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104 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) 資訊管理
	(英文) Management Information Systems

課程目標 Course Objectives	Management Information Systems, provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision making in an interactive manner. This course is designed to cultivate a deeper understanding of information systems and emerging technologies for business model innovation. The course addresses issues that arise in dealing with management information as a business resource. The course covers both technical and managerial aspects of MIS. Major attention is given to the implications of information systems for achieving competitive advantage. The major objectives of this course revolve around helping the student: ● Become familiar with key concepts related to hardware, software, telecommunications, database systems, and systems development. ● Develop an understanding of the impact of information technology in the global context. ● Study the various types of electronic commerce applications in use today and likely to emerge in the coming years. ● Be able to identify opportunities and risks associated with the use of the technology for a firm, and develop a use of the technology as a source of sustainable competitive advantage.
課程大綱 Course Description	This is one of the required courses for the Bachelor degree in the College of Commerce. An understanding of the role of information technology systems is essential for students of business. This course will provide business students with the knowledge, skills, and abilities to manage information technologies and systems effectively. Topics include four parts: Part 1: Organizations, Management, and the Networked Enterprise Part 2: Information Technology Infrastructure Part 3: Key System Applications for the Digital Age Part 4: Building and Managing Systems
上課進度 Weekly Course Schedule	Week 1: Information Systems in Global Business Today Week 2: Global E-Business and Collaboration Week 3: Information Systems, Organizations, and Strategy Week 4: Business model Innovation Week 5: IT Infrastructure and Emerging Technologies Week 6: Business Intelligence Week 7: Telecommunications, the Internet, and Wireless Technology Week 8: Securing Information Systems Week 9: Operational Excellence and Customer Intimacy

	Week 10: E-Commerce: Digital Markets, Digital Goods Week 11: Managing Knowledge Week 12: Enhancing Decision Making Week 13: Building Information Systems Week 14: Social Computing and Cloud Computing Week 15: Managing Global Systems Week 16: Cloud service and business innovation Week 17: Business Process Reengineering and Change Management Week 18: Final presentation
教學方式 Instructional Method	In addition to lectures and case studies the course will use projects, in-class exercises and computer lab sessions to illustrate the use of technology to address problems and opportunities in business organizations. Course information, homework assignments and the group projects can all be found in the e-learning website. Any change in the course schedule will be posted on the e-learning website.
課程要求 Course Requirements	Students are expected to have read assigned materials and to have completed assignments prior to each class. The class discussions/lectures are intended to emphasize the primary concepts from each reading and to provide an opportunity to answer any questions that may result from the readings and assignments. In addition to classroom lectures, students should anticipate spending time working in the computer laboratory to practice a few IS applications.
評量方式 Evaluation	40% quizzes (4*10 quizzes) 40% projects (10 *4 projects) 20% participation
教材及參考書目 Textbooks & Suggested Materials	Textbook : Kenneth Laudon / Jane Laudon (2014) Management Information Systems: Global Edition, Pearson Education. Suggested materials ● Nicholas Carr, **"IT Doesn't Matter," Harvard Business Review, Vol. 81, No. 5, May 2003.** ● McKinsey Quarterly, "Divide and conquer: Rethinking IT strategy", 2006 ● IBM 2010 CEO Study http://cde.cerosmedia.com/Capitalizing-on-Complexity-2010-IBM/1J4c175d753f64c012.cde
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： 資管系系主任 李有仁