

管理信息系统（EBA203）课程大纲

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| 1、2020 秋季学期、2021 秋季学期 | 1-8 |
| 2、2022 秋季学期起 | 9-16 |

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	管理信息系统 Management Information Systems				
2.	授课院系 Originating Department	商学院 College of Business				
3.	课程编号 Course Code	EBA203				
4.	课程学分 Credit Value	3				
5.	课程类别 Course Type	专业基础课 Major Foundational Courses				
6.	授课学期 Semester	秋季 Fall				
7.	授课语言 Teaching Language	英文 English				
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	雷扬 信息系统与管理工程系 访问助理教授 leiy@sustech.edu.cn Yang Lei, Division of Information Systems & Management Engineering, Visiting Assistant Professor, Email: leiy@sustech.edu.cn				
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced				
10.	选课人数限额(可不填) Maximum Enrolment (Optional)					
11.	授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
	学时数	30	2 (期中考试 Mid-	24	8 (小组项目展示 Group	64

Credit Hours

	term exams)		project presentation)	
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12.	先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	CS102A 计算机程序设计基础 A CS102A Fundamentals of computer programming A
13.	后续课程、其它学习规划 Courses for which this course is a pre-requisite	EBA207 管理系统分析与设计 EBA207 Management System Analysis and Design
14.	其它要求修读本课程的学系 Cross-listing Dept.	无 None

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程将针对管理信息系统在组织管理中的应用，例如对于企业资源管理系统、客户关系管理系统、电子商务、物联网、社交媒体等。另外，还将讲授具体的工具应用，例如 HTML、数据库和电子表格。
This course examines the applications of computer-based information systems to the management of organizations, for example ERP, CRM, E-commerce, IoT, social media and etc. Technologies and tools such as HTML, database, and spreadsheet will be taught.

16. 预达学习成果 Learning Outcomes

通过本课程的学习，学生们将会：

- 明确管理信息系统在管理，战略，策略和运营中的作用
- 明确现有新兴的信息技术和软件的特点
- 可以明确描述与管理信息系统有关的道德和社会问题
- 可以识别，概念化并开发解决方案，以便成功进行信息系统管理，并以口头和书面形式提出解决方案
- 开发静态网站页面

Upon completion of the course, the student will be able to:

- Explain in writing the role of management information systems in management, strategy, tactics, and operations.
- Describe in writing emergent information technologies and software.
- Describe in writing ethical and social issues relating to information systems.
- Identify, conceptualize, and develop solutions as a group for successful information systems management and present them orally and in writing.
- Develop a static web interface

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

星期 Week	节次	主题 Topic	简介 Brief Introduction
1	第一节 First Course	课程简介 Class Introduction 管理信息系统简介 Management Information Systems Introduction	本节课主要向学生介绍课程的总体规划，以及最终考核的各项标准，让学生对课程有个清晰的认识。同时，也进行正课的第一小节内容讲解，让学生们了解及清楚管理信息系统。 This lesson mainly introduces to students about the overall planning of the course and the final assessment criteria, so that students have a clear understanding of the course. At the same time, the first section of the main class is also explained to let students understand and clearly manage the information system.
1	第二节 Second Course	信息技术与现代企业 Information Technology Modern Enterprise	这节课主要是对“信息系统如何工作？其包含哪些管理、组织和技术构件？为什么确保信息系统为企业提供具有真正价值的互补性资产如此重要”的讲解。 This lesson is mainly about "how does an information system work? What management, organizational and technical components does an information system contain? Why is it so important to ensure that information systems provide complementary assets with real value to enterprises"
2	第一节 First Course	全球电子商务合作 Global e-collaboration	本节课将回答的问题是：什么是业务流程？业务流程是如何与信息系统产生关系的？以及不同的信息系统类型如何促进不同业务流程的开展？ The questions to be answered in this lesson are: What are business processes? How do business processes relate to information systems? And how do different types of information systems facilitate the development of different business processes?
2	第二节 Second Course	全球电子商务合作 Global e-collaboration	本节课将回答的问题是：为什么协作和社会化系统如此重要？它们使用什么技术？企业信息系统中扮演的角色是什么？ The questions to be answered in this lesson are: Why are collaborative and socialized systems so important? What technology do they use? What is the role of enterprise information system in it?
3	第一节 First Course	商业模式与组织战略 Business models, Organizational strategy	本节课将向学生们讲授成功建设和使用信息系统的组织的特性以及信息系统对组织的影响。 This lesson will teach students the characteristics of organizations that successfully build and use information systems and the impact of information systems on organizations.
3	第二节 Second Course	商业模式与组织战略 Business models, Organizational strategy	本节课将介绍商业模式的概念，以及波特的竞争力模型、价值链模型、协同效应、核心竞争力以及网络经济学等模型如何帮助企业利用信息系统实现竞争战略？ This lesson will introduce the concept of business model, and how Porter's competitiveness model, value chain model, synergy, core competitiveness, and network economics can help companies use information systems to achieve competitive strategies?
4	第一节 First Course	商务智能基础：数据库与信息管 Business Intelligence, Database and Information Management	介绍数据库的由来，与之前传统文件管理环境的区别。数据库管理系统的主要能力是什么？为什么关系型数据库管理系统如此强大？以及近年来新型数据类型对关系型数据库的冲击 Introduce the origin of the database, the difference from the previous traditional document management environment. What are the main capabilities of a database management

