Course Title	INFORMATION MANAGEMENT SEMINAR	Instructor	CHANG WEI-LUN
Course Class	TLCXM1A MASTER'S PROGRAM, DEPARTMENT OF BUSINESS ADMINISTRATION, 1A	Details	◆ Selective ◆ One Semester ◆ 3 Credits

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Ⅰ．Strengthen specialized knowledge.

Ⅱ．Train practical capabilities.

Ⅲ．Develop team work spirits.

Ⅳ．Deepen professional ethics.

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A. To understand and utilize specialzed knowledge of business administration.

B. To plan, research, and write project reports independently.

C. To communicate, negotiate, and collaborate to acomplish management projects by team work.

D. To integrate management and techology intelligence to solve business problems.

E. To have professional ethics and social responsibilities.

F. To utilize foreign language to enhance management skills.

Course Introduction	This module aims to offer an entertaining course for Information Management. 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 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	Understanding basic knowledge of information management	C2	ABCF
2	Applying information management concepts to existing cases	C6	DEF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding basic knowledge of information management	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	Applying information management concepts to existing cases	Lecture, Discussion, Problem solving	Written test, 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	107/02/26 ~ 107/03/04	Orientation	
2	107/03/05 ~ 107/03/11	1. The dark side of IT 2. Case: Air Canada	
3	107/03/12 ~ 107/03/18	1. IT changes the way you compete 2. Case: Cirque du Soleil	
4	107/03/19 ~ 107/03/25	Movie Appreciation	
5	107/03/26 ~ 107/04/01	1.Reengineering a Business Process 2. Case: Amsterdam Schipol Airport	
6	107/04/02 ~ 107/04/08	Holiday (教學行政觀摩日)	
7	107/04/09 ~ 107/04/15	1.Enterprise Resource Planning 2. Case: San Diego City School	
8	107/04/16 ~ 107/04/22	1. A framework for CRM 2. Case: MGM Grand Hotel (Undercover Boss)	
9	107/04/23 ~ 107/04/29	1.RFID: The next revolution in SCM 2. Case: RFID at the Metro Group	
10	107/04/30 ~ 107/05/06	Midterm Week	

11	107/05/07 ~ 107/05/13	1. IT in Human Resource Management (Crowdsouring) 2. TaskRabbit	
12	107/05/14 ~ 107/05/20	1. IT in Marketing Management 2. Case: Gap	
13	107/05/21 ~ 107/05/27	Movie Appreciation	
14	107/05/28 ~ 107/06/03	1. IT in Financial Management 2. Case: A case of Fintech in cloud service	
15	107/06/04 ~ 107/06/10	1. IT in Operations Management 2. Case: Amazon	
16	107/06/11 ~ 107/06/17	1. Six IT Decisions your IT people shouldnt make 2. Investigating in the IT that makes a competitive difference	
17	107/06/18 ~ 107/06/24	Final Presentation	
18	107/06/25 ~ 107/07/01	Final Week	

Requirement	1. Participation and discussion in the class are "extremely" important. 2. This is English-taught course, therefore, the official language is English during the class (excluding break time).
Teaching Facility	Computer, Projector
Textbook(s)	Articlesand Cases from Harvard Business Review
Reference(s)	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance： 20.0 ％ ◆ Mark of Usual： ％ ◆ Midterm Exam： ％ ◆ Final Exam： 40.0 ％ ◆ Other〈Interaction〉：40.0 ％
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.**