Tamkang University Academic Year 112, 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	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities		

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	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.

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	113/02/19 ~ 113/02/25	Introduction to Digitalization in Strategy	
2	113/02/26 ~ 113/03/03	The Age of Artificial Intelligence	
3	113/03/04 ~ 113/03/10	Rethinking the Firm	

4	113/03/11 ~ 113/03/17	The Artificial Intelligence Factory	
5	113/03/18 ~ 113/03/24	Rearchitecting the Firm	
6	113/03/25 ~ 113/03/31	Becoming an AI Company	
7	113/04/01 ~ 113/04/07	04/04 National Holidays	Holidays
8	113/04/08 ~ 113/04/14	Strategy for a New Age	
9	113/04/15 ~ 113/04/21	Midterm Exam Week– Midterm Presentation	
10	113/04/22 ~ 113/04/28	Strategic Collisions	
11	113/04/29 ~ 113/05/05	The Ethics of Digital Scale, Scope and Learning	
12	113/05/06 ~ 113/05/12	New Meta	
13	113/05/13 ~ 113/05/19	The Leadership Mandate	
14	113/05/20 ~ 113/05/26	Digital Transformation Articles Read & Presentation Ⅰ	
15	113/05/27 ~ 113/06/02	Digital Transformation Articles Read & Presentation Ⅱ	
16	113/06/03 ~ 113/06/09	Quantum Computing and AI	
17	113/06/10 ~ 113/06/16	Final Presentation	
18	113/06/17 ~ 113/06/23	Final Exam Week– Final Presentation	

Key capabilities	self-directed learning Information Technology Problem solving
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)
Distinctive teaching	Project implementation course Learning technologies (such as AR/VR,etc.) incorporated to physical courses
Course Content	Computer programming or Computer language (students have hands-on experience in related projects) AI application Sustainability issue

Requirement	This syllabus is a tentative version, please refer to the version announced for the first class.
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks Name of teaching materials: Iansiti, M., & 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	
Grading Policy	◆ Attendance： 30.0 % ◆ Mark of Usual： % ◆ Midterm Exam： 20.0 % ◆ Final Exam： 20.0 % ◆ Other〈Final 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.**