

Subject:	<b>ECONOMIC INFORMATICS (GTGVA270MLA)</b>	
Lecturer:	<b>Péter Sasvári, Ph.D. associate professor and Majoros Zsuzsa, Ph.D. student</b>	
Co-Lecturers:	<b>Ádám Bereczk assistant lecturer</b>	
No.of Lessons: <b>12+9 /sem.</b>	Recitation: Exam	Credit: <b>5</b>

Preliminary learning conditions: -

**SUMMARY OF LECTURES:**

1. Information, Society, Information Society
  - a. The definition of information
  - b. Information and society
  - c. The information society
  - d. Narratives of the information society
  - e. Making the information society quantifiable
  - f. Evolutionarist approaches
  - g. Legal regulations of information society
  - h. The effects of technology and innovation on society
2. The effects and characteristics of information and communication technology systems
  - a. The effect of information and communication technology on the actors of the economy
  - b. The macroeconomic context
  - c. The microeconomic context
3. The quantification of ICT development
  - a. Households and the nation
  - b. Enterprises and economic sectors
4. The empirical study of the development of information communication technology
  - a. Studying the 'mini narrative' with the help of simple indicators
  - b. The study of the 'small narrative' with the help of potential indicators
  - c. The study of the 'great narrative' with the help of potential indicators

**Goal of the course:**

Businesses have been using electronic devices to help their operation at some level since the emergence of computers. The development of computers has helped businesses to improve their information and communication processes. Naturally, it, similarly to all technical innovations, was initially only available for large companies that had enough capital and were able to finance their development. Computers appeared at these companies for the first time and were initially applied only to perform simple computing tasks. Later corporate databases were formed in which data could be stored. This period is called the period of island systems when each corporate module had its own IT support for fast data processing. However, with the robust development of the internal computer networks and the Internet, it has become almost inevitable to merge these systems in a single interface in the companies' internal and external information flows. That is how a business society has evolved by now in which market share is substantially dependent on the IT support behind business enterprises. Information technology put a device in the hands of enterprises with which they can achieve things that were previously considered impossible. Nicholas Carr argues that information technology have reached its maturity to the extent that it is now an integral part of every business enterprise's infrastructure. As the performance of the technology was growing and its size and relative price fell, the use of information stored in computers extended to other fields of application: from the organization of e-commerce to the automation of production. It was not simply about performing tasks, which could also be performed by traditional methods, faster and more efficiently by a computer but it also became possible to give answers to questions with the help of computer that had not even arisen before because they simply could not occur. In the seventies and eighties, Information technology did not contribute to the growth of GDP, however, new studies have shown that in the 1990s high GDP growth was mainly caused by the increase in information technology to a great deal.

**Mid-semester task:** Written material.

**Required literature:**

1. Péter Sasvári: The development of information and communication technology: An empirical study, Miskolci Egyetem Kiadó, Miskolc, ISBN 978-963-661-905-3, 2010.
2. Manuel Castells: The Theory of the Network Society, Polity Press, ISBN 978-0-7456-3277-3  
Joseph M. Manz: Microsoft Office Excel 2007 in Business. Upper Saddle River, New Jersey, Pearson, 2008; ISBN 0-13-174344-9
3. George Reynolds, Ralph M. Stair: Fundamentals of Information Systems, Course Technology Inc; 3rd Revised edition (27 May 2005), ISBN: 978-0619215606

**Recommended literature:**

1. Cindi Howson: Successful Business Intelligence: Secrets to Making BI a Killer App, McGraw-Hill Osborne (1 Jan 2008), ISBN 978-0071498517
2. Daniel E. O'Leary: Enterprise Resource Planning Systems: Systems, Life Cycle, Electronic Commerce, and Risk, Cambridge University Press; 1 edition (July 31, 2000), ISBN 978-0521791526
3. James A. O'Brien, George Marakas: Management Information Systems, McGraw-Hill Higher Education; 10 edition (1 April 2011), ISBN 978-0071221092

**Assessment Scheme:**

0-59	failed (1)
60-60	sufficient (2)
70-70	medium (3)
80-80	good (4)
90-100	excellent (5)

**Comments:**