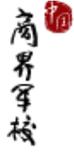




PHBS

北京大学汇丰商学院



Fintech-MIS Management Information System Module 4, 2018-2019

Course Information

Instructor: Dr. Sai Lan

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Office Hour: Tuesdays & Fridays 14:30-15:30, or by appointment

Teaching Assistant: Lulu Wu

Email: susanna@wull.me

Classes:

Lectures: Tuesdays & Fridays, 10:30-12:20

Venue: PHBS Building, Room TBD

Course Website:

Wechat group.

1. Course Description

1.1 Context

Course overview:

Companies in the information age need to be more intelligent and more adaptive to technology changes. This course introduces computer information systems management principles, tools and strategies used to gain competitive advantage in the marketplace. The emphasis is on addressing business problems in the information age, and communicating – in writing and with commonly used desktop software -- the results of one's analysis of a business IT problem or situation. The aim of the course is to enable students to assess the opportunities and problems that managers in a wide range of organizations face as they attempt to use these IT applications to add value to their businesses. It also aims to help students understand transformational changes within and across industries. These changes have strategic implications for many businesses.

Prerequisites:

None.

1.2 Textbooks and Reading Materials

Textbook:

Management Information Systems – Managing the Digital Firm, Laudon & Laudon, 15th Edition, China Machinery Press, 2018

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. | |
| 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

Upon successfully completing this course, a student will be able to do the following:

- (1) Identify managerial challenges and opportunities for applying various information technologies to gain competitive advantage.
- (2) Define and recognize key enabling technologies that may advance organizations now and in the future.
- (3) Make required personal and organizational changes to implement the new technologies in established and in new organizations.

2.3 Assessment/Grading Details

(1) Individual

- Class participation (including attendances & quizzes) 20%
- Individual case study (Emerging IT, or How a firm uses IT) 20%

(2) Group

- Platform Ecosystem (PE) Project
 1. Mid-term presentation: PE Analysis & Technology opportunities 30%
 2. Final presentation: MIS solution to gain competitive advantage 30%

Total: 100%

Note:

1. Grades should be awarded in letter grades (eg. A+, A-,...,D+, D, F).
2. Percentage of the distribution of each letter grade is limited. No more than 30% for A- or above. B- or above should be less than 90%.

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.

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

3. Topics, Teaching and Assessment Schedule

| Date | Session | Content |
|-----------|---------|------------------------------|
| 4/26/2019 | 1 | Overview of MIS |
| 5/7/2019 | 2 | MIS & Business Operations |
| 5/10/2019 | 3 | MIS & Business Strategy |
| 5/14/2019 | 4 | IT Infrastructure – Hardware |
| 5/17/2019 | 5 | IT Infrastructure - Software |
| 5/21/2019 | 6 | E-commerce |
| 5/24/2019 | 7 | Platform Ecosystem |
| 5/28/2019 | 8 | Mid-term presentation |
| 5/31/2019 | 9 | Mid-term presentation |
| 6/4/2019 | 10 | Database Management System |
| 6/5/2019 | 11 | Managing Knowledge |

| | | |
|-----------|----|---|
| 6/11/2019 | 12 | Decision Support |
| 6/14/2019 | 13 | MIS Development |
| 6/18/2019 | 14 | MIS Security |
| 6/21/2019 | 15 | Global MIS |
| 6/25/2019 | 16 | Social Issues in MIS |
| 6/28/2019 | 17 | Final presentation |
| 7/2/2019 | 18 | Final presentation *****Individual case study due***** |

4. Miscellaneous

Instructor Profile:

Professor Sai Lan has a multidisciplinary background: PhD in Strategy & Entrepreneurship (University of Illinois at Urbana-Champaign), MS in Computer Science (Peking University), and BE in Computer Engineering (Tongji University). This is a good combination to teach and research in MIS because MIS problems/issues in real business organizations require a multidimensional systems approach for a solution. Prior to joining the academia, Dr. Lan was a seasoned software architect, with six years of experience working for high-technology companies in the US, ranging from tech giants like Motorola to entrepreneurial start-up companies in the healthcare information system industry.