上海外国语大学\*\*\*\*专业硕士/博士研究生

《\*\*\*\*》课程教学大纲

【课程中文名称】（应参考国际国内通用名称）

【课程英文名称】（应参考国际国内通用名称）

【学时学分】

【适用对象】

【开课学期】

【先修课程】

【授课教师】 (原则上要求有2人，主讲和副讲)

一、教师简介

请简单介绍一下授课教师情况。若是拼盘课，请分别介绍。

二、课程简介（200-300字）

【宋体，小4号，1.5倍行间距，下同】

三、课程目标【黑体，小4号，1.5倍行距，下同】

本课程的课程目标包括素养、知识和能力三个方面：

四、授课方式

五、课程内容 （章节内容、学时分配等）

六、课程要求

本课程要求包括考核方式、考核标准两个方面：

七、授课教材

若有，请填写使用教材名称，出版社，版次，主编，出版日期，ISBN编号。若没有教材，请注明是自编讲义，自编PPT或自编教案等。

八、课程资源

1. 参考文献

本部分包括基础文献和扩展文献两个部分。基础文献是必读部分，扩展文献供学有余力的学生进一步提高使用。

1．基础文献

2．扩展文献

1. 学术期刊
2. 数据库
3. 学术网站
4. MOOC资源

编制人：

编制时间：

**Syllabus Framework for Graduate Courses of**

**Shanghai International Studies University**

**\*\*\*\* (Course Name)**

**\*\*\*\* (Course Code)**

**\*\*\*\*** **Periods/\*\*\*Credits**

**Department：\*\*\*\***

**Semester：\*\*\*\***

**Prerequisite Courses:**

(Course Name)

**Instructor：\*\*\*\* (two or more)**

**1. Course Introduction:**

**2. Purpose of Course:**

**3. Teaching Methods:**

**4. Course Content (Topics, Schedule, etc.):**

**5.** **Course Evaluation (Method and Standard):**

**7. Required Textbook：**

**8. Other****Materials：**

Required Readings

Recommended Readings

Academic Journals

Database

Website

MOOC

Course Leader’s Signature：

Date：



**《\*\*\*\*\*》课程教学大纲**

**（内容不做更新，仅为形式样例）**

|  |  |
| --- | --- |
| **课程中文名称** |  |
| **课程英文名称** |  |
| **学时学分** | 36学时 2学分 |
| **使用对象** | 博士研究生/硕士研究生/硕博 |
| **开课学期** |  |
| **先修课程** |  |

### 授课教师:

姓名，职称，所属院系

办公室：

电话：

E-mail：

### 1.课程简介

《\*\*\*\*\*\*》是技术经济与管理硕士专业的一门核心课程，通过本课程的学习，学生可以获得对现代信息管理以及信息系统的整体性认识，培养将来从事信息系统相关工作所需的能力和素质。

自20世纪70年代以来，特别是进入21世纪以后，信息技术和信息系统在全球范围内得到了蓬勃的发展和广泛的应用，经济的全球化与信息技术的进步共同营造了一个崭新的商务环境。信息技术在人类经济、社会、生活中的全面渗透，对于企业的经营活动、社会组织的运行方式以及人们自身的行为习惯，都产生了深刻而长远的影响。现代计算机和通讯技术已经紧密地融入了商务和生活之中，成为其不可分割的一部分，在商务和生活环境的方方面面都可以看到信息技术的痕迹。信息技术的这种融合趋势已经被人们所广泛接受并且习以为常，而在这种趋势下所产生的经营机遇和管理挑战，已经日益地引起了研究者与实践者的普遍关注与重视。

不断推陈出新的信息技术及其与经营活动日益密切的相互渗透与融合，构成了“信息时代”和“信息社会”的主要特征。在这样的变革之中，管理者肩负着双重的使命。一方面，技术的快速更迭、社经济结构的不断演变、竞争节奏的加快，要求管理者以开放、动态的思维适应并把握环境的变迁，在发展与变化之中以敏锐的洞察力以及对信息技术和信息系统的深入理解，捕捉那些有助于建立并保持战略竞争优势的经营机遇。另一方面，信息技术与业务运行和管理行为之间的紧密融合，也使得信息系统自身的建设与管理成为一项具有高度复杂性，并且高度依赖于管理艺术和管理科学的工作。从而，当代组织中的信息系统管理者，不但需要具有对技术和系统本身的了解和认识，还应当具有对组织中的各种资源和人的行为进行协调、统筹的能力。

