School of Management
Zhejiang University
COURSE: Management Information Systems

COURSE CODE：20110041

COURSE NAME：Management Information Systems

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. Most importantly, students should be able to understand why and how IT dramatically changes today's business and economy and know how companies respond to such changes.

The course introduces both the bright side and the dark side of IT and helps students to develop appropriate ethics for designing and using advanced IT applications. The course combines the teaching of IS knowledge with the cultivation of scientific spirit, and improve students' ability to correctly understand, analyze and solve IS-related problems. By the training of scientific thinking and the education of scientific ethics, this course cultivates students' sense of responsibility and mission to explore the unknown and pursue the truth. Finally, the course also aims to promote students' development in self-learning, growth, responsibility, and innovation.

Course goals

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 key success factors of IS.

8. Analyze IT-based start-up or emerging IT.

COURSE MATERIAL & ASSESSMENT

Textbook

Kenneth C. Laudon & Jane P. Laudon, Management Information Systems, 14th ed., Prentice Hall

Methods of learning

Lecture, case analysis, discussion, team project, presentation.

Evaluation

Case analysis	18% (Team)
Class discussion & participation	22% (Individual + Team)
"IT-based startup" or "emerging IT" project	
(proposal + final presentation)	20% (Team)
Final exam	40%

Notes:

1. Totally there are six case analyses.

2. An individual's participation in class discussion will also contribute to team grade.
    If you choose "IT-based startup" project, your team needs to select a new IT-based startup company and analyze its business and its future. Your project should justify why you think the company has a promising/gloomy future. If you choose "emerging IT" project, your team needs to select an emerging IT-related technology and describe its history, current situation, and future. Your project should analyze the current and potential impacts of the technology on individuals, business, or/and the society.

DETAILED PROGRAMME

Week	Topics
1	Introduction to the course
	IT infrastructure and emerging technologies (Chapter 5)
2	Case: Big bang disruption
	E-commerce (Chapter 10)
3	Case: From niches to riches: anatomy of the long tail
	The Internet and wireless technology (Chapter 7)
4	Case: Managing our hub economy (**proposal due**)
	Data and information (Chapter 6)
5	Case: Enabling agility through routinized improvisation in IT deployment
	Enterprise applications (Chapter 9)
6	Case: The trouble with enterprise software
	Managing knowledge (Chapter 11)
7	Case: Bringing open innovation to services
	IS, organization, and strategies (Chapter 3) & Review
8	Team presentation
	Team presentation

REFERENCED OTHER READINGS

Brynjolfsson, E., Hu, Y. J., and Smith, M. D. 2006. "From niches to riches: Anatomy of the long tail," *MIT Sloan Management Review* (47:4), pp. 67-71.

Chesbrough, H. 2011. "Bringing open innovation to services," *MIT Sloan Management Review* (52:2), pp. 85-90.

Downes, L., and Nunes, P. F. 2013. "Big-bang disruption," *Harvard Business Review* (Mar.), pp. 44-56.

Iansiti, M., and Lakhani, K.R. 2017. "Managing our hub economy," *Harvard Business Review* (Sep.-Oct.), pp. 85-92.

Rettig, C. 2007. "The trouble with enterprise software," *MIT Sloan Management Review* (49:1), pp. 21-27.

Tan, B., Pan, S.L., & Chou, T.C. 2011. Enabling agility through routinized improvisation in IT deployment: The case of chang chun petrochemicals, Asian IT Case Centre, School of Computing, National University of Singapore.