			system? Why is the relational database management system so powerful? And the impact of new data types on relational databases in recent years
4	第二节 Second Course	商务智能基础：数据库与信息管理 Business Intelligence, Database and Information Management	本单元主要讲解企业为了提高绩效和决策能力，从数据库获取信息的主要工具和技术有哪些？为什么信息政策、数据管理、数据质量保证对管理企业数据资源非常重要？ This unit mainly explains what are the main tools and technologies for companies to obtain information from the database in order to improve performance and decision-making ability? Why is information policy, data management, and data quality assurance important for managing enterprise data resources?
5	第一节 First Course	实验课：熟悉关系型数据库 Lab: relational database	这两周的实验课主要训练学生对于关系型数据库的各种操作，以及训练学生关系型数据库语言的运用，包括数据定义语言，数据操作语言，数据控制语言。 The two-week experimental class mainly trains students on various operations of relational databases and the use of relational database languages for training students, including DDL, DML, DCL.
5	第二节 Second Course	实验课：关系型数据库的基本操作 Lab: relational database	
6	第一节 First Course	实验课：关系型数据库语言（SQL）实战 Lab: SQL	
6	第二节 Second Course	实验课：关系型数据库语言（SQL）实战 Lab: SQL	
7	第一节 First Course	期中考试 Mid-term exam	
7	第二节 Second Course	期中考试讲解 Mid-term exam interpretation	
8	第一节 First Course	信息系统中的商业伦理和社会问题 Business Ethics and Social Issues in Information Systems	本节课涉及的内容包括：信息系统会引发哪些商业伦理、社会和政治问题？信息社会的商业伦理？ The content covered in this lesson includes: What business ethics, social and political issues will the information system raise? Business ethics in the information society?
8	第二节 Second Course	信息系统中的商业伦理和社会问题 Business Ethics and Social Issues in Information Systems	本节课主要从“为什么现代信息系统技术和互联网对个人隐私与知识产权保护而言是挑战”与“信息系统如何影响法律责任和义务以及日常生活质量”两个方面进行讲解。 This lesson mainly explains from two aspects: "Why modern information system technology and the Internet is a challenge for personal privacy and intellectual property protection" and "How does the information system affect legal responsibilities and obligations and the quality of daily life"
9	第一节 First Course	IT基础设施与新兴技术 Information technology infrastructure, Emerging technologies	本章节主要介绍什么是IT基础设施？IT基础设施演变的阶段和驱动力是什么？ This chapter mainly introduces what is IT infrastructure? What are the stages and drivers of the evolution of IT infrastructure?
9	第二节 Second Course	IT基础设施与新兴技术 Information technology infrastructure, Emerging technologies	本节课内容主要包括：计算机硬件平台与计算机软件平台的状态和当前发展趋势？并进一步介绍管理IT基础设施的挑战和问题。 The content of this lesson mainly includes: the status and current development trend of computer hardware platform