### 2.课程目标

通过本课程的学习，使学生认识到信息对社会发展、组织管理以及个人生活中的重要性；掌握管理信息系统的基本概念、结构和功能，利用计算机知识为实际问题建立管理信息系统的基本思想和基本方法；了解管理信息系统的开发工具和开发方法，熟悉管理信息系统软件开发过程，最终掌握管理信息系统的操作与运用；深入了解一些重要的企业管理信息系统，如MRP、MRPII、ERP、CRM、DSS等，熟知这些系统的主要功能、模块；详细介绍目前主流的IT技术及其在MIS中的作用；介绍未来10年IT技术的发展方向和对MIS可能带来的影响；培养学生观察问题、分析问题、解决问题和实际动手能力。通过本课程的学习，增强学生的全局意识、团队意识和市场意识，并注意专业素养的不断提高。

### 3.授课方式

本课程将课堂讲授、案例讨论、实验练习相结合，充分利用现代化的教学手段，提升教学效率和效果。同时，适当邀请IT领域资深的企业管理者和信息系统开发者来到课堂与研究生互动，加深学生对MIS的认识。

为顺应我校国际化人才培养的要求，同时兼顾学生的英语水平，本课程采用半英文授课，即在理论部分采用英文教材，在案例分析及实验联系部分采用中文资料，授课语言为中文。

在授课中，强调课堂上的互动交流，鼓励学生积极提问并参与讨论。课堂上所介绍的管理信息系统可能会有局限性，所以要求学生注重对基本管理思想和原理的理解；同时，在课堂和课外，将提供大量的管理信息系统案例供学生阅读，加深学生对理论知识的理解。在每一章的开头和结尾，都会通过案例来引导知识和总结理论内容，课堂上采用案例讨论的教学方式，鼓励学生通过小组协作的方式从案例中提炼并解决问题，以增进学生对相关知识点的深入理解。

课程中安排了适当的实验练习，由授课老师指定一些真实或模拟的企业业务系统，让学生结合课堂所学知识，对这些系统进行调研、分析和设计。同时，充分利用我院的ERP实验室等资源，为学生提供接触、操作并理解大型IS的机会。在课程最后环节，会提供沙盘模拟训练，将课堂所学知识通过沙盘模拟操作的方式进行实践，进一步加深学生对企业运作模式和运作过程的理解。

