

# The Mi-EIS 项目

## The Mi-EIS Project



### 项目介绍

信息系统是组织机构运作的基本组成部分，然而，因为技术系统、组织机构设计和项目管理等多方面原因，超过60%的执行项目逾期或超出了预算。当前，信息系统应用的需求不断增长，而支持信息系统成功实施的经验和知识却相对不足。获取这些经验和知识的代价是昂贵的，特别是对一些跨国的、跨文化的项目来说更是如此。



(来自三个国家的项目组成员)

而 Mi-EIS (Managing Implementation of Enterprise Information Systems) 正是一套囊括信息技术、商业学习、技术管理等综合能力进行员工培养的系统教育和培训项目，它旨在开发一组课程和教学资料来培养商业管理者和信息工作人员，使他们能充分地驾驭信息体系工具，从而获得由信息技术带来的更多的商业利益。

该项目将把英国的Cranfield大学，荷兰的Twente大学，中国的湖南大学的经验汇集到一起。能为跨国公司，特别是在欧洲和中国间同时开展经营活动的跨国公司带来裨益。而对于个人，这是一个获得教育与自我发展的机会。

### Project Introduction



The Mi-EIS project is developing a Master level teaching and professional training reference curriculum in Managing Implementation of Enterprise Information Systems, with subject modules included.

Information systems are becoming an integral part of the operation of any organizations, but about 60% of the information systems implementation projects overrun in time and budget. This is due to complex and interacting difficulties in the technology system, organization design and project management.

The demand for information systems continues to increase, but experience and knowledge to support the implementation of information systems are in short supply. Acquiring the experience and the knowledge is costly, especially for multinational and multicultural situations. The project will provide benefits for multi-national enterprises, especially for those who work in both Europe and China.

Mi-EIS will provide a systemic program for personnel training, covering knowledge and experience areas in information systems, business organisation and technology management. The project result will be a reference curriculum with teaching materials to train business managers and information staff so that they can fully drive the information system implementation to deliver the business benefits which information technology should bring about. For individuals, it is an opportunity for learning and personal development.

In the Mi-EIS project three institutions, Cranfield, Twente and Hunan University work together.

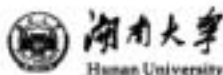
#### 合作机构介绍



Cranfield大学是一所在应用研究和教学方面具有强大实力，和业界保持密切联系的英国唯一一所专门进行研究生培养的大学。Cranfield大学的企业综合部从1986年开始负责MSc项目，这一项目涉及计算机集成制造，信息技术和知识管理。作为Cranfield大学硕士教育的独特之处，学生要利用5个月的时间参与工程项目并解决一些工业方面的实际问题，这是他们学习的一部分。



Twente大学的工商管理与公共管理技术学院提供商业管理、公共管理、工业工程、管理学等方面的硕士教育项目。Twente大学的教学方法注重案例教学，并培训学生在研究中学会运用案例研究方法。Twente大学成功开发和运营了一个针对欧洲和国际交换学生的“苏格拉底”项目，并与Cranfield大学共就欧盟第5框架的有关企业信息系统实施方面的研究课题(BEST)展开合作。



湖南大学位于中国的中部地区，是中国一所国家级重点大学。它是新中国成立最早的学府之一，至今已逾一千年的历史。湖南大学工商管理学院电子商务系属于国内最早成立的电子商务教学研究机构之一，在技术经济学方面也设有专门机构。除了MBA和EMBA，工商管理学院还在管理科学与工程、企业管理、技术经济、旅游管理等专业都提供硕士培养项目。目前，湖南大学与Twente大学联合开展了国际MBA项目。

#### Partnership introduction

Cranfield is the only university focusing on postgraduate education in UK, with unique strength in applying research and teaching. It also has a close relationship with industry. The Department of Enterprise Integration in Cranfield University has been offering MSc programs in Computer Integrated Manufacture, Information Technology and Knowledge Management since 1986. The unique characteristic of the Cranfield Masters is that students spend 5 months working on industrial projects and solving industrial problems as part of their training. Apart from the subject expertise, Cranfield brings this teaching paradigm into the curriculum development process.

University of Twente is one of the thirteen universities in the Netherlands. The School of Business, Public Administration and Technology of the university contributes to Master Programs in Business Management, Public Management, Industrial Engineering and Management as well as European Studies. The teaching method in Twente trains students in the use of case research methods for their individual thesis. The School has a strong Socrates Program for European and international student exchange. Twente works together with Cranfield in the EU Framework 5 IST BEST Project in the area of enterprise systems implementation. In addition to the subject expertise, Twente is contributing their experience in developing programs using the European Credit Transfer System.

