Tamkang University Academic Year _2012_, _2nd_ Semester
Course Syllabus

Course Title	Information Management Seminar		Instructor	Wei-Lun Chang

Department/Year/Class		Course Details		
Department of Business Administration/MBA (first year)	■Required ☐Selective	☐0（One Semester） ☐1（1st Semester） ■2（2nd Semester） ☐3（3rd Semester）	Credits	3

Aim of Education	Core Competences
1. Strengthen specialized knowledge 2. Train practical capabilities 3. Develop team work spirits **4.** Deepen professional ethics	A. To understand and utilize specialized knowledge of business administration B. To plan, research, and write research reports independently C. To communicate, negotiate, and collaborate to accomplish research projects by team work D. To integrate management and technology intelligence to solve business problems E. To recognize professional ethics and social responsibilities **F.** To utilize foreign language to enhance management skills

Course Introduction (50 to 100 words)	This module aims to offer an entertaining course for Information Management Seminar. It provides students a chance to appreciate what are the essentials of the Information Management and how to analyze cases in the text book. This course can help us to understand the essentials of the Information Management and action in real-life organizational contexts. Through an appreciation of existing cases, this module seeks to help students to respond to some of these questions and to become familiar with the principles for the Information Management and evaluation of a business application.

The Relevance among Teaching Objectives, Objective Levels and Core Competences

I.Objective Levels (select applicable ones)：

(I) Cognitive Domain：C1 Remembering、C2 Understanding、C3 Applying、C4 Analyzing、C5 Evaluating、C6 Creating

(II) Psychomotor Domain：P1 Imitation、P2 Mechanism、P3 Independent Operation、P4 Linked Operation、P5 Automation、P6 Origination

(III) Affective Domain：A1 Receiving、A2 Responding、A3 Valuing、A4 Organizing、A5 Charaterizing、A6 Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Core Competences：

(I)Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.

(II)If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)

(III)Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1 Understand the concept of IM	C2	ABCF
2 Understand the application of IM	C2	ABCDF
3 Analyze real cases of IM	C4	ABCF
4 Apply and Evaluate the cases of IM	C5	ABCDEF
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6		
7		
8		

Teaching Objectives, Teaching Methods and Assessment		
Teaching Objectives	Teaching Methods	Assessment
1 Understand the concepts of information management	Lecture and Interaction	Basic understanding by Assignment
2 Understand the applications of information management	Lecture and Interaction	Basic understanding by Assignment
3 Analyze real world cases	Case-Based Teaching	Critical thinking by assignment
4 Apply and evaluate cases	Case-Based Teaching	Critical thinking by assignment

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This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
□global perspectives	Cover international cases
□a vision for the future	Analyze the insights of cases
□information literacy	Learn how to apply technologies in cases
□ethical and moral principles	Write reports with own thoughts
□independent thinking	Train students critical thinking skills
□an awareness of healthy living	Select daily life case for assignment
□effective teamwork	Participation and discussion
□an appreciation of the arts	Synthesize the advantages among cases

Course Schedule			
Week	Date	Subject/Topics	Note
1		Introduction	
2		IT Doesn't Matter	
3		1. How Information Gives You Competitive Advantage 2. Strategy and the Internet	
4		**Case:** Zara: Managing Stores for Fast Fashion	
5		1.Reengineering a Business Process 2. **Case:** Amsterdam Airport	
6		1. Enterprise Resource Planning 2. **Case:** San Diego City Schools	
7		1. Diamonds in the Data Mine 2. **Case:** Hilton Hotel	
8		1.RFID: The next revolution in SCM 2. **Case:** RFID at the Metro Group	
9		The real value of e-business models	
10		Midterm Exam Week	
11		1.Finding Sustainable Profitability in Electronic Commerce 2.What's your Google strategy?	
12		**Case:** Groupon and Dropbox	
13		**Case:** TripAdvisor and Yelp	
14		Developing an App for that: Mobile Application Strategy	
15		NTT DoCoMo: Mobile Felica	

16		1. Putting the Service-Profit Chain to Work 2.Service Blueprinting: A Practical Technique for Service Innovation	
17		What Every CEO Needs to Know About the Cloud	
18		Final Exam Week	
Requirement	This is a case based teaching course. Please be noted each student has to proactively read the article and actively participant in the class. Chinese is prohibited during the class. Critical thinking and sharing is highly encouraged for effective interaction.		
Teaching Facility	■Computer ■Overhead Projector ☐Other（＿＿＿＿＿＿）		
Textbook(s)	Cases and articles from Harvard Business Review or famous journals.		
Suggested Readings	Any MIS or IS in management books or journals would be provided anytime if necessary.		
Number of Assignment(s)	Totally 15 homework exclude midterm and final assignments. Each student needs to write one-page homework each week individually based on the posed questions about the article or case.		
Grading Policy	Midterm assignment: **20%** Final assignment: **30%** Participation and discussion: **50%**		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at **http://info.ais.tku.edu.tw/csp** or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp. ※**Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**		

Form No.：ATRX-Q03-001-FM201-05