课程中将适当邀请业界人士到课上作报告并与同学交流互动，拉近了学生与产业的距离，增进学生对课堂讲授知识的理解。

### 4.课程内容

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **周次** | **日期** | **学时** | **讲 授 内 容** | **教学方式** | **课外作业** |
| 1 | 2015-9-1 | 2 | 第1章 当今全球商业中的信息系统  开篇案例 缩短迪士尼世界的排队时间：技术来拯救  1.1 当今商业中信息系统扮演的角色  1.2 信息系统的各种观点  1.3 信息系统的现代方法 | 课堂讲授  小组讨论：在手持的Palm终端上管理业务；UPS利用信息技术进行全球竞争 | 案例分析：电子病例能否拯救卫生保健行业 |
| 2 | 2015-9-8 | 2 | 第2章 全球电子商务与合作  开篇案例 特鲁斯（Telus）拥抱社会化学习  2.1 企业流程和信息系统  2.2 信息系统的类型  2.3 合作系统和社会化商务的系统  2.4 企业中的信息系统职能 | 课堂讲授  小组讨论：史基浦国际枢纽；为宝洁的决策导航 | 案例分析：企业应该拥抱社会化商务吗 |
| 3 | 2015-9-15 | 2 | 第3章 信息系统、组织与战略  开篇案例 西尔斯这次的技术战略能成功吗  3.1 组织与信息系统  3.2 信息系统如何影响组织及商业公司  3.3 利用信息系统实现竞争优势  3.4 利用信息系统获得竞争优势：管理问题 | 课堂讲授  小组讨论：技术帮助星巴克找到竞争的新办法；汽车生产厂变成软件公司 | 案例分析：这个书店还有救吗 |
| 4 | 2015-9-22 | 2 | 第4章 信息系统中的商业伦理和社会问题  开篇案例 行为定位：你的隐私成为目标  4.1 认识和信息系统有关的商业伦理与社会问题  4.2 信息社会的商业伦理  4.3 信息系统的商业伦理维度 | 课堂讲授  小组讨论：网格生活：从iPhone 到 iTrack；应该监视工作场所吗？ | 案例分析：脸谱网：这是钱的问题 |
| 5 | 2015-9-29 | 2 | 第5章 IT基础设施与新兴技术  开篇案例 美国军方重铸其IT基础设施  5.1 IT基础设施  5.2 基础设施的构成  5.3 当前硬件平台发展趋势  5.4 当前软件平台的发展趋势  5.5 管理问题 | 课堂讲授  小组讨论：应该将你自己的iPhone用于工作吗？IT助Nordea变得更加绿色 | 案例分析：企业应当转向云计算吗？ |
| 6 | 2015-10-13 | 2 | 第6章 商务智能基础：数据库与信息管理  开篇案例 秘鲁信贷银行对数据管理的改善  6.1 传统文件环境下的数据管理  6.2 使用数据库管理数据  6.3 利用数据库提高企业绩效和决策能力  6.4 管理数据资源 | 课堂讲授  小组讨论：大数据，大回报；数据库与web；围绕消费者的争议；制造安全的数据库 | 案例分析：通过数据库了解客户需求 |
| 7 | 2015-10-20 | 2 | 第7章 通信、互联网和无线技术  开篇案例 RFID和无线技术使大陆集团的轮胎生产加速  7.1 当今商业世界里的通信和互联网  7.2 通信网络  7.3 全球互联网  7.4 无线网络革命 | 课堂讲授  课堂讨论：有关网络中立的争论；互联网服务于通讯工具；监视员工的网络：有违道德还是一桩好生意？有关Web | 案例分析：苹果、谷歌和微软争夺用户的互联网经验 |
| 8 | 2015-10-27 | 2 | 第8章 信息系统安全  开篇案例 小心“领英”网站  8.1 系统漏洞和被滥用  8.2 安全与控制的商业价值  8.3 安全与控制基本框架的建立  8.4 保护信息资源的技术和工具 | 课堂讲授  课堂讨论：蠕虫病毒与网络病毒的变种；MWEB公司 | 案例分析：索尼事件——全球最大的数据泄露案 |
| 9 | 2015-11-3 | 2 | 第9章 实现最优化运营，提升客户亲密度：企业系统  开篇案例 技术帮助NVIDIA预测未来  9.1 企业系统  9.2 供应链管理系统  9.3 客户关系管理系统  9.4 企业应用系统：新的机会和挑战 | 课堂讲授  课堂讨论：   |  |  | | --- | --- | |  | 迪拜环球港务利用RFID技术提升港口管理；客户关系管理走向云端 | | 案例分析：新的ERP系统点亮Summit Electric |
| 10 | 2015-11-10 | 2 | 第10章 电子商务：数字化市场、数字化产品  开篇案例 Groupon的商业模式：社会化和本地化  10.1 电子商务和互联网  10.2 电子商务：商业和技术  10.3 移动数字平台和移动商务  10.4 构建电子商务 | 课堂讲授  小组讨论：基于地域的营销和广告；社交电子商务创造新型客户关系 | 案例分析：收费还是不收费：Zagat的困境 |
| 11 | 2015-11-17 | 2 | 第11章 管理知识  开篇案例 虚拟药品研发  11.1 知识管理前景  11.2 企业级的知识管理系统  11.3 知识工作系统  11.4 智能技术 | 课堂讲授  小组讨论：CAD照亮火线冲浪板；没有IT，Albassami的工作无法开展 | 案例分析：IBM的“沃森”：计算机能代替人类吗？ |
| 12 | 2015-11-24 | 2 | 第12章 增强决策能力  开篇案例 点球成金：数据驱动的美式橄榄球  12.1 决策和信息系统  12.2 企业商务智能  12.3 商务智能组成 | 课堂讲授  小组讨论：数据分析帮助辛辛那提动物园了解客户；高露洁利用仪表板取悦管理者 | 案例分析：Zynga以商务智能取胜 |
| 13 | 2015-12-1 | 2 | 第13章 建设信息系统  开篇案例 新的系统和业务流程使MoneyGram恰到好处  13.1 系统作为有计划的组织变革  13.2 系统开发概述  13.3 构建信息系统可选用的方法  13.4 面向数字化企业的应用开发 | 课堂讲授  小组讨论：伯顿滑雪板依靠灵活的业务流程加速发展；它依靠什么走向移动化？ | 案例分析：Honam石化寻求更好的管理报告 |
| 14 | 2015-12-8 | 2 | 第14章 管理项目  开篇案例 Nu Skin集团的新人力资源系统项目以人为本  14.1 项目管理的重要性  14.2 项目选择  14.3 建立信息系统的商业价值  14.4 管理项目风险 | 课堂讲授  小组讨论：奥斯丁能源的计费系统不灵了；西屋电器因“宇宙大爆炸”项目而面临风险 | 案例分析：NYCAPS和CityTime：关于两个纽约市IS项目的故事 |
| 15 | 2015-12-15 | 2 | 第15章 管理全球化的系统  开篇案例 巴黎欧莱雅的全球化改造  15.1 全球信息系统的发展  15.2 管理全球信息系统  15.3管理全球系统：一个典型案例：全球范围内的混乱  15.4 全球价值链中的技术因素和机遇 | 课堂讲授  小组讨论：孩之宝开发了一套全球系统  小组讨论：CombineNet 系统及时地帮助了Primark管理其全球供应链 | 案例分析：宣伟涂料勾绘全世界 |
| 16 | 2015-12-22 | 2 | 上机操作：UFDA U-8企业综合管理信息系统 |  |  |
| 17 | 2015-12-29 | 2 | 期末复习 |  |  |

