

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	ENTERPRISE ANALYSIS AND INNOVATION STUDY ON ICT	Instructor	LIN HUI
Course Class	TQICB4A DIVISION OF SOFTWARE ENGINEERING, DEPARTMENT OF INNOVATIVE INFORMATION AND TECHNOLOGY (ENGLISH TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
Cultivate professional talents in developing and applying information system in various fields.			
Subject Departmental core competences			
E. Capability of integrating information system(ratio:100.00)			
Subject Schoolwide essential virtues			
<ol style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:50.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:20.00) 			
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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
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.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	E	1234	Lecture, Discussion, Experience	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Syllbus/Wisdom property rights guidance/Introduction to enterprise analysis	
2	109/03/09 ~ 109/03/15	Research in Business ∙ Lecture I	
3	109/03/16 ~ 109/03/22	Research in Business ∙ Lecture II	
4	109/03/23 ~ 109/03/29	Ethics in Business Research ∙ Lecture III	
5	109/03/30 ~ 109/04/05	Ethics in Business Research ∙ Lecture IV	
6	109/04/06 ~ 109/04/12	Spring Break	
7	109/04/13 ~ 109/04/19	Lecture V	
8	109/04/20 ~ 109/04/26	Lecture VI	

9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Lecture VII	
11	109/05/11 ~ 109/05/17	Enterprise visiting 、 Thinking like a Researcher 、 Lecture VIII	
12	109/05/18 ~ 109/05/24	Thinking like a Researcher 、 Lecture VIII	
13	109/05/25 ~ 109/05/31	The Research Process: an Overview 、 Lecture X	
14	109/06/01 ~ 109/06/07	Graduate Exam Week	
15	109/06/08 ~ 109/06/14	Supplementary teaching: The Research Process: an Overview 、 Lecture XI	
16	109/06/15 ~ 109/06/21	---	
17	109/06/22 ~ 109/06/28	---	
18	109/06/29 ~ 109/07/05	---	
Requirement	Score will include attendance, the ratio may be slightly adjusted!		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Business Reasearch Method, Cooper 、 Schindler		
References	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.		