



ACC 473 MANAGEMENT INFORMATION SYSTEMS (in French)

Spring 2017

Lecture Starts: February 07, 2017, Tuesday

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Course Outline:

1. Information Systems In The Digital Age, World Dynamics and Management
2. Information Technology Infrastructure, Communication and its Interactions with Linguistics
3. Information and Communication Technologies (ICT) Management
4. Knowledge Based Economy and Knowledge Society
5. Internet Economy, Electronic Commerce, How E-Commerce Changed The Economy
6. Business Plan and Business Model
7. Business Models for Electronic Markets, Google Model, Jobs Effect
8. Information Systems Management, Data Management and Databases
9. Web Systems, “Cloud Computing” and Information Systems Management
10. Ethics, Impact of ICT on Public and Corporate Governance, Social Networks, Social Dynamics
11. Computerized Decision Support System, Business Intelligence and Management
12. Error Margins, Information Security, Information Distortion, Artificial Neural Networks for Data Mining and Their Impacts to Information Systems Management

ACC 473 MANAGEMENT INFORMATION SYSTEMS (in French)

GESTION DES SYSTEMES D'INFORMATION

par Professeur Orhan Güvenen

1. Systèmes d'information et les dynamiques mondiales

OECD (OCDE), (2010), Perspectives des Technologies de l'Information de l'OCDE (OECD Information Technology Outlook), Paris, (ISBN: 978-64-08466-7)

DELMOND, M. H. et Y. Petit, J.M. Gautier, (2007), Management des Systèmes d'information, Dunod, Paris (ISBN 978-2-10-51338-3)

LAUDON, K., LAUDON. J., (2010), Management Information Systems, Pearson, Prentice Hall, Eleventh Edition, (ISBN 10: 0-13-609368-X)

PEACUELLE, J.L, (1999), Systèmes d'Information - Le Point de Vue des Gestionnaires, Economica, Paris, (ISBN: 2-7178-3934-8)

VOLLE, 2006, De l'Informatique (Savoir vivre avec l'automate), Economica, Paris, (ISBN: -7178-5219-0)

2. Infrastructure des technologies de l'information, la communication et ses interactions avec linguistique

ARROW, K.J, (2000), Théorie de l'Information et des Organisations, Dunod, Paris, (ISBN: 2-10-004698-5)

OECD, (2014), Perspectives des communications de l'OCDE 2011 , OECD, Paris, (ISBN 978-92-64-09837-4)

TÜRKİYE BİLİŞİM VAKFI-TBV, (2012), İstanbul Bilişim Enstitüsü Fizibilite Raporları, İstanbul.

SAUSSURE, F., & BALLY, C. (1995). *Cours de linguistique générale* (Ed. critique / ed.).

Paris: Payot et Rivages.

3. La gestion des technologies de l'information et de communication

MOINE, C., (2005), Informatique de gestion, Foucher, Vanves, (ISBN: 2-216-10086-2)

4. La société du savoir et l'économie du savoir

OECD, (2014), OECD Science, Technology and Industry Outlook 2014 (French Summary), OECD, Paris (ISBN 9789264222281)

TURBAN, E, R. SHARDA, D. DELEN (2011), Decision Support and Business Intelligence Systemes, Prentice Hall, New York (ISBN 978-0-13-610729-3)

PEREZ-MONTORO, M., (2007) The Phenomenon of Information: A Conceptual Approach to Information Flow, Scarecrow Press, New Jersey, (ISBN 13: 978-0810859425)

UNESCO, (2002), La société du savoir, Unesco, Paris, (ISBN:2-7492-0042-3)

OECD,(2003), Promesses et limites de la démocratie électronique, OECD, Paris, (ISBN:92-64-02002-0)

GANASCIA,J.C, (2006), Communication et connaissance, CNRS Editions, Paris, (ISBN: 2-271-06415-5)

UNESCO, (2005), Towards Knowledge Societies – Unesco World Report, Unesco Publishing, Paris, (ISBN:32-3-2040021)

5. L'Économie de l'internet, le commerce électronique, et leurs impacts sur l'économie, la société et la gestion

OECD, (2012), Internet Economy 2012, OECD, Paris (ISBN 978-92-64-08645-6)

PERSET, Karine. The role of internet intermediaries in advancing public policy objectives. Paris: OECD, 2011

6. Plan d'entreprise et modèle d'entreprise

SCHNEIDER, B., La Civilisation Internet, Economica, Paris, (ISBN: 2-7178-4107-5)