### 5.课程要求

**课程评分指标：**

|  |  |  |
| --- | --- | --- |
|  | 评分指标 | 比重 |
| 1 | 出勤 | 20% |
| 2 | 平时作业 | 40% |
| 3 | 期末论文 | 40% |
| 总计 | | 100% |

**各项指标说明：**

|  |  |
| --- | --- |
| 1 | 出勤。出勤是本课程学习的必要条件。旷课每次扣2分，扣完为止。本课程缺课超过本课程总学时1/3者，不得参加本课程的考试，应重修本课程。 |
| 2 | 平时作业。本课程共有15次课后作业，每位同学必须至少递交其中10次作业。作业必须在规定时间内递交，作业迟交视同未交。每份平时作业根据作业完成情况计分。每次作业按时完成且正确者，得4分；每次作业按时完成但不全部正确者，得1-4分；未及时交作业者，得0分。 |
| 3 | 期末论文。课程要求完成期末论文，论文选题由任课老师指定范围，学生先列出拟选题目，经任课老师许可后方可撰写；任课老师提供清晰、明确的论文评价标准并提前提供给学生，论文成绩依此标准评定。 |

### 6.授课材料和课程资源

**教材信息**

**书名（出版年份）：** 管理信息系统（2015）

**作者：**（美）劳顿　等著，薛华成　编译

**出版社：**机械工业出版社

**版本：**原书第13版

**ISBN：**9787111515678

**教学参考资料**

Information Systems Essentials, S.Haag, M.Cummings, McGraw-Hill, 2010

**课程网站**

http://elearning.shisu.edu.cn

**应用软件**

用友U8 ERP系统软件

沙盘模拟系统

MS EXCEL



**Syllabus**

**（内容不做更新，仅为形式样例）**

|  |  |
| --- | --- |
| **Course Name:** | Management Information System |
| **Course Number:** | M\_TEM30\_1303 |
| **Contact Hours:** | 2 |
| **Credits:** | 2 |
| **Academic Year:** | 2015-2016 |
| **Semester:**  **Prerequisite Courses:** | Autumn |

### Instructor Information

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Telephone: 86-21-67701115

E-mail: zy@shisu.edu.cn

### Course Description

"Management Information System" is a core course of Technical Economy and Management. Students can get the whole understanding of modern information management and information system through the study of this course.

Since 1970s, especially in twenty-first Century, information technology and information systems have been rapidly developed and widely used in the world. The globalization of economy and information technology has created a new business environment. Information technology has penetrated into the economy, society and the life of human being and has a profound and long-term impact on business activities, operations mode of social organizations and people's own behavior. Modern computer and communication technology have been closely integrated into the business and life, and become an inseparable part of the business and living environment in all aspects of information technology. This trend of information technology integration has been widely accepted by people. But in this trend, business opportunities and management challenges have increasingly attracted the attention of researchers and practitioners.

The new information technology and its increasingly close integration with the business activities constitute the main features of the information age and information society. In such a revolution, managers have a dual mission. On the one hand, the rapid change of technology, the continuous evolution of social economic structure and the acceleration of competition rhythm require managers to adapt to the environment, and to understand the development and change of information technology and information system, which is helpful to establish and maintain strategic competitive advantage. On the other hand, the close integration of information technology and business operation and management also makes the construction and management of information system become a highly complex work, and highly dependent on the art and science of management. Thus, information system managers in modern organizations should not only have the understanding of the technology and the system, but also have the ability to coordinate all kinds of resources and human behavior in the organization.

### Course Purpose & Objectives

Through the study of this course, students can understand the importance of information to social development, organization management and personal life, grasp the basic concepts, structure and function of Management Information System, use computer knowledge to establish Management Information System, such as MRP、MRPII、ERP、CRM、DSS et.al, familiar with the functions and models of these systems. This course introduces the current mainstream IT technology and its role in MIS, the development directions of IT technology in the next 10 years and their influence on MIS, and cultivates students' observation, analysis, problem solving and practical abilities. Through the study of this course, students can enhance their global consciousness, team consciousness and market consciousness, and pay attention to the continuous improvement of professional quality.

