Management Information Systems
Module 1, Academic Year 2025-2026

Course Information

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Office Hour: 13:00 – 15:00 (Monday), 13:00 – 15:00 (Thursday)

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Classes:
Lectures: Monday and Thursday, 08:30 - 10:20
Venue: PHBS Building, Room

Course Website:
If any.

1. Course Description

1.1 Context

Course overview: In virtually every industry and every firm, information technology (IT) is driving change, creating opportunities and challenges. Leaders who don't understand the fundamentals of information systems (IS) will be at a strategic disadvantage. IS have moved beyond the automation of back office functions, into the foreground of business strategy. IS play critical roles in competitive positioning and business process design.

This course provides broad coverage of technology concepts and trends underlying current and future developments in IT, and fundamental principles for the effective use of computer-based IS in businesses and other organizations. There will be a special emphasis on the digital economy, e-commerce, and business analytics. Other topics include: hardware/software, networking, the Internet, database, security, and enterprise applications. In additional to the fundamental conceptual and propositions in the IS area, a number of business applications, cases, and the newest trend in today's technology domain will be discussed.

Prerequisites:

1.2 Textbooks and Reading Materials

Recommended, but NOT required, textbook:
Information Systems: A Manager's Guide to Harnessing Technology (ver. 10.1), by John Gallaugher, FlatWorld, 2025.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

The goal of this course is to provide you with an introduction to IT-enabled approaches to information management in business contexts. (T-Taught, P-Practiced, M-Measured)

- Upon completion of the course, students will be able to

1. Describe how a business organization's choice of strategy and process (what the firm does and how the firm does it) and their resulting effectiveness are closely related to the firm's information management and communications capabilities (T, P).
2. Develop a foundation to develop quantitative and analytical techniques to solve business problems with innovative perspectives that extends beyond this course (T, P, M).
3. Analyze the core technological and business issues and identify critical factors for business decision-making (T, P, M).
4. Evaluate information systems; examine their relations with business strategy, process, and organization (T, P, M).

- This course will also provide students with:

1. Skills in producing professional quality business documents, delivering professional quality presentations and communicating ideas persuasively (T, P, M).
2. Ability to lead and work effectively in a team (T, P).
3. Proficiency in using IT applications in business and management; tools for searching, organizing and processing information using appropriate information technology and systems (T, P, M).

4. Preparation for future careers in business and social environments that are deeply permeated with and dependent upon IT (T, P).

• We believe that an understanding of the topics covered in this course will pay subtle and unexpected dividends throughout your careers (T, P).

2.3 Assessment/Grading Details

Class Participation	10%
Group Project	25%
Midterm Exam	30%
Final Exam	35%
Total	100%

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements：
Using AI tools to solely complete group projects or group projects without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

A tentative course schedule is as follows:

Week	Topic
1	Course Overview and Digital Economy (I)
2	Digital Economy (II, III)
3	E-Commerce (I, II)
4	E-Commerce (III, IV)
5	Online Platforms (I) and Midterm exam

6	Online Platforms (II) and Business Analytics (I)
7	Business Analytics (II) and Big Data Analytics
8	Emerging Technology – Blockchain and Protocol Economy
9	AI & Machine Learning and Presentation
	Final Exam

4. Miscellaneous

All relevant materials (e.g., lecture slides and other reference materials) will be distributed in class or uploaded to the course website.