OECD, (2010), News in the Internet Age, OECD, Paris, (ISBN:978-92-64-08869-6)

OECD, (2008), Internet economy – A closer look, OECD, Paris

7. Modèles d'entreprise pour les marchés électroniques, "Google Model" et "Jobs effect"

TERRIER, C., (2009), Pratique informatique pour l'activité commercial, Casteilla, Paris, (ISBN: 978-2-7135-3123-1)

LEVY, S., (2011) In The Plex: How Google Thinks, Works and Shapes Our Lives, Simon & Schuster, New York, (ISBN 13: 978-1416596585)

KAHNEY, L., (2009) Inside Steve's Brain, Expanded Edition, Portfolio Hardcover, New York, (ISBN 13: 978-1591842972)

LANNOO, P., Corinne ANKRI, (2007), e-marketing & e-commerce, 2^e edition, Vuibert, Paris, (ISBN: 978-2-7117-8721-0)

OECD, (1999), Les Incidences économiques et sociales du commerce électronique, OECD, Paris, (ISBN: 92-64-26972-X)

8. La gestion des systèmes d'information, la gestion des données et les bases de données

WHITLOCK, W., (2008) Twitter Revolution: How Social Media and Mobile Marketing is Changing the Way We Do Business & Market Online, Xeno Press, Boston, (ISBN13 978- 1 934275078)

QUALMAN, E., (2010) Socialnomics: How Social Media Transforms the Way We Live and Do Business, Wiley, New Jersey, (ISBN13: 978-0470638842)

VOLLE, Michel. Analyse des données. Paris: Economica, 1997

9. Les systèmes web et “cloud computing”

ANTONOPOULOS, N., (2010) *Cloud Computing: Principles, Systems and Applications* (Computer Communications and Networks), Springer, Boston, (ISBN 13: 978-1849962407)

OECD, (2009), *Internet Access*, OECD, Paris (ISBN:978-92-64-05630-5)

VICKERY, Graham, and Sacha Vincent. *Participative Web and user-created content : Web 2.0, wikis and social networking*. Paris: Organisation for Economic Co-operation and Development, 2007

10. L’Ethique, l’Impact des technologies de l’information et de communications sur la gouvernance des entreprises et la gouvernance publique, l’impact des réseaux sociaux sur les mouvements sociaux

OECD-DPT, (2007), *OECD e-Devlet Çalışmaları Türkiye*, OECD-DPT, Ankara, (ISBN: 978-975-19-4064-3)

DPT, (2011), *Bilgi Toplumu İstatistikleri*, DPT, Ankara, (ISBN978-975-19-5171-7)

LEYSER, Danielle, and Pascal Faure. *Éthique et société de l’information*. Paris, Fr: La Documentation française, 2000

Revue Des Directeurs Sécurité d’Entreprise. "Ethique Numero Special "Sécurité & Stratégié Juillet / Septembre (2010)

11. Système d’aide à la decision, informatique décisionnelle et la gestion dans les entreprises

PARISER, E., (2011) *The Filter Bubble: What the Internet Is Hiding from You*, Penguin Press, New York, (ISBN 13: 978-1594203008)

FINE, R., (2010) *The Big Book of Social Media: Case Studies, Stories, Perspectives*, Yorkshire Publishing, Oklahoma, (ISBN 13: 978-0881441598)

TURBAN, E, R. SHARDA, D. DELEN (2011), *Decision Support and Business Intelligence Systemes*, Prentice Hall, New York (ISBN 978-0-13-610729-3)

VOLLE, M., (2008), Prédation et Prédateurs, Economica, Paris, (ISBN:978-2-7178-5458-9)

12. Les marges d'erreur, la sécurité de l'information, la distorsion de l'information et les réseaux neurones artificiels pour l'exploration de données (data mining) et leurs impacts sur la gestion des systems d'information

GHERNAOUTI-HELIE, et al., (2008), Sécurité Informatique et réseaux, Dunod, Paris (ISBN 978-2-10-052156-2)

OECD, (2011), OECD Communications Outlook 2011, OECD, Paris, (ISBN:978-92-64-09387-4)

OECD (OCDE), Lignes directrices de l'OCDE régissant la sécurité des systèmes et réseaux d'information, OECD, Paris

VIEGA, J., (2009) The Myths of Security: What the Computer Security Industry Doesn't Want You to Know, O'Reilly Media, Sebastopol, (ISBN 13: 978-0596523022)

**Liste partielle des publications de Orhan Güvenen
sur "les systèmes d'information"**

Güvenen, O., (2013), "Anticipative Analysis, Information Systems and Social Responsibility Driven Decision Analysis", presented at the Institute of Operations Research and the Management Sciences Annual Meeting 2013, INFORMS, 4 October 2013, Minneapolis.