### TEACHING APPROACH/ INSTRUCTIONAL METHODS

This course will be a combination of classroom teaching, case studies, experimental exercises, and make full use of modern teaching methods to improve teaching efficiency and effectiveness. At the same time, IT senior business managers and information system developers will be invited to the classroom and interact with graduate students, to deepen students' understanding of MIS.

In order to meet the requirements of international talent training in our university and take into account the students' English level, this course is taught half in English.

In the course of teaching, the interaction in class is emphasized, and students are encouraged to actively ask questions and participate in discussions. The Management Information System introduced in class may have limitations, so students are required to pay attention to understanding of basic management theories and principles; at the same time, both in class and after class, a large number of Management Information System cases are provided for students to read to deepen their understanding of theoretical knowledge. At the beginning and end of each chapter, cases are used as the lead and summary of theories. The teaching method of case discussion is adopted in class with the aim of encouraging students to collaborate in groups to identify and solve problems in the case and enhancing students' understanding of the relevant knowledge.

Appropriate experimental practice is arranged in the course. The instructor gives some real or simulated business systems to students to do research, analyze and design work of these systems. At the same time, the ERP Lab and other resources are fully used to provide students with opportunities to operate and understand large IS. In the last part of the course, a sandbox simulation training is used for students to practice the knowledge learned in the class and deepen their understanding of the operation mode and process of enterprises.

In this course, IT managers and engineers will be invited to make reports and interact with the students, to narrow the distance between the students and IT industry and enhance students' understanding of the knowledge taught in class.

