

Course Syllabus
Master Program in Department of Business Administration
College of Management
National Chung Cheng University
Fall 2025

Basic information:

Course Name: Management Information Systems (管理資訊系統)

Course Code: 5205005

Credit: 3 (Compulsory Subject)

Instructor: Dr. Cheng-Kui (Tony) Huang (黃正魁)

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Location: 454

The course corresponds to the following SDG (Sustainable Development Goals):

Goal 1: No Poverty

Goal 4: Quality Education

Goal 8: Decent Work and Economic Growth

Goal 9: Industry, Innovation and Infrastructure

Goal 10: Reduced Inequalities

Goal 12: Responsible Consumption and Production

Goal 16: Peace, Justice and Strong Institutions

本課程為所列學程之基礎課程：商業人工智慧、商業分析、數位科技經理人、行銷科技
(This course serves as a foundational course for the following listed programs: Business Artificial Intelligence, Business Analytics, Digital Technology Manager, and Marketing Technology.)

Instructional objective:

In today's globalized trade landscape, the rise of information economies and the pervasive influence of the Internet and other global communication networks have revolutionized the role of information systems in business and management. This course not only serves as an introduction to management information systems (MIS) but also delves into their crucial role within networked enterprises. By incorporating ChatGPT's innovative ideas, we can explore the symbiosis between human intelligence and cutting-edge technologies.

By taking this course, you will gain a comprehensive understanding of MIS, their impact on organizations and individuals, and their potential to boost competitiveness and operational efficiency. Information systems have become indispensable in creating competitive firms, managing global corporations, and delivering exceptional products and services to customers. With ChatGPT's insights, we can explore how advanced technologies further enhance decision-making, automate tasks, and personalize customer experiences.

Embark on this transformative journey where information systems bridge the gap between human ingenuity and technological progress. Uncover the limitless possibilities that lie at the intersection of business, management, and the ever-evolving world of information systems.

Text books (TB):

It is no mandatory to purchase.

1. (English version) Management Information Systems: Managing the Digital Firm, 14th Edition (2016), by Kenneth C. Laudon, Jane P. Laudon, Pearson.
(中文版) 管理資訊系統 (第十四版) (Laudon 14/e), Kenneth C. Laudon, Jane P. Laudon 著，董和昇譯，滄海圖書。
2. (English version) Management Information Systems: Managing the Digital Firm 10/E (2007), by K. Laudon and J. Laudon, Prentice Hall.
(中文版) 管理資訊系統-管理數位化公司，第十版，Kenneth C. Laudon, Jane P. Laudon 著，周宣光 譯，東華書局。
3. ChatGPT 全新功能: 4o/o1/o3、Reason、Search、Canvas、Projects、Voice、Sora - 推理、搜尋、畫布、專案、語音、視訊、影片 - 開創 AI 無限可能，洪錦魁，深智數位，2025/01/10。

Referred books:

1. 資訊管理，第七版，David M. Kroenke, Randall J. Boyle 原著，劉哲宏、陳玄玲 譯 (2016/9)，歐亞書局有限公司。
2. 資訊管理 - 理論與實務(第四版或以上)，吳琮璫、謝清佳 (2000)，智勝書局。
3. 資訊管理 - e 化企業的核心競爭能力(第五版)，林東清著 (2014)，智勝書局。
4. Journal paper, Conference paper, Research Report, Internet, Newspaper, and Magazine

Case study:

1. Cases on the textbook.
2. 黃正魁 (2020/6/18), “【HBR 導師講座】大數據的基本管理原則,” 哈佛商業評論, https://www.hbrtaiwan.com/article_content_AR0009753.html.
3. N. G. Carr, “IT doesn’t matter,” *Harvard Business Review*, pp. 5-12, 2003.
4. R. Adner and D. C. Snow, “Bold retreat: A new strategy for old technologies,” *Harvard Business Review*, 88(3), pp. 76-81, March 2010.
5. Lee *et al.*, “The bullwhip effect in supply chains,” *Sloan Management Review*, pp. 93-102, 1997.

