

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

| | | | |
|--|---|------------|--|
| Course Title | ENTERPRISE ANALYSIS AND INNOVATION STUDY ON ICT | Instructor | LIN HUI |
| Course Class | TQIAB4A DIVISION OF SOFTWARE ENGINEERING, DEPARTMENT OF INNOVATIVE INFORMATION AND TECHNOLOGY, 4A | Details | <ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits |
| Departmental Aim of Education | | | |
| Cultivate professional talents in developing and applying information system in various fields. | | | |
| Departmental core competences | | | |
| <ul style="list-style-type: none"> A. Capability of computer program coding, process planning, and problem solving B. Capability of applying basic mathematics and information technology related mathematics C. Capability of applying knowledge of internet structure and protocol in communication system D. Capability of developing information system E. Capability of integrating information system | | | |
| Course Introduction | <p>With enterprise knowledge, insight, overall arrangement and tactics, enterprise analysis has become an important ability of business. This course offers theoretical foundation of management and important idea to enterprises.</p> | | |
| | | | |

The Relevance among Teaching Objectives, Objective Levels and Departmental 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 Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. 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 Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

| No. | Teaching Objectives | Relevance | |
|-----|---|------------------|-------------------------------|
| | | Objective Levels | Departmental core competences |
| 1 | Students will be able to summarize concepts covered in the following topics: theoretical bases of enterprise development, enterprise structure, and enterprise policies.Students will be able to interpret in-depth issues such as: enterprise analysis of information software and communication, application cases. | C3 | E |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|---|----------------------------|-----------------------|
| 1 | Students will be able to summarize concepts covered in the following topics: theoretical bases of enterprise development, enterprise structure, and enterprise policies.Students will be able to interpret in-depth issues such as: enterprise analysis of information software and communication, application cases. | Lecture, Discussion, Visit | Report, Participation |
| | | | |

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

| Essential Qualities of TKU Students | Description |
|---|---|
| ◇ A global perspective | Helping students develop a broader perspective from which to understand international affairs and global development. |
| ◆ Information literacy | Becoming adept at using information technology and learning the proper way to process information. |
| ◆ A vision for the future | Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision. |
| ◇ Moral integrity | Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems. |
| ◇ Independent thinking | Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically. |
| ◇ A cheerful attitude and healthy lifestyle | Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life. |
| ◇ A spirit of teamwork and dedication | Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems. |
| ◇ A sense of aesthetic appreciation | Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process. |

Course Schedule

| Week | Date | Subject/Topics | Note |
|------|--------------------------|---|------|
| 1 | 104/02/24 ~ 104/03/01 | Syllbus/Wisdom property rights guidance/Introduction to enterprise analysis | |
| 2 | 104/03/02 ~ 104/03/08 | Research in Business · Lecture I | |
| 3 | 104/03/09 ~ 104/03/15 | Research in Business · Lecture II | |
| 4 | 104/03/16 ~ 104/03/22 | Ethics in Business Research · Lecture III | |
| 5 | 104/03/23 ~ 104/03/29 | Ethics in Business Research · Lecture IV | |
| 6 | 104/03/30 ~ 104/04/05 | Spring Break | |
| 7 | 104/04/06 ~ 104/04/12 | Lecture V | |
| 8 | 104/04/13 ~ 104/04/19 | Lecture VI | |
| 9 | 104/04/20 ~ 104/04/26 | Lecture VII | |
| 10 | 104/04/27 ~ 104/05/03 | Midterm Exam Week | |
| 11 | 104/05/04 ~ 104/05/10 | Enterprise visiting · Thinking like a Researcher · Lecture VIII | |
| 12 | 104/05/11 ~ 104/05/17 | Thinking like a Researcher · Lecture VIII | |

| | | | |
|-------------------------|--|--|--|
| 13 | 104/05/18 ~ 104/05/24 | The Research Process: an Overview · Lecture X | |
| 14 | 104/05/25 ~ 104/05/31 | The Research Process: an Overview · Lecture XI | |
| 15 | 104/06/01 ~ 104/06/07 | Graduate Exam Week | |
| 16 | 104/06/08 ~ 104/06/14 | --- | |
| 17 | 104/06/15 ~ 104/06/21 | --- | |
| 18 | 104/06/22 ~ 104/06/28 | --- | |
| Requirement | Score will include attendance, the ratio may be slightly adjusted! | | |
| Teaching Facility | Computer, Projector | | |
| Textbook(s) | Business Research Method, Cooper · Schindler | | |
| Reference(s) | 企業策略與競爭分析(Strategic and Competitive) · Fleisher · Bensoussan原著 · 滄海圖書 產業分析—競合與策略,林錦煌,(滄海圖書) | | |
| Number of Assignment(s) | 10 (Filled in by assignment instructor only) | | |
| Grading Policy | ◆ Attendance : 30.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other (report) : 30.0 % | | |
| 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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications. | | |