### Tentative COURSE Schedule

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Week** | **Date** | **Hours** | **Content(s) /Topic(s)** | **Method/**  **Pedagogy** | **Assignment(s)** |
| 1 | 2015-9-1 | 2 | Chapter 1 Information Systems in Global Business Today  Opening Case: Efficiency in Wood Harvesting with Information Systems  1.1 The Role of Information Systems in Business Today  How Information Systems are Transforming Business  What’s New in Management Information Systems?  Globalization Challenges and Opportunities: A Flattened World  The Emerging Digital Firm  Strategic Business Objectives of Information Systems  1.2 Perspectives on Information Systems  What Is an Information System?  Dimensions of Information Systems  It Isn’t Just Technology: A Business Perspective on Information Systems  Interactive Session: Technology UPS Competes Globally with Information Technology  Complementary Assets: Organizational Capital and the Right Business Model  1.3 Contemporary Approaches to Information Systems | Interactive Session: Management Running the Business from the Palm of Your Hand | Case Study: Mashaweer |
| 2 | 2015-9-8 | 2 | Chapter 2 Global E-business and Collaboration  Opening Case: Telus Embraces Social Learning  2.1 Business Processes and Information Systems  Business Processes  How Information Technology Improves Business Processes  2.2 Types of Information Systems  Systems for Different Management Groups  Systems for Linking the Enterprise  2.3 Systems for Collaboration and Social Business  What Is Collaboration?  What Is Social Business?  Business Benefits of Collaboration and Social Business  Building a Collaborative Culture and Business Processes  Tools and Technologies for Collaboration and Social Business  2.4 The Information Systems Function in Business  The Information Systems Department  Organizing the Information Systems Function | Interactive Session: Management Piloting Procter & Gamble from Decision Cockpits  E-Business, E-Commerce, and E-Government；  Interactive Session: Technology Schiphol International Hub | Case Study: Modernization of NTUC Income |
| 3 | 2015-9-15 | 2 | Chapter 3 Information Systems, Organizations, and Strategy  Opening Case: Will Sears’s Technology Strategy Work This Time?  3.1 Organizations and Information Systems  What Is an Organization?  Features of Organizations  3.2 How Information Systems Impact Organizations and Business Firms  Economic Impacts  Organizational and Behavioral Impacts  The Internet and Organizations  Implications for the Design and Understanding of Information Systems  3.3 Using Information Systems to Achieve Competitive Advantage  Porter’s Competitive Forces Model  Information System Strategies for Dealing with Competitive Forces  The Internet’s Impact on Competitive Advantage  The Business Value Chain Model  Synergies, Core Competencies, and Network-Based Strategies  3.4 Using Systems for Competitive Advantage: Management Issues  Sustaining Competitive Advantage  Aligning IT with Business Objectives  Managing Strategic Transitions | Interactive Session: Organizations Technology Helps Starbucks Find New Ways to Compete  Interactive Session: Technology Automakers Become Software Companies | Case Study: Can This Bookstore Be Saved? |
| 4 | 2015-9-22 | 2 | Chapter 4 Ethical and Social Issues in Information Systems  Opening Case: Ethical Issues Facing the Use of Technologies for the Aged Community  4.1 Understanding Ethical and Social Issues Related to Systems  A Model for Thinking About Ethical, Social, and Political Issues  Five Moral Dimensions of the Information Age  Key Technology Trends That Raise Ethical Issues  4.2 Ethics in an Information Society  Basic Concepts: Responsibility, Accountability, and Liability Ethical Analysis  Candidate Ethical Principles  Professional Codes of Conduct  Some Real-World Ethical Dilemmas  4.3 The Moral Dimensions of Information Systems  Information Rights: Privacy and Freedom in the Internet Age  Property Rights: Intellectual Property  Accountability, Liability, and Control  System Quality: Data  Quality and System Errors  Quality of Life: Equity, Access, and Boundaries | Interactive Session: Technology Life on the Grid: iPhone Becomes iTrack  Interactive Session: Organizations Monitoring in the Workplace | Case Study: Facebook: It’s About the Money |
| 5 | 2015-9-29 | 2 | Chapter 5 IT Infrastructure and Emerging Technologies  Opening Case: Reforming the Regulatory System for Construction Permits  5.1 IT Infrastructure  Defining IT Infrastructure  Evolution of IT Infrastructure  Technology Drivers of Infrastructure Evolution  5.2 Infrastructure Components  Computer Hardware Platforms  Operating System Platforms  Enterprise Software Applications  Data Management and Storage  Networking/Telecommunications Platforms  Internet Platforms  Consulting and System Integration Services  5.3 Contemporary Hardware Platform Trends  The Mobile Digital Platform  Consumerization of IT and BYOD  Grid Computing  Virtualization  Cloud Computing  Green Computing  High-Performance and Power-Saving Processors  Autonomic Computing  5.4 Contemporary Software Platform Trends  Linux and Open Source Software  Software for the Web: Java, HTML, and HTML5  Web Services and Service-Oriented Architecture  Software Outsourcing and Cloud Services  5.5 Management Issues  Dealing with Platform and Infrastructure Change Management and Governance  Making Wise Infrastructure Investments | Interactive Session: Management Should You Use Your iPhone for Work?  Interactive Session: Organizations Nordea Goes Green with IT | Case Study: Should Businesses Move to the Cloud? |
| 6 | 2015-10-13 | 2 | Chapter 6 Foundations of Business Intelligence: Databases and Information Management  Opening Case: BAE Systems  6.1 Organizing Data in a Traditional File Environment  File Organization Terms and Concepts  Problems with the Traditional  File Environment  6.2 The Database Approach to Data Management  Database Management Systems  Capabilities of Database Management  Systems  Designing Databases  6.3 Using Databases to Improve Business Performance and Decision Making  The Challenge of Big Data  Business Intelligence Infrastructure  Analytical Tools: Relationships, Patterns, Trends  Databases and the Web  6.4 Managing Data Resources  Establishing an Information Policy  Ensuring Data Quality | Interactive Session: Technology Big Data, Big Rewards  Interactive Session: Organizations Controversy Whirls Around the Consumer  Product Safety Database | Case Study: Lego: Embracing Change by Combining BI with a Flexible Information System |
| 7 | 2015-10-20 | 2 | Chapter 7 Telecommunications, the Internet, and Wireless Technology  Opening Case: RFID and Wireless Technology Speed Up Production at Continental Tires  7.1 Telecommunications and Networking in Today’s Business World  Networking and Communication Trends  What Is a Computer Network?  Key Digital Networking Technologies  7.2 Communications Networks  Signals: Digital vs. Analog  Types of Networks Transmission  Media and Transmission Speed  7.3 The Global Internet  What Is the Internet?  Internet Addressing and Architecture  Internet Services and Communication Tools  The Web  7.4 The Wireless Revolution  Cellular Systems  Wireless Computer Networks and Internet Access  RFID and Wireless Sensor Networks | Interactive Session: Organizations The Battle over Net Neutrality  Interactive Session: Management Monitoring Employees on Networks:  Unethical or Good Business? | Case Study: Apple, Google, and Microsoft Battle for Your Internet Experience |
| 8 | 2015-10-27 | 2 | Chapter 8 Securing Information Systems  Opening Case: You’re on LinkedIn? Watch Out!  8.1 System Vulnerability and Abuse  Why Systems Are Vulnerable?  Malicious Software: Viruses, Worms, Trojan Horses, and Spyware  Hackers and Computer Crime  Internal Threats: Employees  Software Vulnerability  8.2 Business Value of Security and Control Legal and Regulatory Requirements for Electronic Records Management  Electronic Evidence and Computer Forensics  8.3 Establishing a Framework for Security and Control  Information Systems Controls  Risk Assessment  Security Policy  Disaster Recovery Planning and Business Continuity  Planning the Role of Auditing  8.4 Technologies and Tools for Protecting Information Resources  Identity Management and Authentication  Firewalls, Intrusion Detection Systems, and Antivirus Software  Securing Wireless Networks  Encryption and Public Key Infrastructure Ensuring System Availability  Security Issues for Cloud Computing and the  Mobile Digital Platform  Ensuring Software Quality | Interactive Session: Organizations Stuxnet and the Changing Face of Cyberwarfare  Interactive Session: Technology MWEB Business: Hacked | Case Study: Information Security Threats and Policies in Europe |
