Unit Title	**Business Systems: A Marketing Perspective**
Programme(s)/Course	BA (Hons) Marketing
Level	Four
Semester	One
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 60 Student managed learning hours: 140
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Unit Coordinator **[Name + e mail address]**	Anne-Marie Scott scotta@lsbu.ac.uk
Parent Department	Business Studies
Parent Course	BA Marketing
Description **[100 words max]**	The unit covers interrelated areas concerning information systems and technology. The emphasis will be on the importance of information systems in a marketing environment. Office automation, databases, networking and the Internet, social networking sites and impacts on marketing, Data Protection Act and Computer Misuse Act will be included. Practical- • Use of LSBU Library Information System. • Using PowerPoint presentation software application • Using Excel spread sheet software as a management tool to solve business related problems • Introduction to databases and their use in Marketing Research and Customer Relationship Marketing. • To explore the way websites are formed and used by marketers. This will be backed by related theory and case studies.
JACS Code	

Aims	To provide; • students with an understanding of business systems use for the Marketing function • the forum in which students can develop their practical IT skills to support their studies at LSBU and future employment.
Learning outcomes	**Knowledge and Understanding**: • Understand the concept of modern business information systems, their management and exploitation and impact on organisations • Develop an understanding of the modern hardware and software features of large and small business information systems • Appreciate the role of Internet and other electronic resources in marketing in the business environment. • Gain hands-on experience of some of the most common classes of applications software used in today's business **Intellectual Skills**: • Understanding business systems and technology related methodologies • Ability in critical analysis, thinking and relating **Practical Skills**: • Appropriate use of the Internet, search engines, e-mail and website structure • PowerPoint presentation • Excel spreadsheet to solve business, management and accounting related problems **Transferable Skills**: • Learning by case studies • Thinking critically • The Internet and software applications • Communication
Employability	Have a good understanding of concepts of modern business information systems and their contribution to business decision making at different levels of management. Appreciation of the range of electronic resources to support marketing Work cooperatively with people from different background

Teaching & Learning Pattern	Lectures, seminars, and practical sessions that include case studies - 1 hour lecture and - 3 hour seminar each week
Indicative content	• Information flows in business organisations, basic systems theory applied to business, business information systems, management information systems, decision support and executive information systems. • Information systems hardware and software, micro, mini, mainframe and super computers, operating systems, utilities, and applications software. • Data communications, networking and the Internet, office automation. Use of WWW for Marketing. • Databases and other electronic resources use for Marketing Research and Customer Relationship Management and Marketing • Data Protection Act. 1984, 1998, The Computer Misuse Act. 1990, The Electronic Communications Act and software licensing. Practical: • The Internet – Search engines and methods of search. • To explore the way some popular websites are formed and operated. This will be backed by related theory and case studies. (• Hand-on use of LSBU Library Information System. • Using PowerPoint presentation software application • Using Excel spread • sheet software as a management tool to solve business related problems (including the use of formulas and functions such as Scenarios and Pivot tables). • Basic database use.

Assessment method (Please give details – elements, weightings, sequence of elements, final component)	Two part assessment: Coursework 1- A 2 hour time-constrained, supervised practical assessment employing the use of software applications equivalent to 2000 essay words Coursework 2- Portfolio containing exercises and responses to tasks set throughout semester (equivalent to 2000 essay words) Weighting: - 50% / 50% Minimum pass mark for each coursework is 30%. To pass, the overall mark must be at least 40%

Indicative Reading	**CORE READING:**
	
	One of the following
	
	Bocij P., Chaffey, D., Greasley A., Hickie S. (2008), "Business Information Systems, Technology, Development and Management for the E-Business," Prentice Hall, 4th Edition
	
	Jessup L., Valacich J. (2009), "Information Systems Today, Managing in the Digital World", Pearson
	
	OPTIONAL READING:
	
	Laudon K., Laudon J. (2011), Management Information Systems, Managing the Digital Firm, Pearson Prentice Hall.
	
	    Marketing and Business Journals and Press including:
	
	    Marketing Week
	
	    Journal of Marketing
	
	    Marketing
	
	    Marketing Forum
	
	    Management and Marketing
	
	    Journal of Marketing Management
	
	    International Journal of Marketing

	Harvard Business Review
Other Learning Resource:	**Use will be made of web-based support from related texts.** **WWW case studies**