Management Information Systems

Course syllabus

Time: Tuesday 14:05-15:40; Thursday 15:55-17:30

Classroom: Room 214, East 1A Building

Professor: Dr. Wen Guang Qu (瞿文光), quwg@zju.edu.cn, 15158050032/640032

Office: Management Building 1001-05; Office hour: Friday 9:00-12:00

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Course description

Information technology (IT) is transforming organizations and markets, affecting general and functional management, and spawning new businesses and industries. This course introduces the key concepts, frameworks, technologies, and applications of information systems (IS). It focuses on the strategic value of IS to enterprises, the enabling role of IS in organizational changes and management innovation, and the design and implementation methods of IS. After this course, students should understand the fundamental theories and methods of IS, be able to describe issues related to the development of IS, and analyze cases on IT-based business solutions for real-world problems.

Learning objectives

Students will be able to:

1. Describe the key concepts of IS such as data, information, systems, and IS.
2. Describe the key characteristics and components of IS, especially social and technological characteristics.
3. Describe the relationships between IS and IT/organization/ management, and analyze real-world problems.
4. Know key information systems in organizations.
5. Articulate the strategic role of IS and how IS help organizations to gain competitive advantages.
6. Know the new advance of IT and methods of data management.
7. Describe the key design and implementation methods of IS and key success factors of implementation.
8. Analyze cases on IT-based business solutions for real-world problems.

Textbook:

Kenneth C. Laudon & Jane P. Laudon, Management Information Systems, 11th ed., Prentice Hall

Methods of learning

Lecture, case analysis, discussion, group project, presentation etc.

Evaluation

Case analysis	12% (Group)
Participation	10% (individual)
"IT-based startup" project	
(proposal presentation + final report & presentation)	20% (Group)
Individual essay	8% (individual)
Final exam	50%

Notes:

1. Totally there are six case analyses.

2. Participation include attendance and participation in class discussion.

3. Active participation in class discussion will also contribute to group grade when the discussion is about a group task.

4. "IT-based startup" project requires your group to select a new and promising IT-based startup company and analyze its business and its future. Your report should justify why you think the company has a promising future. Final report: 8-12 pages (double-space, 12pt).

5. The main part of individual essay is your additional thoughts about the startup company (different from the final report). Also you should include individual division of task and may also include reflections/suggestions on the course. Length: 2-3 pages (double-space, 12pt).

Class schedule

Week	Topics	Date
1	Introduction to IS (Chapter 1, 2)	11.25
	Case analysis	11.27
2	The strategic role of IS (Chapter 3)	12.2
	Case analysis	12.4
3	Key system applications and process integration (Chapter 9, 10)	12.9
	Case analysis	12.11
4	IT infrastructure (Chapter 5, 7)	12.16
	Case analysis (project proposal due)	12.18

5	Building and management systems (Chapter 13, 14)	12.23
	Case analysis	12.25
6	Database and information management (Chapter 6, 11, 12)	12.30
	Lab (Excel VBA)	1.6
7	Information security and ethical/social issues (Chapter 4, 8)	1.8
	Case analysis	1.13
8	Group presentation (ppt due by 1.14)	1.15
	Group presentation (final report and individual essay due by 1.19)	1.19

Unit 1: Introduction to IS (Chapter 1, 2):

1、 The evolution of IS (changes in scope and role, the impact on management etc.)

2、 Key concepts (data, information, management information, and systems etc.)

3、 The business perspective of IS

4、 Types of IS and system integration

Unit 2: The strategic role of IS (Chapter 3)

1、 IS and organizational change

2、 The impact of IS on organizations and business firms

3、 Using IS to achieve competitive advantage

4、 IS and competitive advantage: Management issue

Unit 3: Key system applications and process integration (Chapter 9, 10)

1.   Enterprise resource planning (ERP) systems

2.   The integration of business processes and functional areas

3.   Supply chain management (SCM) systems

4.   Customer relationship management (CRM) systems

5.   E-commerce

Unit 4: IT infrastructure (Chapter 5, 7)

1.   IT infrastructure components

2.   Hardware and software platform trends

3.   Telecommunications, the Internet, and wireless technology

4.   Management issues

Unit 5: Building and management systems (Chapter 13, 14)

1. Systems development and business process redesign

2. The lifecycle of systems development

3. Alternative systems-building approaches

4. Management of IS projects

5. Critical Success Factors

Unit 6: Database and information management (Chapter 6, 11, 12)

1. Problems with the traditional file environment

2. The database approach

3. Data warehouse, big data and data mining

4. Designing database

5. Managing knowledge

6. Business intelligence

Unit 7: Information security and ethical/social issues (Chapter 4, 8)

1. Information security,

2. Ethical and social issues in IS

3. Privacy

4. Intellectual Property

Unit 8: Group presentation and review