

Management Information System

1. Course Description

Broadly stated, management information system (MIS) deals with the planning for, development, management, and use of information technology tools to help people perform all tasks related to information processing and management.

MIS deals with the coordination and use of three very important organizational resources-information, people, and information technology. Stated another way, people use information technology to work with information. And to do so they are involved in MIS. Ideally, of course, people use technology to support the goals and objectives of the organization as driven by competitive pressures and determined by appropriate business strategies.

A business firm has systems to support different groups or levels of management. These systems include transaction processing systems, management information systems, decision-support systems, and systems for business intelligence. A transaction processing system is a computerized system that performs and records the daily routine transactions necessary to conduct business. MIS provide middle managers with reports on the organization's current performance. This information is used to monitor and control the business and predict future performance.

In contrast, decision-support systems support more non-routine decision making. They focus on problems that are unique and rapidly changing, for which the procedure for



arriving at a solution may not be fully predefined in advance. Although DSS use internal information from TPS and MIS, they often bring in information from external sources.

2. Course Objectives and Requirements

1. Course Objectives :

(1) Students will have an in-depth knowledge of management in business world.

Students have an in-depth knowledge of methods and theories, and the current and emerging trends of management in business world.

(2) Students will be effective business communicators and team leaders.

Students can work effectively and cross-culturally in a team and demonstrate leadership.

(3) Students will be effective thinkers and problem solvers with global perspective.

Students can apply concepts, theories and different analytical methods to identify issues and will be capable of analyzing problems logically and proposing relevant solutions innovatively.

2. **Requirements** : With Management of Information as prerequisites, students are expected to get prepared for lectures, finish and submit assignments as required. The case analysis report requirements to meet the following requirements: (a) Problem analysis : Analyzing the problem logically and accurately with proper theories and methods. (b) Solutions' exploration: Generating and evaluating a variety of likely solutions logically and innovatively. (c) Formulating the solution : Being capable of formulating the optimum solution.

3. Course Arrangement

Course		Operations Management	Contact Hours	36
Unit	Contact Hours	Content	Pre-course Reading	Case
1	4	Introduction of Information System	Chapter one Introduction of information system ; 《Management information system》	Haier informatization
2	6	Information System Strategy	Chapter fifteen Information System Strategy ; 《Management information system》	Verizon or AT&T
3	2	Database and information management	Chapter seven Database and data warehouse ; 《Management information	Learn from text mining



			system》	
4	8	Intra Organization Information System	Chapter two Intra organization information system ; 《Management information system》	Virtual meetings
5	4	Inter Organization Information System	Chapter three Inter Organization Information System ; 《Management information system》	Move to the cloud
6	6	Enterprise Resources Planning System	Chapter eleven Enterprise Resources Planning System ; 《Management information system》	Rapid growth with ERP
7	6	Electronic Commerce	Chapter twelve Electronic Commerce ; 《Management information system》	Amazon vs. Wal-Mart

5. Teaching Methods

Lectures、Discussions、Role Plays、Case Analysis, etc.

6. Learning Outcomes Expected

Category	Learning Outcomes
Knowledge and Understanding	<ol style="list-style-type: none"> 1. To understand the knowledge framework of Management Information System and the relationships with business management. 2. To Understand how firm's information system strategy influence the business process and the IT infrastructure. 3. To know the process of information system strategy decision, and know a company how to choose its business competition advantages. 4. To understand and describe contemporary approaches to manage information. 5. To understand systems for different management groups, and the information systems function in business. 6. To understand IT infrastructure and emerging technologies and foundations of business intelligence. 7. To understand how to achieve operational excellence and customer intimacy by key system applications.
Transferable Skills and	<ol style="list-style-type: none"> 1. Can improve logic analysis ability, through the open case analysis and discuss ;



Category	Learning Outcomes
Personal Qualities	<ol style="list-style-type: none"> Can improve case analysis comprehensive ability, through the integrity business process analysis of the individual enterprise; Can improve oral communication and team cooperation ability, through the case group discussion; Can improve Personal grooming manners ;and speaking skills, through the case statement, Can improve personality, train empathetic ability, through the case discussion, strengthen personality understanding of team members, understand other people's motives and behaviors;
Intellectual Skills	<ol style="list-style-type: none"> Can describe dimensions of information systems. Can know business processes and how information technology enhances business processes. Can make the decision of information system strategies selection for dealing with competitive forces. Can identify key system applications and why the company chooses system applications.

7. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)	Link with learning outcomes expected
Group and individual Assignment	30	<p>Group assignments, focus on operation case discussion, exercise students' ability applying information management knowledge and theory to analyze the actual problem through the group team work;</p> <p>Personal homework, students are required to comprehensively apply information management knowledge, systematically analyze the information system in a practical enterprise, make out solutions in view of the actual problems to improve personal practice skills.</p>
Attendance and Engagement	20	Through the case discussion, achieving the development of personal qualities and personality model, and other



		aspects, including the application of analysis tools in information management field; Logic analysis ability; Case comprehensive analysis ability; Oral communication and team cooperation ability; Personal grooming manners ; Speech ability ;
Exam	50	Through the test, evaluating students' understanding degree of the level of "knowledge acquisition" ;

8.Textbook, References and Reading Materials

1) Textbook

- [1] Liu Zhongyin, Wang Hongwei, Wu Bing et al., Management Information System, 2nd Edition, China Higher Education Press, 2012
- [2] Kenneth C.Laudon, Jane P.Laudon , Management Information System, Twelfth Edition, Pearson, ISBN-13: 978-0-27-375453-4, 2012

2) Online resources

- [1] <http://www.lib.tongji.edu.cn/>
- [2] <http://lamb.cba.hawaii.edu/pubs>
- [3] <http://www.pewinternet.org>
- [4] <http://searchdatacenter.techtarget.com>
- [5] <http://cb.hbsp.harvard.edu/>
- [6] <http://pages.stern.nyu.edu/~blev/>
- [7] <http://go.sap.com/community.html>
- [8] <http://www.aisnet.org/>

3) Periodicals and Magazines

- [1] The New York Times
- [2] Journal of Economic Perspectives
- [3] Harvard Business Review
- [4] Management Review
- [5] Journal of Management Information Systems
- [6] MIT Sloan Management Review



- [7] MIS Quarterly
- [8] Supply Chain Management Review
- [9] CIO Insight
- [10] Management Science

9. Cases

- [1] Cisco Systems Inc.: Managing Corporate Growth Using an Intranet
- [2] Second Life
- [3] Jet Blue
- [4] Microsoft vs. Google
- [5] Haier informatization
- [6] Verizon or AT&T
- [7] Learn from text mining
- [8] Virtual meetings
- [9] Move to the cloud
- [10] Rapid growth with ERP
- [11] Amazon vs. Wal-Mart
- [12] Shanghai Bell – The Collaborative Product Commerce System
- [13] The Internet Banking Project in ICBC (Shanghai)
- [14] National Bank of USA

10. Assignment Requirements

Select the typical cases in your work by yourself, combine with the information management theory and knowledge related, describe, analyses and evaluate problems existed, and put forward some solutions and alternatives.

Requirements

- 1) Collect this case background information and discuss about the problems above
- 2) Form the groups , each group consists of 3-4 students.



- 3) Do presentation in the class, each group need to submit PPT and the WORD (one copy of the electronic version and paper version)
- 4) Each group should prepare before class carefully, please.

The criteria of assignment evaluation (100 points)

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|---|-----------|
| 1) Whether the case material collection is completed or not | 20 points |
| 2) Whether the case analysis is system in-depth or not | 25 points |
| 3) Whether the insights is linked with work practice closely or not | 25 points |
| 4) Participation of group members in case discussion | 20 points |
| 5) Whether the PPT and document is made seriously and beautiful | 10 points |

Appendices::

1. The course PPT
2. Case material
3. Other teaching material (such as reading materials, the articles)
4. Study guide