Hunan University is one of the key universities in China and is located in the central part of China. It is one of the historical education establishments in China and has a history of over 1000 years. The College of Business Administration established one of the earliest Electronic Commerce Departments in China and has a specialist institute in Technology Economics. In addition to MBA and Executive MBA, it currently offers masters programs in management science and engineering, enterprise management, technology economics and management and tourism management. Hunan University is running an International MBA Program with the University of Twente.

### 项目特色

● 项目具有鲜明的国际化特色，适应全球化背景下的企业需求和人才发展。项目将培养学员对不同文化、道德行为和社会价值的敏感性，充实你作为一个国际型人材的“软技能”。

● 项目关注针对个人发展的“Mi-EIS经历”。这一经历将使学员将更具团队精神、更具有效的沟通能力、具备更强的说服力、果断力和领导能力。

● 项目将针对欧洲和中国的具体情况，设计全新的课程和教学方法，包括拟定新的公共教学课程、开发新的教学材料、引导教师培训以及开展示范性课程。这是一个一切都从实际出发，为您量身订做的培训项目。

● 项目将收集世界范围内具有深远意义的典型案例，建立和维护资料数据库，让学员在全球化的视野中分享更多的成功体验。



### Project Features

● The Mi-EIS project, designed to meet the demand of enterprises and personnel development in a globalisation context, has a vivid international characteristic. The program cultivates in the participants the sensitivity to different cultures, behaviour and social values, enhancing the soft skills of an international person.

● The “Mi-EIS experience” develops team working and communication skills of the participants, leading to better team players and managers.

● The Master level curriculum is designed to meet skills need in Europe and China. The new curriculum and teaching approach, the course material, teaching training and pilot courses are designed for practical use. The curriculum could be adapted to suit the needs of different local education environments.

● Mi-EIS has access to information systems implementation project cases from Europe and China. The knowledge base of the cases continues to be built up and maintained to support the students learning with multinational experience.

### 主要课程

- 企业信息系统 ( Enterprise Information Systems )
- 商业创新管理 ( Business Innovation Management )
- 组织分析和设计 ( Organisation Analysis and Design )
- 企业流程分析及工程 ( Business Process Analysis and Engineering )
- 信息系统实施的组织就绪度 ( Organisation Readiness for Information System Implementation )
- 变革管理 ( Change Management )
- 项目管理 ( Project Management )
- 企业案例与项目金融 ( Business Case and Project Finance )

### Major Modules

- Enterprise Information Systems
- Business Innovation Management
- Organisation Analysis and Design
- Business Process Analysis and Engineering
- Organisation Readiness for Information System Implementation
- Change Management
- Project Management
- Business Case and Project Finance



### 教学方式

本项目采用课内学习与课外实践相结合,国内学习与国外交流相结合,将在多方面为中国的教学方法达到现代化标准提供帮助:

▲ 采用学生参与互动的方法填补传统的课堂教学的不足。

▲ 采用工程项目作为一种实践学习的方法,从而确立学院-业界的链接。

▲ 在执行工程项目时培训学生使用系统性研究方法。

▲ 课程的设计达到欧洲学院的学分交换体系的标准。



### Learning Approach

The project will help to introduce new teaching methods in Chinese educational situations in a number of ways:

▲ The use of student participatory learning techniques to complement traditional classroom teaching.

▲ The use of industrial projects as a practical learning method and the establishment of academic-industrial links.

▲ The training of students to use systematic research methods in carrying out industrial projects.

▲ The design of courses to meet the European Credit Transfer System.

### 预期成果

本项目将创建一种新的硕士水平课程体系和教学材料,为企业信息系统的建设寻求到一种社会与技术并重的方法。通过新的课程体系和教学材料,我们将用创新的、多准则的管理企业信息系统方法对新一代IT专业人员进行教育和培训。

该项目首先通过合作联合开发这一可应用于企业管理信息系统中的硕士水平相关课程体系。然后各合作者将根据各自的教育市场、国家立法体系及惯例等,在这一参考体系下对相关课程进一步修订。并且确保开发完成公共的教学材料,共享各自的教学方法。

### Foreseen Outcomes

The overall objective is to create a new Master level curriculum and teaching material that applies a socio-technical approach for the implementation of enterprise systems. With the new curriculum and teaching material, a new generation of information technology professionals could be educated and trained in an innovative and multi-disciplinary approach to manage enterprise information systems implementation. The project supports the partnership to jointly develop a Master level reference curriculum in Managing Implementation of Enterprise Information Systems.

Each partner would then adapt the reference curriculum to its own situation according to the education market, national legislation and institution procedures. Common teaching material will be developed and the teaching methods will be shared.

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