NEW TECHNOLOGIES IN THE GLOBAL ECONOMY

Summer International Program for Capital University of Economy and Business (CUEB)

Beijing, China. June 19-July 7, 2023

Instructor: Yasin Ozcelik, PhD

Department Chair & Associate Professor of Analytics

Fairfield University, Dolan School of Business, USA

Course Description

This course provides a survey of several major technologies that have been shaping the global economy and redefining the traditional structure of international commerce and decision making in business. Specific emphasis is given to enabling roles and applications of the Internet, Information Systems, and Business Analytics in modern business environments.

Course Professor 课程教授

Professor 教授	Yasin Ozcelik (Dr. Oz) 亚辛·奥兹利克博士	**E-Mail 邮箱**	yozcelik@fairfield.edu

Biography 个人简介

Yasin Ozcelik is the Department Chair and Associate Professor of Analytics at the Dolan School of Business, Fairfield University. He received his Ph.D. in Management Information Systems from Purdue University (USA) in 2005 and his Master's Degree in Economics from the same university in 2001.

亚辛·奥兹利克是费尔菲尔德大学多兰商学院信息系统与运营管理系主任与副教授。他于 2001 年获得美国普渡大学经济学硕士学位，并于 2005 年获得普渡大学管理信息系统博士学位。

His research interests include economics of information systems, business models in electronic commerce, business value of information technology, and business analytics. His articles appeared in journals including Journal of Management Information Systems, Information Systems and E-Business Management, International Journal of Business Information Systems, International Journal of Services and Operations Management, International Journal of Project Management, and International Journal of Information Systems in the Service Sector. His research was also published in several books and conference proceedings, including Americas Conference on Information Systems (AMCIS), European Conference on Information Systems (ECIS), Institute for Operations Research and Management Sciences (INFORMS), EURO/INFORMS, and Decision Sciences Institute Annual Meeting (DSI).

亚辛教授的研究领域包括信息系统经济学、电子商务的商业模式、信息技术的商业价值和商业分析。他的文章发表于许多杂志，包括《管理信息系统》、《信息系统与电子商务管理》、《国际商业信息系统》、《国际服务与运营管理》、《国际项目管理》与《国际服务业信息系统》。他的研究成果还发表在几本书与会议论文集中，包括美洲信息系统会议(AMCIS)、欧洲信息系统会议(ECIS)、运筹学与管理科学研究所(INFORMS)、EURO/INFORMS，以及决策科学研究所年度会议(DSI)。

He has taught courses at Fairfield University and Purdue University and received three awards for distinguished teaching. He is married with twin daughters, Ela and Beste. He is a US citizen.
亚辛教授在费尔菲尔德大学和普渡大学任教，并因出色的教学成绩获得过三项奖项。他是美国公民，已婚，并有一对双胞胎女儿，埃拉和贝斯特。

Textbook & Software 教材与软件

There is no required textbook for the course. All the course materials will be provided by the instructor. Students will learn using two popular software applications in business: (i) Microsoft Access to create a database, and (ii) Microsoft Excel to analyze data.

Grading Criteria 评分标准

Midterm Exam (20%)	The midterm exam is composed of multiple-choice questions assessing fundamental concepts.
Research Projects (40%)	Research projects will be assigned during the semester to assess students' understanding of applied concepts.
Final Exam (40%)	The final exam covers all the topics during the semester.

Course Policies 课程要求

- Grades become official a week after assignments have been graded by the instructor.
  教授完成作业评分的一周后，成绩正式生效。
- Late submissions will not be accepted.
  逾期提交的作业不予接受。

Letter Grades 字母等级计分制

The following table will be used to assign your letter grade at the end of the semester.
下表将用于在学期结束时进行等级评分。

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D	60-69
F	0-59

Course Calendar 课程时间安排表

The following course schedule is subject to change depending on the pace of the course.
以下课程时间表可能会因课程进度而有所更改。

DATE & TIME 日期&时间 9:00-11:00am (Beijing time)	TOPIC & ACTIVITY 主题&活动
Week 1 (June 19-23)	• Course Introduction • The Role of Information Technology in Globalization • Introduction to Information Systems • Introduction to e-Commerce • Midterm Exam
Week 2 (June 26-30)	• Database Management Systems • Microsoft Access Tutorials • Database Project
Week 3 (July 3-7)	• Introduction to Business Analytics • Data Visualization • Quantitative Decision Making in Business • Final Exam