			and computer software platform? And further introduces the challenges and problems of managing IT infrastructure
10	第一节 First Course	通信、互联网和无线技术 Communication, Internet, Wireless technology	本章节内容：通信网络和关键网络技术的主要组件，网络的不同类型，以及回答互联网和互联网技术如何工作？它们如何支持沟通和电子商务 In this chapter: The main components of communication networks and key network technologies, the different types of networks, and how the Internet and Internet technologies work? How do they support communication and e-commerce
10	第二节 Second Course	物联网技术应用 Internet of things applications	本节课主要介绍物联网技术，以及物联网技术的实际应用 This lesson mainly introduces the Internet of Things technology and the practical application of the Internet of Things technology
11	第一节 First Course	实验课：网页设计 Lab: webpage design	这个实验课主要学习 HTML 语言，并进行网页前端设计 This lab class mainly learns the HTML language, and conducts front-end web page design
11	第二节 Second Course	实验课：网页设计 Lab: webpage design	
12	第一节 First Course	实验课：动态页面设计 Lab: dynamic webpage design	这个实验课主要学习如何将网页连通数据库，调取数据库数据展示在页面上，从而制作动态页面 This lab mainly learns how to connect the web page to the database, retrieve the database data and display it on the page, so as to make a dynamic page
12	第二节 Second Course	实验课：动态页面设计 Lab: dynamic webpage design	
13	第一节 First Course	信息系统安全 Information system security	1) 为什么信息系统容易受到破坏，容易出错和被滥用 2) 什么是安全与控制的商业价值 1) Why the information system is easily damaged, prone to errors and abused 2) What is the business value of security and control
13	第二节 Second Course	信息系统安全 Information system security	1) 什么是安全与控制组织框架的组件 2) 保护信息资源最重要的工具和技术是什么 1) What are the components of the security and control organization framework 2) What are the most important tools and technologies for protecting information resources
14	第一节 First Course	数字化时代的关键系统应用 Key system applications in the digital age	企业系统如何帮助企业实现运营卓越 供应链管理系统如何协调计划、生产和物流配送 1) How enterprise systems can help companies achieve operational excellence 2) How the supply chain management system coordinates planning, production and logistics distribution
14	第二节 Second Course	数字化时代的关键系统应用 Key system applications in the digital age	1) 客户关系管理系统如何帮助企业提高客户亲密度 2) 企业应用的挑战是什么？企业应用如何利用新技术 1) How a customer relationship management system can help companies increase customer intimacy 2) What are the challenges of enterprise applications? How enterprise applications use new technologies
15	第一节 First Course	小组项目展示 Group Project Presentation	

15	第二节 Second Course	小组项目展示 Group Project Presentation	
16	第一节 First Course	小组项目展示 Group Project Presentation	
16	第二节 Second Course	小组项目展示 Group Project Presentation	

18. 教材及其它参考资料 Textbook and Supplementary Readings

<p>管理信息系统(原书第 15 版) 作者:[美]肯尼斯 C. 劳顿 (Kenneth C. Laudon) 简 P. 劳顿 (Jane P), 出版社:机械工业出版社, ISBN: 9787111608356</p>
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课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance	<p>根据学生的出勤, 将按照以下标准在学生最终成绩中增加额外的分数: 全勤=10分; 缺勤 1天=7分; 缺勤 2天(仅 2天)=5分</p> <p>According to your attendance the following extra credit will be added to YOUR final grade: PERFECT attendance, no days missed = 10 points; ONE (and only one) absence = 7 points; TWO (and only two) = 5 points</p>	10		<p>只是在出勤表中签名而后离开 的学生将被标记为缺勤。</p> <p>不要忘记在出勤表中签字。一旦出勤表中你的签字处为空白, 你当天将被视为缺勤。</p> <p>Those that just sign the attendance log and then leave class shall be marked absent.</p> <p>Do NOT forget</p>

			to sign the attendance log. Once your unsigned field receives the "blank mark" you are officially counted absent for that day!	
课堂表现 Class Performance	根据学生的课堂表现以及小组活动表现进行评比。 There will be opportunities to earn extra credit during the course through in-class assignments and group activities. These opportunities will be unannounced.	10		
小测验 Quiz				
课程项目 Projects	第 15、16 次课程 Lesson 15 and 16	40	没有参加小组展示的学生无法获得该部分成绩。 A student missing the group presentation will lose the score in this part.	
平时作业 Assignments				
期中考试 Mid-Term Test				
期末考试 Final Exam		40		
期末报告 Final Presentation				
其它（可根据需要改写以上评估方式） Others (The above may be modified as necessary)				

