

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

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| Course Title | MANAGEMENT INFORMATION SYSTEM | Instructor | HSIAO, KUEI-HUI |
| Course Class | TLCXB3B DEPARTMENT OF BUSINESS ADMINISTRATION, 3B | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester |
| Relevance to SDGs | SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure | | |
| Departmental Aim of Education | | | |
| I. Understand specialized knowledge. II. Train practical capabilities. III. Develop team work spirits. IV. Deepen professional ethics. | | | |
| Subject Departmental core competences | | | |
| A. To understand basic knowledge of business administration.(ratio:30.00) B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:10.00) C. To communicate, negotiate, and collaborate to accomplish business projects by team work. (ratio:30.00) D. To integrate management and technology capabilities to solve business problems. (ratio:20.00) E. To recognize professional ethics and social responsibilities.(ratio:10.00) | | | |
| Subject Schoolwide essential virtues | | | |
| 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:30.00) | | | |

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

This course introduces students to the applications of information systems in business practice and real-world cases. It will allow students to build knowledge of management information systems (MIS) and their strengths and implications by engaging with the studies of key themes (e.g., organizations, management, information technology infrastructure, promising system applications, and systems building and managing). This course will also encourage students to think about new methods or ideas to solve organizational problems with MIS.

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. To understand the applications of information systems in business management 2. To be able to generate ideas for information systems | Cognitive |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|-----|------------------|-------------------|---------------------|--|
| 1 | ABCDE | 12345678 | Lecture, Discussion | Testing, Study Assignments, Report(including oral and written) |

Course Schedule

| Week | Date | Course Contents | Note |
|------|-------------------------|--|------|
| 1 | 113/02/19~ 113/02/25 | Introduction to the Course 課程介紹 | |
| 2 | 113/02/26~ 113/03/03 | Organizations, Management, and the Networked Enterprise 組織、管理與連網企業 | |
| 3 | 113/03/04~ 113/03/10 | IT Infrastructure and Emerging Technologies 資訊科技基礎建設與新興科技 | |

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| 4 | 113/03/11 ~ 113/03/17 | Foundations of Business Intelligence: Databases and Information Management 企業智慧的基礎：資料庫與資訊管理 | |
| 5 | 113/03/18 ~ 113/03/24 | Telecommunications, the Internet, and Wireless Technology 電傳通訊、網際網路以及無線科技 | |
| 6 | 113/03/25 ~ 113/03/31 | Securing Information Systems 資訊系統安全 | |
| 7 | 113/04/01 ~ 113/04/07 | No Class 放假 | Children' s Day & Tomb Sweeping Day (4/4 - 4/7 兒童節及民族掃墓節) |
| 8 | 113/04/08 ~ 113/04/14 | Achieving Operational Excellence and Customer Intimacy: Enterprise Applications 達成營運卓越與貼近顧客：企業系統應用 | |
| 9 | 113/04/15 ~ 113/04/21 | Midterm Exam Week 期中考週 | |
| 10 | 113/04/22 ~ 113/04/28 | E-commerce: Digital Markets, Digital Goods 電子商務：數位市場與數位商品 | |
| 11 | 113/04/29 ~ 113/05/05 | Managing Knowledge and Artificial Intelligence 知識管理與人工智慧 | |
| 12 | 113/05/06 ~ 113/05/12 | Enhancing Decision Making 強化決策制定 | |
| 13 | 113/05/13 ~ 113/05/19 | Building Information Systems 建立資訊系統 | |
| 14 | 113/05/20 ~ 113/05/26 | Managing Projects 管理專案 | |
| 15 | 113/05/27 ~ 113/06/02 | Managing Global Systems 管理全球系統 | |
| 16 | 113/06/03 ~ 113/06/09 | Final Presentations 期末小組專題報告 | |
| 17 | 113/06/10 ~ 113/06/16 | Final Exam Week (Final Presentations 期末小組專題報告) | |
| 18 | 113/06/17 ~ 113/06/23 | Flex week 彈性教學週 (May Be Face to Face or Online 可能採實體或遠距) | |
| Key capabilities | | | |
| Interdisciplinary | | | |
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| Distinctive teaching | |
| Course Content | MIS |
| Requirement | |
| Textbooks and Teaching Materials | Using teaching materials from other writers:Textbooks |
| References | Kenneth C. Laudon & Jane P. Laudon (2020). Management information systems: Managing the digital firm (16 Ed.), Pearson. 管理資訊系統第16版 (Management Information Systems: Managing the Digital Firm, 16e, Kenneth C. Laudon & Jane P. Laudon著) · 董和昇譯 · 滄海圖書 · 2022 |
| Grading Policy | ◆ Attendance : 30.0 % ◆ Mark of Usual : 5.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 40.0 % ◆ Other < > : % |
| 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. |