表二

表單編號：QP-T02-07-14
保存年限：10年

103 學年度　商學院 英語授課課程大綱

課程名稱 Course Title □模組 ☑個別	(中文) 資訊科技與網路組織 (英文) IT for Networked Organizations
課程目標 Course Objectives	Examines the information technology (IT) and its impact on modern organizations. Topics include: IT strategy, Social networks, IT Sustainability, Software, Hardware, Web programming, SQL, and Telecommunications.
課程大綱 Course Description	Information technology (IT) is everywhere. IT refers to the products, methods, inventions, and standards that are used for managing information and supporting decision making. In today's business environment, managers are highly expected to be familiar with the role of IT in terms of transformations on the organizational, process, market, and global enterprise levels. This is an IT introductory course. This course will help students understand how to leverage IT capability to survive and succeed in business. Specifically, this course is designed to make students knowledgeable of the fundamentals underlying the design, use, control, and manage IT at firms.
上課進度 Weekly Course Schedule	Week Topics 1 Introduction 2 Why IT matters: Zara? 3 The Making of an E-commerce Giant: Netflix 4 Strategy and Technology 5 Moore's Law 6 Understanding Software 7 Exam 1 8 The Data Asset & SQL 9 Web Programming 10 Social Media, Peer Production, and Web 2.0 11 Facebook: Building a Business from the Social Graph 12 Understanding network effects 13 A Manager's Guide to the Internet and Telecommunications 14 Information Security 15 Exam 2 16 Group Project Presentation
教學方式 Instructional Method	Lecture and discussion
課程要求 Course Requirements	1. Terminology. Students will be able to know the common IT/IS techniques and concepts in a business environment. 2. Hands-on Experience. Students will experience how to design an IT/IS application (You do not have to have any prior programming background). 3. Fundamental Knowledge. Students will be able to understand the basic IT/IS knowledge that can be used to support today's business management. 4. Organizational Issues. Students will be able to make appropriate responses to managerial and ethical issues in the use of IT for business.
評量方式 Evaluation	Exam 1 20% Exam 2 20% Individual Assignment 10%

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	Group Assignment (Project) 20% Attendance and Participation 20% Pop Quiz 10% Total 100%
教材及參考書目 Textbooks & Suggested Materials	Required Electronic Textbook: A Manager's Guide to Harnessing Technology v.1.3 (by John Gallaugher). It might not be available through the bookstore, so you need to register for an account on the website and purchase the textbook on line http://students.flatworldknowledge.com/course?cid=1563767&bid=696436. Alternatively, you can also search for your course right from http://students.flatworldknowledge.com.
課程相關連結網址 Course Website	
備註 Remarks	

申請教師簽章：

開課單位主管簽章：