20. **记分方式 GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**
 B. 二级记分制（通过/不通过） **Pass/Fail Grading**

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority



南方科技大学
SOUTHERN UNIVERSITY OF SCIENCE AND TECHNOLOGY



课程详述

COURSE SPECIFICATION

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The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	管理信息系统 Management Information Systems				
2.	授课院系 Originating Department	信息系统与管理工程系 Department of Information Systems & Management Engineering				
3.	课程编号 Course Code	EBA203				
4.	课程学分 Credit Value	3				
5.	课程类别 Course Type	专业基础课 Major Foundational Course				
6.	授课学期 Semester	秋季 Fall				
7.	授课语言 Teaching Language	英文 English				
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	柯玮玲, 信息系统与管理工程系, 教授, kewl@sustech.edu.cn Weiling KE, Department of Information Systems & Management Engineering, Professor, Email: kewl@sustech.edu.cn				
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced				
10.	选课人数限额(可不填) Maximum Enrolment (Optional)					
11.	授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total

学时数 Credit Hours	28	6 (期中考试 Mid-term exams)	26	4 (小组项目展示 Group project presentation)	64
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12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	CS102A 计算机程序设计基础 A CS102A Fundamentals of computer programming A
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	EBA207 管理系统分析与设计 EBA207 Management System Analysis and Design
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 None

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程将针对管理信息系统在组织管理中的应用，例如对于企业资源管理系统、客户关系管理系统、电子商务、物联网、社交媒体等。另外，还将讲授具体的工具应用，例如 HTML、数据库和电子表格。

This course examines the applications of computer-based information systems to the management of organizations, for example ERP, CRM, E-commerce, IoT, social media and etc. Technologies and tools such as HTML, database, and spreadsheet will be taught.

16. 预达学习成果 Learning Outcomes

通过本课程的学习，学生们将会：

- 明确管理信息系统在管理，战略，策略和运营中的作用
- 了解如何通过管理信息系统提升企业竞争力
- 明确现有新兴的信息技术和软件的特点
- 理解与管理信息系统有关的道德和社会问题
- 掌握信息系统管理的方法，并以口头和书面形式提出解决方案

Upon completion of the course, the student will be able to:

- Explain the role of management information systems in management, strategy, tactics, and operations.
- Understand how to enhance an organization's competitiveness through management information systems.
- Understand the differences between emergent information technologies and software.
- Understand the ethical and social issues related to information systems.
- Develop business solutions through management information systems information systems and clearly communicate the solutions orally and in writing.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

星期 Week	节次	主题 Topic	简介 Brief Introduction
1	第一节 First Class	课程简介 Class Introduction 当今全球商业中的信息系统 Information Systems in Global Business Today	<p>本节课主要向学生介绍课程的总体规划，以及最终考核的各项标准，让学生对课程有个清晰的认识。同时，也进行正课的第一小节内容讲解，让学生们了解及清楚当今的管理信息系统。信息系统如何改变商业，为何它们在当今业务运营和管理中如此重要？什么是信息系统？它如何工作？什么是它的管理、组织和技术构件？为什么确保信息系统为企业提供具有真正价值的互补性资产如此重要？学习信息系统需要什么样的学术规则？这些学术规则如何帮助理解信息系统？</p> <p>An overview of this course will be provided in this class. In particular, we will go through the syllabus and tentative schedule for this course. Also, we will learn the first chapter "Information systems in global business today." The questions to be answered in this class are: How are information systems transforming business, and why are they so essential for running and managing a business today? What is an information system? How does it work? What are its management, organization, and technology components? Why are complementary assets essential for ensuring that information systems provide genuine value for organizations? What academic disciplines are used to study information systems, and how does each contribute to an understanding of information systems?</p>
1	第二节 Second Class	第一章习题和案例讨论以及商务分析实验课 1 Discussion & Business Analytics Lab 1	<p>这节课主要是对第一章的习题和案例进行讨论，同时完成商务分析实验 1。</p> <p>We will discuss the case and problems for Chapter 1 and finish our Lab 1 "How to use Excel to organize information I".</p>
2	第一节 First Class	全球电子商务与合作 Global E-business and Collaboration	<p>本节课将回答的问题是：什么是业务流程？业务流程是如何与信息系统产生关系的？以及不同的信息系统类型如何促进不同业务流程的开展？为什么协作和社会化系统如此重要？它们使用什么技术？企业信息系统在其中扮演的角色是什么？</p> <p>The questions to be answered in this class are: What are business processes? How do business processes relate to information systems? And how do different types of information systems facilitate the development of different business processes? Why are collaborative and socialized systems so important? What technology do they use? What is the role of enterprise information system in it?</p>
2	第二节 Second Class	第二章习题和案例讨论以及商务分析实验课 2 Discussion & Business Analytics Lab 2	<p>这节课主要是对第二章的习题和案例进行讨论，同时完成商务分析实验 2。</p> <p>We will discuss the case and problems for Chapter 2 and finish our Lab 2 "How to use Excel to organize information II".</p>
3	第一节 First Class	信息系统、组织与战略 Information Systems, Organizations, and Strategy	<p>本节课将向学生们讲授成功建设和使用信息系统的组织的特性以及信息系统对组织的影响，介绍波特的竞争力模型、价值链模型、协同效应、核心竞争力以及网络经济学等如何帮助企业利用信息系统实现竞争战略，战略信息系统的挑战是什么和如何应对这些挑战？</p> <p>The questions to be answered in this class are: Which features of organizations do managers need to know about</p>

