

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	DIGITAL TRANSFORMATION THEORY AND PRACTICE	Instructor	WU WEN-SHUEN
Course Class	TLGXB3A DEPARTMENT OF MANAGEMENT SCIENCES, 3A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities		
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			
I . Become proficient at Management Sciences skills. II. Learn about self-development and personal growth. III. Make connections between theory and practice. IV. Enhance team cooperation and communication. V . Cultivate analytical and decision making skills. VI. Value the sustainable operation of organizations.			
Subject Departmental core competences			
A. Business management ability.(ratio:25.00) B. Marketing and logistic management ability.(ratio:10.00) C. Statistical analysis and Decision Making Ability.(ratio:25.00) D. Finance and economics analysis ability.(ratio:10.00) E. Teamwork ability.(ratio:10.00) F. Self-management ability.(ratio:10.00) G. Ethics application ability.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:25.00) 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:10.00)				
8. A sense of aesthetic appreciation. (ratio:5.00)				
Course Introduction	The course combines theory and practice, guiding students to think about the topics they want to explore, and to connect with future career development. The content introduces the latest digital transformation strategic thinking and technology development trends, and understands related applications through industrial practice, so as to systematically learn and accumulate relevant knowledge in the field of business management.			
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 the latest development trends of digital transformation in the industry			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGFG	12345678	Lecture, Discussion, Publication	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	課程介紹與數位轉型力三大構面		老師講授
2	114/09/22 ~ 114/09/28	科技創新與商業模式九宮格Data		老師講授

3	114/09/29 ~ 114/10/05	個案教學：電商共享經濟的精實創業軸轉	老師講授
4	114/10/06 ~ 114/10/12	國慶日(放假一天)	
5	114/10/13 ~ 114/10/19	AI生成式人工智能	請務必發言占總成績10分
6	114/10/20 ~ 114/10/26	台灣光復節遇例假日補假	
7	114/10/27 ~ 114/11/02	網路行銷概說與研究	專家講授
8	114/11/03 ~ 114/11/09	個案教學：AI 新創公司的抉擇	請務必發言占總成績10分
9	114/11/10 ~ 114/11/16	期中考/期中評量週	書面報告
10	114/11/17 ~ 114/11/23	認識元宇宙	專家講授
11	114/11/24 ~ 114/11/30	個案教學：工業物聯網的數位轉型之路	請務必發言占總成績10分
12	114/12/01 ~ 114/12/07	期末報告1 金融科技金融數位轉型	分組報告/老師引導
13	114/12/08 ~ 114/12/14	期末報告2 製造業數位轉型	分組報告/老師引導
14	114/12/15 ~ 114/12/21	期末報告3 電子商務數位轉型	分組報告/老師引導
15	114/12/22 ~ 114/12/28	期末報告4 生活休閒產業數位轉型	分組報告/老師引導
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities		self-directed learning Information Technology Problem solving Interdisciplinary	
Interdisciplinary		STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics) In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching	
Distinctive teaching		Special/Problem-Based(PBL) Courses 個案教學	

Course Content	<p>Logical Thinking</p> <p>AI application</p> <p>Sustainability issue</p>
Requirement	<p>1.每堂點名作為出席率成績</p> <p>2.個案討論參與請務必發言,每次個案教學占總成績10分</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations</p> <p>Using teaching materials from other writers:Textbooks</p> <p>Name of teaching materials:</p> <p>電子商務與ChatGPT：物聯網·KOL直播·區塊鏈·社群行銷·大數據·智慧商務(第二版) 作者：吳燦銘 出版社：博碩 ISBN：9786264140720</p>
References	<p>參考書籍：領導者的數位轉型 作者：馬可·顏西提, 卡林·拉哈尼 原文作者：Marco Iansiti, Karin R. Lakhani 譯者：李芳齡 出版社：天下文化 出版日期：2021/05/10 參考書籍：C2B逆商業時代 一次搞懂新零售、新製造、新金融的33個創新實例 作者：盧希鵬, 商業周刊 出版社：商業周刊 出版日期：2017/08/31 參考書籍：平台策略 作者：麥可·庫蘇馬諾, 安娜貝爾·高爾, 大衛·尤菲 原文作者：Michael A. Cusumano, Annabelle Gawer, David B. Yoffie 譯者：陳琇玲 出版社：商周出版 出版日期：2020/03/05 參考書籍：平台革命 作者：陳威如/余卓軒 出版社：商周出版 出版日期：2013/11/12 參考書籍：訂閱經濟 作者：左軒霆, 蓋比·偉瑟特 原文作者：Tien Tzu, Gabe Weisert 譯者：吳凱琳 出版社：天下雜誌 出版日期：2019/05/03 參考書籍：智能商業模式 作者：曾鳴 譯者：李芳齡 出版社：天下雜誌 出版日期：2019/01/21 參考書籍：人工智慧在台灣 作者：陳昇璋, 溫怡玲 出版社：天下雜誌 出版日期：2019/06/04 參考書籍：人工智慧來了 作者：李開復, 王詠剛 出版社：天下文化 出版日期：2017/04/28 參考書籍：金融數位轉型趨勢與成功方程式 作者：謝明華, 周樹林, 李震華, 李宜熹, 數位轉型研究團隊 出版社：商周出版 出版日期：2022/01/20</p> <p>書名：數位轉換力 / 出版社：商周出版社 出版日期：2020/05/07 作者：詹文男、教科書與李震華、週維忠、王義智、數位轉換研究團隊</p>
Grading Policy	<p>◆ Attendance： 15.0 % ◆ Mark of Usual： % ◆ Midterm Exam： 25.0 %</p> <p>◆ Final Exam： 30.0 %</p> <p>◆ Other〈個案討論參與三次個案討論發言〉：30.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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.</p> <p>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>