of the business benefits of maximum utilisation of electronic channels.

Module Content

Introduction to the utilisation of e-business

- Internet & networks
- Electronic Commerce infrastructure
- Benefits & pitfalls of electronic channels
- Electronic Payments

- Security issues

Use of marketing systems to support hospitality businesses

- Web-based marketing (website, email, blog, Search Engine SMS, etc.)
- CRM systems
- Interactive systems (e.g. kiosk)

Information systems for management in the hospitality industry

- Introduction to Management Systems
- Systems used in hospitality industry
- Focus on management functions (e.g. HR / Finance / Purchasing).