			to build and use information stems successfully? What is the impact of information systems on organizations? How do Porter's competitive forces model, the value chain model, synergies, core competencies, and network economics help companies develop competitive strategies using information systems? What are the challenges posed by strategic information systems, and how should they be addressed?
3	第二节 Second Class	第三章习题和案例讨论以及商务分析实验课 3 Discussion & Business Analytics Lab 3	这节课主要是对第三章的习题和案例进行讨论，同时完成商务分析实验 3。 We will discuss the case and problems for Chapter 3 and finish our Lab 3 "How to use Excel to organize information III" .
4	第一节 First Class	信息系统中的商业伦理和社会问题 Ethic and Social Issues in Information Systems	本节课讨论信息系统会引发哪些商业伦理、社会和政治问题，信息社会的商业伦理，为什么现代信息系统技术和互联网对个人隐私与知识产权保护而言是挑战，信息系统如何影响法律责任和义务以及日常生活质量。 The questions to be answered in this class are: What ethical, social, and political issues are raised by information systems? What specific principles for conduct can be used to guide ethical decisions? Why do contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property? How have information systems affected laws for establishing account-ability and liability and the quality of everyday life?
4	第二节 Second Class	第四章习题和案例讨论以及商务分析实验课 4 Discussion & Business Analytics Lab 4	这节课主要是对第四章的习题和案例进行讨论，同时完成商务分析实验数据透视表。 We will discuss the case and problems for Chapter 4 and finish our Lab 4 "Pivot Table".
5	第一节 First Class	IT 基础设施与新兴技术 IT Infrastructure and Emerging Technologies	介绍什么是 IT 基础设施？IT 基础设施演变的阶段和驱动力是什么？基础设施的构成要素是什么？计算机硬件平台的发展趋势是什么？当前计算机软件平台的状态和趋势是什么？管理 IT 基础设施的挑战和问题是什么？ The questions to be answered in this class are: What is IT infrastructure, and what are the stages and drivers of IT infrastructure evolution? What are the components of IT infrastructure? What are the current trends in computer hardware platforms? What are the current computer software platforms and trends? What are the challenges of managing IT infrastructure and management solutions?
5	第二节 Second Class	第五章习题和案例讨论以及商务分析实验课 5 Discussion & Business Analytics Lab 5	这节课主要是对第五章的习题和案例进行讨论，同时完成商务分析实验现值与终值（及 IRR 函数）。 We will discuss the case and problems for Chapter 5 and finish our Lab 5 "Present and Future Value (Plus IRR function)".
6	第一节 First Class	商务智能基础：数据库与信息管理 Foundations of Business Intelligence: Databases and Information Management	本节课介绍在传统文件环境下，管理数据资源的问题是什么？数据库管理系统的主要能力是什么？为什么关系型数据库管理系统如此强大？为了提高企业绩效和决策能力，从数据库获取信息的主要工具和技术有哪些？为什么信息政策、数据管理、数据质量保证对管理企业数据资源非常重要？ The questions to be answered in this class are: What are the problems of managing data resources in a traditional file environment? What are the major capabilities of database management systems (DBMS), and why is a relational DBMS so powerful? What are the principal tools and technologies for accessing information from databases to improve business performance and decision making? Why



