



1. 2 Course objectives

- (1) a understanding of MIS essentials and prospects from a combined perspective of technology and management, in the context of big data;
- (2) a mastery of some classical MIS theories and methods;
- (3) a mastery of some new MIS concepts and techniques;
- (4) a understanding of certain key issues of and thoughts on information technology (IT) management.



Course: MIS (by GQ Chen et al.)

Textbook and Teaching Materials





Basic readings:


- S. Haag, M. Cummings, *Management Information Systems*, McGraw-Hill (9th Edition (2012-13) or higher).

Main Materials:

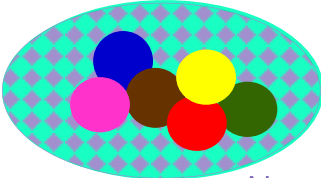
- **Basic (plus)**
- **Additional materials**
- **Advanced reference**
 - (1) G.Q. Chen, Q. Wei, et al., *Business Intelligence: principles and methods*, Electronics Industry Press, 2009/2014 (in Chinese);
 - OR
 - (2) J.W. Han, M. Kamber, *Data mining: concepts and techniques* (2nd edition) (in English).
 - OR
 - (3) G.Q. Chen, X.H. Guo, et al., *Management Information Systems* (2nd edition) (in Chinese).

Notes



Course Materials and Contents




Basic readings

Basic plus

Advanced + Notes

Course: MIS (by GQ Chen et al.)



Course Materials

- Basic readings
- Additional materials (readings, cases)
- Advanced reference book
- Notes taken (slides, blackboard notes)
- Exercises


Basic MIS

Basic MIS plus

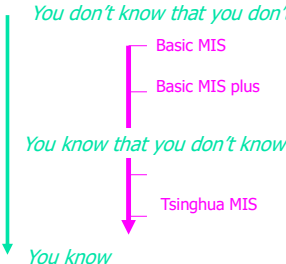
Tsinghua MIS

→ A combined perspective: Technical + Managerial

Course: MIS (by GQ Chen et al.)



Knowing MIS



You don't know that you don't know

Basic MIS

Basic MIS plus

You know that you don't know

Tsinghua MIS

You know

Course: MIS (by GQ Chen et al.)



Knowing MIS



Five Key Features of Nowadays Technologies and Applications

Course: MIS (by GQ Chen et al.)

清华大学
Tsinghua SEM

Mobility

- mobile phone banking, mobile services...
- Mobile business

Course: MIS (by GQ Chen et al.)

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Tsinghua SEM

Virtual Reality

- Virtual activities, processes, transactions, products, services, objects...

Course: MIS (by GQ Chen et al.)

清华大学
Tsinghua SEM

Extreme Data

- Big data
- Rich media

Course: MIS (by GQ Chen et al.)

清华大学
Tsinghua SEM

Personalization

- Personalized service
- Precise marketing

Course: MIS (by GQ Chen et al.)

清华大学
Tsinghua SEM

Social Networks

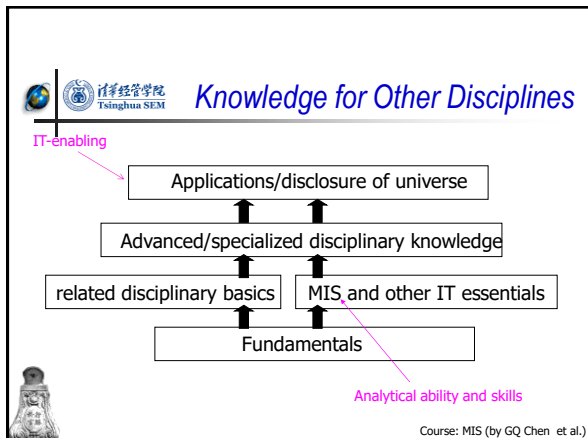
- Web 2.0
- Weixin, FaceBook, YouTube, ...

Course: MIS (by GQ Chen et al.)

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Knowledge for MIS Major

Course: MIS (by GQ Chen et al.)



Questions to answer, Problems to solve

Examples

- What are the roles of IT in businesses?
- How to integrate all IT resources of a company?
- What are your customers' buying patterns?
- How to identify target clients from sales records?
- How to find hidden business patterns from big data?
- How to describe the objects and business rules of a company?
- How to describe the behavior of the objects in a company?
- What are the basic managerial issues of outsourcing?
- What are the emerging technologies?
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IT fusion ERP

ER

JSD

BI/BA

IM

trends

Course: MIS (by GQ Chen et al.)

MIS and Your Careers

Why relevant?

- Rapid advance in IT
- Information age: IT fusion & Big data
 - Pervasiveness – everywhere
 - Transparency – smart and user-friendly
- Preparing yourselves for
 - Today: digital business
 - Tomorrow: algorithmic business

Working and living with big data

Course: MIS (by GQ Chen et al.)

MIS and Your Careers(2)

- Business
 - Accounting
 - Finance
 - Information management
 - General management
 - Marketing
 - Production and operations management
 - Real estate and construction management
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- Engineering
- Science/Social Sciences
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Course: MIS (by GQ Chen et al.)