Güvenen, O., (2013), Service Science, Human Resources, Information Systems and Information Distortion", presented at the Institute of Operations Research and the Management Sciences Annual Meeting 2013, INFORMS, 7 October 2013, Minneapolis.

Güvenen, O. (2013), "Mathematical Complexity, Chaos, and the Impact of Information Distortion on Decision Systems in Social Sciences", Impact of Science and Technology on Society and Economy Conference, World Academy of Arts and Science (WAAS), 5 March, 2013, Trieste,

Italy.

Güvenen, O. (2013), "Mathematical Complexity, Chaos, and the Impact of Information Distortion on Decision Systems in Social Sciences", Impact of Science and Technology on Society and Economy Conference, World Academy of Arts and Science (WAAS), 5 March, 2013, Trieste, Italy.

Güvenen, O., (2012), "Ethics as a Necessary Condition in Optimal Systems: Risks, Rights and Regulations", Statistics, Science and Public Policy, Volume: XVI, Chapter 9, A.M. Herzberg, Editor, ISBN: 978-1-55339-382-5 (bound), ISBN: 978-1-55339-383-2 (pbk.), Queen's University, Kingston.

Güvenen, O., (2012) "2008-2011 World Economic Crisis, New Paradigms, Science Methodology, Information Systems and Decision Systems", World Conference on Financial Crisis and Impact (WCFC2011), IGI Global, USA, (forthcoming).

Güvenen, O., (2011), "World Dynamics, Ethics, Security and Society", Statistics, Science and Public Policy, Volume XV, Chapter 7, A.M. Herzberg, Editor, Queen's University, ISBN: 978-1-55339-375-7, ISBN: 978-1-55339-375-0 Kingston.

Güvenen, O., (2011), "Media Studies and Communication: Research, Approach and Econometric Analysis", Opening Speech, Applied Econometrics Association (AEA) 101.th International Conference", July 2011, Porto

Güvenen, O., (2011), "Future of Numerical Society Discussion Paper", Applied Econometrics Association (AEA) International Conference, July 2011, Porto

Güvenen, O., (2010), "Information Distortion and Its Impact on Decision Systems", presented at the Institute of Operations Research and the Management Sciences Annual Meeting 2010, INFORMS, 9 November 2010, Austin, Texas, USA.

Güvenen, O., (2010) "Information Systems, Security and Information Distortion Impacts on the Socio-Economic Structures", International Symposium on Computation in Science and Engineering, Gediz University, Izmir.

Güvenen, O., (2010), "İstatistik Bilimi, Etik, Dünya Dinamikleri, Bilgi Tahrifatı ve Karar Sistemlerine Etkileri", ODTÜ, İstatistik Sempozyumu, Ankara

Güvenen, O., (2009), "Internet-Use and Impact - Quantitative and Econometric Analysis", Applied Econometrics Association Conference, Marseille (President of the Applied Econometrics Association), November 5-6, 2009.

Güvenen, O., (2009), "Some Comments on World Dynamics, Science Methodology, Fuzzy Systems, Statistics, Econometrics and Information Systems", 1st Fuzzy Systems Symposium, TOBB University of Economics and Technology, Ankara, October 1-2, 2009.

Güvenen, O., (2009), Dünya Dinamikleri, İstatistik, Ekonometri, Bilgi Sistemleri, İş Dünyası ve Karar Sistemleri Etkileşimi, "Türkiye İstatistik Günü", Türkiye İstatistik Kurumu, Dokuz Eylül Üniversitesi, Yaşar Üniversitesi, Ege Üniversitesi, 7 Mayıs 2009, İzmir, Bilkent Üniversitesi, Dünya Sistemleri Ekonomileri ve Stratejik Araştırmalar Enstitüsü, Ankara.

