

## Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	DIGITALIZATION IN STRATEGY	Instructor	WU, CHIEN-HSIN
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		
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:30.00) B. Enhance the practical training for the current trends.(ratio:30.00) C. Cultivate the ethics in business and management.(ratio:20.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	<p>AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. This course shows how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Microsoft to Amazon, this course shows how AI-driven processes are more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning.</p>
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**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	1 Understanding basic concepts 2 Implement the concepts in practice 3 Linked the knowledge learned while practicing 4 Receiving the feedback from the practice 5 Implement the concepts in practice and valuing the results	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written), Activity Participation, Presentation

**Course Schedule**

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction to Digitalization in Strategy	
2	112/02/20 ~ 112/02/26	The Age of Artificial Intelligence	
3	112/02/27 ~ 112/03/05	Redefining the Company	

4	112/03/06 ~ 112/03/12	Artificial Intelligence Factory	
5	112/03/13 ~ 112/03/19	Transformation of Operational Structure	
6	112/03/20 ~ 112/03/26	The Road to Digital Transformation	
7	112/03/27 ~ 112/04/02	Market Competition Strategy in the New Era	
8	112/04/03 ~ 112/04/09	Strategic Clash	
9	112/04/10 ~ 112/04/16	Ethical Issues of Digital Business Models	
10	112/04/17 ~ 112/04/23	Midterm Exam Week– Midterm Presentation	
11	112/04/24 ~ 112/04/30	Midterm Presentation	
12	112/05/01 ~ 112/05/07	New Game	
13	112/05/08 ~ 112/05/14	The Leader's Mission	
14	112/05/15 ~ 112/05/21	Introduction of up-to-date AI Models	Prepare a personal laptop
15	112/05/22 ~ 112/05/28	XAI (Explainable AI)	Prepare a personal laptop
16	112/05/29 ~ 112/06/04	Quantum Computing and AI	
17	112/06/05 ~ 112/06/11	Final Presentation	
18	112/06/12 ~ 112/06/18	Final Exam Week– Final Presentation	
Requirement	This syllabus is a tentative version, please refer to the version announced for the first class.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Iansiti, M. and Lakhani, K. R. (2020). Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Harvard Business Review Press.		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Final Report〉 : 30.0 %		

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p>※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
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