| 9 | 2015-11-3 | 2 | Chapter 9 Achieving Operational Excellence and Customer Intimacy:  Enterprise Applications  Opening Case: Technology Helps Nvidia Anticipate the Future  9.1 Enterprise Systems  What Are Enterprise Systems?  Enterprise Software Business  Value of Enterprise Systems  9.2 Supply Chain Management Systems  The Supply Chain  Information Systems and Supply Chain Management  Supply Chain Management Software  Global Supply Chains and the Internet  Business Value of Supply Chain Management Systems  9.3 Customer Relationship Management Systems  What Is Customer Relationship Management? Customer Relationship  Management Software  Operational and Analytical CRM  Business Value of Customer Relationship Management Systems  9.4 Enterprise Applications: New Opportunities and Challenges  Enterprise Application Challenges  Next-Generation Enterprise Applications | Interactive Session: Organizations DP World Takes Port Management to the Next Level with RFID  Interactive Session: Technology Customer Relationship Management Heads to the Cloud | Case Study: Summit Electric Lights Up with a New ERP System |
| 10 | 2015-11-10 | 2 | Chapter 10 E-commerce: Digital Markets, Digital Goods  Opening Case: Groupon’s Business Model: Social and Local  10.1 E-commerce and the Internet  E-Commerce Today  Why E-commerce Is Different?  Key Concepts in E-commerce: Digital Markets and Digital Goods in a Global Marketplace  10.2 E-commerce: Business and Technology  Types of E-Commerce  E-Commerce Business Models  E-Commerce Revenue Models  Social Networking and The Wisdom of Crowds E-Commerce  Marketing  B2B E-commerce: New Efficiencies and Relationships  10.3 The Mobile Digital Platform and Mobile E-commerce  Location-based Services and Applications  Other Mobile Commerce Services  10.4 Building an E-commerce Presence  Pieces of the Site-Building Puzzle  Business Objectives, System Functionality, and Information Requirements  Building the Web Site: In-house Versus Outsourcing | Interactive Session: Organizations Location-Based Marketing and Advertising  Interactive Session: Management Social Commerce Creates New Customer Relationships | Case Study: To Pay or Not to Pay: Zagat’s Dilemma |
| 11 | 2015-11-17 | 2 | Chapter 11 Managing Knowledge  Opening Case: Designing Drugs Virtually  11.1 The Knowledge Management Landscape  Important Dimensions of Knowledge  The Knowledge Management  Value Chain Types of Knowledge Management Systems  11.2 Enterprise-Wide Knowledge Management Systems  Enterprise Content Management Systems Knowledge Network  Systems Collaboration and Social Tools and Learning Management Systems  11.3 Knowledge Work Systems  Knowledge Workers and Knowledge Work Requirements of Knowledge Work Systems  Examples of Knowledge Work Systems  11.4 Intelligent Techniques  Capturing Knowledge: Expert Systems  Organizational Intelligence: Case-Based Reasoning  Fuzzy Logic Systems  Machine Learning  Intelligent Agents  Hybrid AI Systems | Interactive Session: Technology Firewire Surfboards Lights Up with CAD  Interactive Session: Organizations Albassami's Job is not Feasible without IT | Case Study: Knowledge Management and Collaboration at Tata Consulting Services |
| 12 | 2015-11-24 | 2 | Chapter 12 Enhancing Decision Making  Opening Case: Moneyball: Data-Driven Baseball  12.1 Decision Making and Information Systems  Business Value of Improved Decision Making  Types of Decisions  The Decision-Making Process  Managers and Decision Making in the Real World  High-Velocity Automated Decision Making  12.2 Business Intelligence in the Enterprise  What Is Business Intelligence?  The Business Intelligence Environment  Business Intelligence and Analytics Capabilities Management Strategies for Developing BI and BA Capabilities  12.3 Business Intelligence Constituencies  Decision Support for Operational and Middle Management  Decision Support for Senior Management: Balanced Scorecard and Enterprise  Performance Management Methods Group Decision-Support Systems (GDSS) | Interactive Session: Organizations Analytics Help the Cincinnati Zoo Know Its Customers  Interactive Session: Management Colgate-Palmolive Keeps Managers Smiling with Executive Dashboards | Case Study: Zynga Wins with Business Intelligence |
| 13 | 2015-12-1 | 2 | Chapter 13 Building Information Systems  Opening Case: New Systems and Business Processes Put MoneyGram “On the Money”  13.1 Systems as Planned Organizational Change  Systems Development and Organizational Change  Business Process Redesign  13.2 Overview of Systems Development  Systems Analysis  Systems Design  Completing the Systems  Development Process  Modeling and Designing Systems: Structured and Object-Oriented Methodologies  13.3 Alternative Systems-Building Approaches  Traditional Systems Life Cycle  Prototyping  End-User Development  Application Software Packages and Outsourcing  13.4 Application Development for the Digital Firm  Rapid Application Development (RAD) Component-Based Development and Web Services  Mobile Application Development  Review Summary  Key Terms  Review Questions  Discussion  Questions  Hands-On MIS Projects  Video Cases  Collaboration and Teamwork Project | Interactive Session: Organizations Burton Snowboards Speeds Ahead with Nimble Business Processes  Interactive Session: Technology What Does It Take to Go Mobile? | Case Study: Honam Petrochemical’s Quest for Better Management Reports |
| 14 | 2015-12-8 | 2 | Chapter 14 Managing Projects  Opening Case: Nu Skin’s New Human Resources System Project Puts People First  14.1 The Importance of Project Management  Runaway Projects and System Failure  Project Management Objectives  14.2 Selecting Projects  Management Structure for Information Systems Projects  Linking Systems Projects to the Business Plan Information Requirements and Key Performance Indicators  Portfolio Analysis  Scoring Models  14.3 Establishing the Business Value of Information Systems  Information System Costs and Benefits  Real Options Pricing Models  Limitations of Financial Models  14.4 Managing Project Risk  Dimensions of Project Risk  Change Management and the Concept of Implementation  Controlling Risk Factors  Designing for the Organization  Project Management Software Tools | Interactive Session: Management Austin Energy’s Billing System Can’t Light Up  Interactive Session: Organizations Westinghouse Electric Takes on the Risks of a “Big Bang” Project | Case Study: NYCAPS and CityTime: A Tale of Two New York City IS  Projects |
| 15 | 2015-12-15 | 2 | Chapter 15 Managing Global Systems  Opening Case: L’Oréal’s Global Makeover  15.1 The Growth of International Information Systems  Developing an International Information Systems Architecture  The Global Environment: Business Drivers and Challenges  State of the Art  15.2 Organizing International Information Systems  Global Strategies and Business Organization  Global Systems to Fit the Strategy  Reorganizing the Business  15.3 Managing Global Systems  A Typical Scenario: Disorganization on a Global Scale  Global Systems Strategy  The Management Solution: Implementation  Strategy  15.4 Technology Issues and Opportunities for Global Value Chains  Computing Platforms and Systems Integration  Connectivity  Software Localization | Interactive Session: Organizations Hasbro Develops a Global Systems  Interactive Session: Management CombineNet ASAP Helps Primark Manage Its Global Supply Chain | Case Study: Sherwin-Williams Paints the World |
| 16 | 2015-12-22 | 2 | Operation on the UFDA U-8 ERP System |  |  |
| 17 | 2015-12-29 | 2 | Final Review |  |  |