Güvenen, O., (2009), "Bilim Metodolojisi, İstatistik, Ekonometri ve Bilgi Sistemleri Kapsamında Bazı Yorumlar", "10. Ekonometri ve İstatistik Sempozyumu", Atatürk Üniversitesi, 28-29 Mayıs 2009, Erzurum, Bilkent Üniversitesi, Dünya Sistemleri Ekonomileri ve Stratejik Araştırmalar Enstitüsü, Ankara

Güvenen, O., (2009), "Dünya Dinamikleri, İstatistik, Ekonometri, Bilgi Sistemleri, İş Dünyası ve Karar Sistemleri Etkileşimi", "Türkiye İstatistik Günü", Türkiye İstatistik Kurumu, Dokuz Eylül Üniversitesi, Yaşar Üniversitesi, Ege Üniversitesi, 7 Mayıs 2009, İzmir, Bilkent Üniversitesi, Dünya Sistemleri Ekonomileri ve Stratejik Araştırmalar Enstitüsü, Ankara.

Güvenen, O., M. H. Öztürk, (2007), "Information Distortion in Decision Support Systems and Respective Alternative Costs in Decisions Making Structures", presented at the Institute of Operations Research and the Management Sciences, INFORMS, Seattle, USA

Güvenen, O., (2007), "Use and Abuse of Statistics", OECD World Forum on Statistics, Knowledge and Policy, İstanbul

Güvenen, O., M. H. Öztürk, (2006), "An Analysis of Manipulated Information and Respective Alternative Costs in Information Systems and in Decision Making Structures", Cybernetics and Informatics Society, Vol II, ISBN 980-6560-80-9, pp149-154, Orlando, USA.

Güvenen, O., (2005), "ICT as a Factor in Human Development", in Perspectives on ICT and Human Development: Turkey, Boğaziçi University and UNDP Publications, İstanbul.

Güvenen, O., S.Babür, (2003), "Information Systems for Strategic Planning and its Socioeconomic Impacts", in 7th World Conference on Systemics, Cybernetics and Informatics Proceedings, International Institute of Systems Analysis and Cybernetics, Orlando, USA.

Güvenen, O., (2003), "Bilim Metodolojisi, İstatistik ve Karar Süreçleri", 3. İstatistik Kongresi Bildiriler Kitabı, Türk İstatistik Derneği ve İstatistik Mezunları Derneği, Ankara.

Güvenen, O., (2002), "Structures décisionnelles, les technologies, la mondialisation, l'éducation et la société du savoir", Les mémoires et les Savoirs, Rencontres de Versailles, Paris.

Güvenen, O., (2002), "Ulus Devlet ve Küresel Düzeyde Bigi Sistemleri, İstatistik Alt Yapıları ve Karar Süreçleri", 107'nci Yıl Konferansları, Harita Genel Komutanlığı Matbaası, Ankara.

Güvenen, O., (2001), "Bilişim Toplumu ve Çoğulcu, Katılımcı Demokrasi", Bilişim Toplumuna Giderken, Türkiye Bilişim Derneği Yayını, Ankara.

Güvenen, O., (2000), "Où va le Monde de l'Internet: techniques et économie", dans le Monde en Communication, Rencontres de Versailles, Paris.

Güvenen, O., (2000), "The Emerging Information Society: A Political Challenge", *Perceptions*, March-May 2000, pp. 22-43.

Güvenen, O., (2000), "The Interaction Between Econometrics, Information Systems and Statistical Infrastructures: Anticipation and Comparative Analysis in a Decisional Structure", *Journal of the Turkish Statistical Association*, Volume: 3, Sayı: 1-2, 2000, pp.47-57.

Güvenen, O., (1998), "The Emerging Information Society: A Political Challenge", in Kuru, S. (ed.), *Proceedings of Euro Med Working Conference, Policies and Strategies for Euro-Mediterranean Information Society*, Turkish Informatics Foundation in cooperation with European Commission, İstanbul.

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Final examination 40¹ %

¹ Please see: Madde 4: Yarıyıl boyunca gerçekleştirilen değerlendirme etkinliklerinin kendi aralarındaki ağırlığı ile final sınavına girme hakkını elde etmek için gerekli en düşük başarı düzeyi ve devam zorunluluğu oranı, dersi veren öğretim elemanı tarafından belirlenir ve ilan edilir. Ancak, final sınavının toplam not içindeki ağırlığı %40'ı geçemez. Hangi öğrencilerin final sınavına girme hakkı elde edemediğini dersi veren öğretim elemanı belirler ve vize alamamış bu öğrencilere akademik takvimde belirtilen tarihler içinde FZ notu verir. FZ notu alan öğrenciler dersin final sınavına alınmaz. (2012-2013 Bahar yarıyılından başlayarak uygulanacaktır.)"
http://www.bilkent.edu.tr/bilkent-tr/admission/vize_butunleme_esaslari.html.