			are information policy, data administration, and data quality assurance essential for managing the firm's data resources?
6	第二节 Second Class	第六章习题和案例讨论以及商务分析实验课 6 Discussion & Business Analytics Lab 6	这节课主要是对第六章的习题和案例进行讨论，同时完成商务分析实验抵押贷款敏感性分析。 We will discuss the case and problems for Chapter 6 and finish our Lab 6 "Mortgage Sensitivity Analysis".
7	第一节 First Class	实现运营优化和客户亲密：企业应用 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	本节课讨论企业系统如何帮助企业实现运营卓越，供应链管理系统如何协调计划、生产和物流配送，客户关系管理系统如何帮助企业提高客户亲密密度，企业应用的挑战是什么，企业应用如何利用新技术？ The questions to be answered in this class are: How do enterprise systems help businesses achieve operational excellence? How do supply chain management systems coordinate planning, production, and logistics with suppliers? How do customer relationship management systems help firms achieve customer intimacy? What are the challenges that enterprise applications pose, and how are enterprise applications taking advantage of new technologies?
7	第二节 Second Class	第七章习题和案例讨论以及商务分析实验课 7 Discussion & Business Analytics Lab 7	这节课主要是对第七章的习题和案例进行讨论，同时完成商务分析实验顾客终身价值。 We will discuss the case and problems for Chapter 7 and finish our Lab 7 "Customer Lifetime Value".
8	第一节 First Class	期中考试 Mid-term Exam	
8	第二节 Second Class	第八章习题和案例讨论以及商务分析实验课 8 Discussion & Business Analytics Lab 8	这节课主要是对第八章的习题和案例进行讨论，同时完成商务分析实验股指预测（蒙特卡洛模拟方法）。 We will discuss the case and problems for Chapter 68 and finish our Lab 8 "Stock Index Estimation (Monte Carlo Simulation)".
9	第一节 First Class	电子商务：数字化市场、数字化产品 E-commerce: Digital Markets, Digital Goods	本节课讨论什么是电子商务、数字化市场和数字化产品独有的特征，什么是电子商务原则和收入模式，电子商务如何改变市场，电子商务如何影响 B2B 交易，移动商务在电子商务中的角色是什么，建立电子商务必须考虑什么问题？ The questions to be answered in this class are: What are the unique features of e-commerce, digital markets, and digital goods? What are the principal e-commerce business and revenue models? How has e-commerce transformed marketing? How has e-commerce affected business-to-business transactions? What is the role of m-commerce in business, and what are the most important m-commerce applications? What issues must be addressed when building an e-commerce presence?
9	第二节 Second Class	第九章习题和案例讨论以及商务分析实验课 9 Discussion & Business Analytics Lab 9	这节课主要是对第九章的习题和案例进行讨论，同时完成商务分析实验需求曲线估算。 We will discuss the case and problems for Chapter 9 and finish our Lab 9 "Estimating Demand Curve".
10	第一节 First Class	管理知识和人工智能 Managing Knowledge and Artificial Intelligence	本节课讨论知识管理系统在企业中的角色是什么，企业级的知识管理系统有哪些类型及它们如何为企业创造价值，知识工作系统的主要类型有哪些及它们如何为企业创造价值，在知识管理中使用智能技术对企业有什么好处。 The questions to be answered in this class are: What is the role of knowledge management systems in business? What re artificial intelligence (AI) and machine learning? How do businesses use AI? What types of systems are used for enterprise-wide knowledge management, and how do they