### EVALUATION

Course activities are weighted in the following way:

|  |  |  |
| --- | --- | --- |
| 1 | Attendance | 20% |
| 2 | Quizzes | 40% |
| 3 | Final Paper | 40% |
| Total | | 100% |

***Breakdown of Evaluation***

|  |  |
| --- | --- |
| 1 | Attendance |
|  | Attendance is necessary for the study of this course. 2 points will be deducted each time for absenteeism. Students whose absent class hours of this course are more than 1/3 of total hours shall not participate in the examination of the course. |
| 2 | Quizzes |
|  | There are 15 quizzes in this course, and students must submit at least 10 of them on time, otherwise they will get 0 score.  Each quiz will be given 1-4 scores according to the quality. |
| 3 | Final Paper |
|  | Students are required to complete the final paper. The instructor will provide students with topics to choose as well as clear and definite evaluation criteria in advance; the scores of the paper are given according to the criteria. |

### COURSE MATERIAL

***Required Textbook:***

***Name of the book (Year)****:* ***Management Information System (2015)***

***Author:*** *Kenneth C. Laughton*

***Publisher****: Machinery Industry Press*

***Version:*** *13*

***ISBN number:*** *9787111515678*

***Supplementary Readings:***

Information Systems Essentials, S.Haag, M.Cummings, McGraw-Hill, 2010

***Course Website:***

http://elearning.shisu.edu.cn

***Applied Software:***

UFDA-U8 ERP System Software

ERP Simulation System

MS EXCEL