Course Title	MANAGEMENT INFORMATION SYSTEM	Instructor	WU, CHIA-CHI
Course Class	TLQXM2A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Selective ◆ One Semester

Departmental Aim of Education

Ⅰ. Develop a business and management perspective for students.

Ⅱ. Train the professionals in the integrated fields of business and management.

Ⅲ. Cultivate the talents with both theory and practices in business and management.

Subject Departmental core competences

A. Provide the basic knowledge of both theory and practices.(ratio:50.00)

B. Enhance the practical training for the current trends.(ratio:20.00)

D. Obtain the ability of analyzing industrial and business problems.(ratio:30.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:20.00)

2. Information literacy. (ratio:50.00)

5. Independent thinking. (ratio:30.00)

Course Introduction	In this course, students will understand the role and issues of information and information technology in business and society, and how information technologies can be exploited in organizations to achieve competitiveness or effectiveness. We will also introduce some popular data analyzing technologies and tools.

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	Understand MIS related issues, technologies, and research topics	Cognitive
2	Apply MIS concepts to real-world business scenarios	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	125	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABD	125	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction	
2	109/03/09 ~ 109/03/15	Information Systems in Global Business Today(1)	
3	109/03/16 ~ 109/03/22	Information Systems in Global Business Today(2)	
4	109/03/23 ~ 109/03/29	Global E-Business and Collaboration	
5	109/03/30 ~ 109/04/05	Deferred Holiday for Tomb Sweeping Day	day off
6	109/04/06 ~ 109/04/12	Information Systems, Organizations, and Strategy	
7	109/04/13 ~ 109/04/19	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	
8	109/04/20 ~ 109/04/26	E-Commerce: Digital Markets, Digital Goods (1)	

9	109/04/27～109/05/03	Midterm Exam	Submit Report
10	109/05/04～109/05/10	E-Commerce: Digital Markets, Digital Goods (2)	
11	109/05/11～109/05/17	Enhancing Decision Making – Classification	
12	109/05/18～109/05/24	Enhancing Decision Making – Clustering	
13	109/05/25～109/05/31	Social Network Analysis & Opinion Mining	
14	109/06/01～109/06/07	Paper Presentation & Discussion	
15	109/06/08～109/06/14	Paper Presentation & Discussion	
16	109/06/15～109/06/21	Final Exam	Submit Report
17	109/06/22～109/06/28	Dragon Boat Festival	day off
18	109/06/29～109/07/05	Supplementary teaching: Data Analysis Tools	

Requirement	The current syllabus is a temporary version, the final version will be provided in the first week of this class.
Teaching Facility	Computer
Textbooks and Teaching Materials	
References	Laudon, K.C. and Laudon, J. P. "Management Information Systems"
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance：　　　　%　◆ Mark of Usual：40.0 %　◆ Midterm Exam：　　　% ◆ Final Exam：　　　% ◆ Other〈Group Presentation〉：60.0 %
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.**