			provide value for businesses? What are the major types of knowledge work systems, and how do they provide value for firms?
10	第二节 Second Class	第十章习题和案例讨论以及商务分析实验课 10 Discussion & Business Analytics Lab 10	这节课主要是对第十章的习题和案例进行讨论，同时完成商务分析实验病毒式营销。 We will discuss the case and problems for Chapter 10 and finish our Lab 10 "Viral Marketing".
11	第一节 First Class	增强决策分析 Enhancing Decision Making	这节课我们讨论决策的类型有哪些及决策的过程是怎样的，信息系统是如何支持管理者的活动和管理决策的，商务智能和商业分析是如何支持决策的，组织中不同决策群体是如何使用商务智能的，在支持团队更有效地进行决策的方面信息系统发挥了什么样的作用。 The questions to be answered in this class are: What are the different types of decisions, and how does the decision-making process work? How do information systems support the activities of managers and management decision making? How do business intelligence and business analytics support decision making? How do different decision-making constituencies in an organization use business intelligence, and what is the role of information systems in helping people working in a group make decisions more efficiently?
11	第二节 Second Class	第十一章习题和案例讨论以及商务分析实验课 11 Discussion & Business Analytics Lab 11	这节课主要是对第十一章的习题和案例进行讨论，同时完成商务分析实验回归。 We will discuss the case and problems for Chapter 11 and finish our Lab 11 "Regression".
12	第一节 First Class	建设信息系统 Building Information Systems	这节课我们回答这些问题，建设新系统如何带来组织变革，系统开发过程的核心活动是什么，系统建模和设计的主要方法有哪些，建设信息系统有哪些可选方法，数字企业时代系统建设的新方法有哪些。 The questions to be answered in this class are: How does building new systems produce organizational change? What are the core activities in the systems development process? What are principal methodologies for modeling and designing systems? What are alternative methods for building information systems? What are new approached for system building in the digital firm era?
12	第二节 Second Class	第十二章习题和案例讨论以及商务分析实验课 12 Discussion & Business Analytics Lab 12	这节课主要是对第十二章的习题和案例进行讨论，同时完成商务分析实验预测。 We will discuss the case and problems for Chapter 12 and finish our Lab 12 "Forecast".
13	第一节 First Class	管理项目 Managing Projects	本节课我们讨论项目管理的目标是什么和为什么项目管理在信息系统开发中如此重要，有哪些方法可以用来选择、评估信息系统项目，并且使信息系统的开发和公司目标保持一致，企业如何评估信息系统的商业价值，信息系统项目的主要风险因素有哪些和如何管理风险。 The questions to be answered in this class are: What are the objectives of project management, and why is it so essential in developing information systems? What method can be used for selecting and evaluating information systems projects and aligning them with the firm's business goals? How can firms assess the business value of information systems? What are the principal risk factors in information systems projects, and how can they be managed?
13	第二节 Second Class	第十三章习题和案例讨论以及 Access 实验一 Discussion & Access Lab	这节课主要是对第十三章的习题和案例进行讨论，同时完成 Access 实验一。 We will discuss the case and problems for Chapter 13 and

		1	finish <i>Access Lab 1 Handout</i> .
14	第一节 First Class	管理全球项目 Managing Global Systems	本节课我们回答这些问题，推动业务国际化的主要因素有哪些，发展全球企业有哪些替代战略，全球信息系统和管理解决方案面临的挑战是什么，开发国际信息系统时需要考虑那些问题和技术选择。 The questions to be answered in this class are: What major factors are driving the internationalization of business? What are the alternative strategies for developing global businesses? What are the challenges posed by global information systems and management solutions for these challenges? What are the issues and technical alternatives to be considered when developing international information systems?
14	第二节 Second Class	第十四章习题和案例讨论 以及 Access 实验二 Discussion & Access Lab 2	这节课主要是对第十四章的习题和案例进行讨论，同时完成 Access 实验二。 We will discuss the case and problems for Chapter 14 and finish Access Lab 2 Handout.
15	第一节 First Class	小组项目研讨 Project Group Consultation	这节课主要活动是小组项目的答疑。 In this class, I will help you with your term project.
15	第二节 Second Class	期末复习 Final Review	
16	第一节 First Class	小组项目展示 Group Project Presentation	
16	第二节 Second Class	小组项目展示 Group Project Presentation	

18. 教材及其它参考资料 Textbook and Supplementary Readings

管理信息系统(原书第 15 版) 作者:[美]肯尼斯 C. 劳顿 (Kenneth C. Laudon) 简 P. 劳顿 (Jane P), 出版社:机械工业出版社, ISBN: 9787111608356

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance				
课堂表现 Class Performance		10		根据学生的课堂表现进行评估。 Your participation in class will be evaluated.
小测验 Quiz		10		
课程项目 Projects		15		小组项目 Term Project
平时作业 Assignments		25		15 (书面作业 Written assignments) + 10 (实验作业 Lab exercises)

期中考试 Mid-Term Test		15		
期末考试 Final Exam		25		
期末报告 Final Presentation				
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

