MAKERERE UNIVERSITY BUSINESS SCHOOL

FACULTY OF COMPUTING AND INFORMATICS
DEPARTMENT OF APPLIED COMPUTING AND INFORMATION TECHNOLOGY

Programme: Master of International Business
Module: Module II
Course: Global Communication and Information Systems (GCIS)
Course Code: MIB7102
Credit Units: 4
Academic Year: 2022/2023
Venue: Bugolobi; Middle Block, Room 2.3
Time: Saturday 8:00 – 10:00am, Sunday 2:00 - 4:00pm

Facilitator	Qualifications	Contact/E-mail	Office
Mr. Miiro Edward	Msc IS, CGC, BBC	+256-774228648 emiiro@mubs.ac.ug	ADB First Floor Rm1

Course Description
The course examines the various Information Systems that can support global communication. It looks at the cultural influences to global communication. It also focuses on the creation of the global media marketplace and how international communication evolves in the Internet age. Furthermore, the course discusses the international governance structures related to media, news, telecommunications and the Internet by tackling the ethics and legal issues of global communication.

Objectives:
To provide the student with knowledge of:
- Globalization and International Communication in a digitally divided world.
- Technologies and the means to enable evaluation of appropriate strategies and systems.
- The information requirements for organizations in International business environments.
- Information system trends in global communication.
- Cross-cultural communication.
- Ethical, legal, and social issues relating to information systems.

Learning Outcomes:
By the end of the course the students are expected to:
- Discuss globalization, international communication and the digital divide.
- Explain global information systems and their role in enhancing competitiveness
- Identify the various information systems and technologies in organizations that can support international business
- Recognize new developments in information and communication technologies (ICT) that support global business.
- Be able to identify and manage cross-cultural communication and cultural effects on global communication systems.
- Discuss ethical and legal issues in global communication and information systems

Course Content

	Topic	Content	Week
1	**Globalization and International Communication**	▪ Globalization ▪ International Communication ▪ Role of Technology in Globalization and International communication Read: Gabriele Cosentino (2016). Empowering local identities through Global TV formats in China and India: A comparative analysis of 'Super Girl' and 'Indian Idol 3'	1
2	**Digital Divide**	▪ Definition of digital divide ▪ Technology and globalization ▪ Digital divide Statistics ▪ Causes of Digital divide ▪ Effects of Digital divide ▪ Addressing the digital divide ▪ The Rwanda Story	2
3	**Core information systems**	▪ Reasons for studying information systems ▪ Types and Levels of Decisions ▪ Types of Information Systems ▪ Categories of organizations ▪ Inter-organizational Systems and transactions	3
4	**Information systems in organizations**	▪ Reasons for studying information systems ▪ Organisations and Information Technology ▪ Global challenges in IS ▪ Competing on a global scale ▪ Porter's Value Chain Analysis ▪ Porter's Competitive Forces Model ▪ Competitive advantage and IS ▪ Competitive Intelligence ▪ IS strategic planning	4
	Assignment I	Assignment I will be uploaded on the MUBSEP platform during week 4	
5	**Global communication and IS trends**	▪ Global networks ▪ E-Commerce ▪ M-Commerce ▪ Social Commerce and Digital Marketing	5
6	**Culture and communication (Cross-cultural communication)**	▪ Barriers to global communication ▪ Cultural noise in communication ▪ Global rise ▪ Aspects of cross-cultural communication ▪ Cultural variables ▪ Role of IS in global communication Read: ▪ Guo-Ming Chen (2012). The Impact of New Media on Intercultural Communication in Global Context. *China Media Research*, 8(2). ▪ Pnina Shachaf (2008). Cultural diversity and	6

		information and communication technology impacts on global virtual teams: An exploratory study. *Information and Management, 45*(2), 131-142. ▪ Randy Kluver (2006). Globalization, Informatization, and Intercultural Communication.	
	Assignment II Presentation	Assignment II will be presented during the week 7 class. Please note that all students are required to present.	7
7	**Ethics and Legal issues in Global Communication and Information Systems**	▪ Communication behaviour and conduct ▪ Professional practice ▪ Legal issues in Global communication ▪ Ethical issues in IS ▪ Legal issues in IS	8

Mode of Delivery
▪ Straight lectures
▪ Case studies
▪ Group and class discussions

Statement for Academic Dishonesty:
Academic dishonesty (e.g. cheating on assignments and examinations, plagiarism) is a serious offense. All work that you submit in this class must be your own. Each student is responsible for being familiar with MUBS policies on academic dishonesty. Any student engaging in academic dishonesty in this course will receive a fail grade (0) and appropriate disciplinary action will be taken.

Participation
Every student is required to attend at least 80% of the classes to fulfil the minimum requirements to sit for the final examination. Students are required to attempt all assignments and quizzes as partial fulfilment for the requirements of the course. Students will also be required to participate in class discussions and presentations.

Assignments:
Students will be expected to attempt at least two assignments. These shall be in form of research output presented in class. Evaluation will only be done upon presentation. In case of group assignments, some marks shall be rewarded to individual participants within the group according to their contribution. Therefore it is not obvious that participants in a group will have uniform marks.

Assessment:
        Assignments: 40%
        Examination: 60%
        Total: 100%

Reading Resources:
Gabriele Cosentino (2016). Empowering Local Identities through Global TV Formats in China and
        India: A Comparative Analysis of 'Super Girl' and 'Indian Idol 3'.
Guo-Ming Chen (2012). The Impact of New Media on Intercultural Communication in Global
        Context. *China Media Research*, 8(2).
Pnina Shachaf (2008). Cultural diversity and information and communication technology impacts
        on global virtual teams: An exploratory study. *Information and Management, 45*(2), 131-142.
Randy Kluver (2006). Globalization, Informatization, and Intercultural Communication.

References:

Deans, Candace P. (1994). *Global Information Systems and Technology*, Idea Group Inc.

Dodson, I. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted and measurable online campaigns.* Hoboken, New Jersey: Wiley. ISBN 9781119265702.

Laudon, K.C. & Laudon, J.P. (2006). *Management Information Systems; Managing the Digital Firm.* 9th Edition, Prentice Hall of India.

Thomas L. McPhail (2009). Global Communication: Theories, Stakeholders, and Trends, 2nd Edition