How to progress the course:

Teaching 70%, Presentation 20%, Discussion 10%

Grade distribution – Your grade will be determined based on the following criteria:

Class participation 10%, Reflection of HBR reading 10%, Mid examination 30%, Paper presentation 30%, and its written report 20%

Course Schedule (Tentative and might be adjusted depending on the course progress)

Week	Date	Lecture Topic	Reading
Week 1	09/10	1. Introduction to Management Information Systems (MIS) cooperating with ChatGPT 2. Parable of Information Management Field	
Week 2	09/17	Chapter 1: Information Systems in Global Business Today	TB and case study
Week 3	09/24	Chapter 1: Information Systems in Global Business Today	TB and case study
Week 4	10/01	Chapter 1: Information Systems in Global Business Today Chapter 2: Global E-Business: How Businesses Use Information Systems	TB and case study
Week 5	10/08	Chapter 2: Global E-Business: How Businesses Use Information Systems	TB and case study
Week 6	10/15	Chapter 2: Global E-Business: How Businesses Use Information Systems Chapter 3: Information Systems, Organizations, and Strategy	TB and case study
Week 7	10/22	Chapter 3: Information Systems, Organizations, and Strategy	TB and case study
Week 8	10/29	Chapter 3: Information Systems, Organizations, and Strategy	TB and case study
Week 9	11/05	Chapter 4: Ethical and Social Issues in Information Systems	TB and case study
Week 10	11/12	Chapter 4: Ethical and Social Issues in Information Systems Understand the issue of addicted to my phone (手機不設防)	TB and case study
Week 11	11/19	Mid Examination	
Week 12	11/26	Paper Presentation (The schedule will be adjusted accordingly based on the number of students, as the number of presentation weeks will vary.)	Paper

Week 13	12/03	Paper Presentation	Paper
Week 14	12/10	Paper Presentation	Paper
Week 15	12/17	Paper Presentation	Paper
Week 16	12/24	Paper Presentation	Paper
Week 17	12/31	AI-related Topic Speech	
Week 18	01/07	Course Review (Optional)	

Notes:

- (1) The presentation papers are selected from the top MIS field journal, such as: *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, *Management Science*, etc (*Decision Support Systems*, *Information & Management*, *Journal of Operations Management*, *Marketing Science*, *Data Mining and Knowledge Discovery*, *IEEE Transactions on Knowledge and Data Engineering*). The related issues include: e-Business and e-Commerce (B2B, C2C, B2B, O2O), IT Investment and Business Value, Financial Technology (FinTech), Business Intelligence, Artificial Intelligence (ChatGPT), Knowledge Management, Marketing Technology (MarTech), e-Marketing, and e-WOM, Social Media, Information Systems Research, IS/IT Human Resource Management and Organization, Our IT Life, Fake News, Gamification, ERP, IT Strategy, etc. All presentation papers are listed on a PAPER LIST FILE.
- (2) Selecting your presentation issue to write it down for your written report (or another issue). Every team is encouraged to meet with me for the presentation issue selection if you have no idea at all. You are very welcome to see me in my office once you got any questions. All digital resources can be downloaded by our BI laboratory's WWW or FTP.

ASSURANCE OF LEARNING

Learning Goal 3: Research Skills

Objectives:

- 3.1. Identifies, summarizes and reformulates problems, or questions, or work assignments
- 3.2. Identifies and assesses conclusions, implications and consequences

Learning Trait:

Trait 1. Identify problems in research

Trait 2. Establish research structures and construct a research methodology

Trait 3. Apply methods to collect and to analyze data

Trait 4. Draw a conclusion

為配合教育部針對保護智慧財產權觀念之宣導，課程大綱內容請加註警語「請尊重智慧財產權，不得非法影印教師指定之教科書籍」。