

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	MANAGEMENT INFORMATION SYSTEM	Instructor	CHANG WEI-LUN
Course Class	TLCXB3A DEPARTMENT OF BUSINESS ADMINISTRATION, 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<p>I . Understand specialized knowledge.</p> <p>II . Train practical capabilities.</p> <p>III . Develop team work spirits.</p> <p>IV . Deepen professional ethics.</p>			
Subject Departmental core competences			
<p>A. To understand basic knowledge of business administration.(ratio:10.00)</p> <p>B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:20.00)</p> <p>D. To integrate management and technology capabilities to solve business problems. (ratio:70.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:10.00)</p> <p>2. Information literacy. (ratio:80.00)</p> <p>3. A vision for the future. (ratio:10.00)</p>			
Course Introduction	<p>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.</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	Understanding basic knowledge of information management	Cognitive
2	Applying information management concepts to existing cases	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	123	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	D	123	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14~ 109/09/20	Orientation	
2	109/09/21~ 109/09/27	Movie Appreciation	
3	109/09/28~ 109/10/04	1. The dark side of IT 2. Case: Air Canada	
4	109/10/05~ 109/10/11	1. IT changes the way you compete 2. Case: Cirque du Soleil	
5	109/10/12~ 109/10/18	1. Reengineering a Business Process 2. Case: Amsterdam Schipol Airport	
6	109/10/19~ 109/10/25	1. Enterprise Resource Planning 2. Case: San Diego City School	
7	109/10/26~ 109/11/01	1. A framework for CRM 2. Case: MGM Grand Hotel (Undercover Boss)	

8	109/11/02 ~ 109/11/08	1.RFID: The next revolution in SCM 2. Case: RFID at the Metro Group	
9	109/11/09 ~ 109/11/15	Midterm Exam	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	1. IT in Human Resource Management (Crowdsourcing) 2. Case: TaskRabbit	
12	109/11/30 ~ 109/12/06	1. IT in Marketing Management 2. Case: Gap	
13	109/12/07 ~ 109/12/13	1. IT in Financial Management 2. Case: A Case of Fintech in Cloud Service	
14	109/12/14 ~ 109/12/20	1. IT in Operations Management 2. Case: Amazon	
15	109/12/21 ~ 109/12/27	1. Six IT Decisions your IT people shouldn't make 2. Investigating in the IT that makes a competitive difference 3. Case: WestJet Airlines	
16	109/12/28 ~ 110/01/03	1. Internet of Things 2. XiaoMi	
17	110/01/04 ~ 110/01/10	Final Exam	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Articles and Cases from Harvard Business Review		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 % ◆ Final Exam : 30.0 % ◆ Other 〈個案報告〉 : 20.0 %		
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.		