Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	DIGITALIZATION IN STRATEGY	Instructor	WU, CHIEN-HSIN
Course Class	TLGXB3A DEPARTMENT OF MANAGEMENT SCIENCES, 3A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure		

Departmental Aim of Education

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:15.00)

B. Marketing and logistic management ability.(ratio:10.00)

C. Statistical analysis and Decision Making Ability.(ratio:35.00)

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:15.00)

2. Information literacy. (ratio:30.00)

3. A vision for the future. (ratio:15.00)

4. Moral integrity. (ratio:5.00)

5. Independent thinking. (ratio:5.00)

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			
7. A spirit of teamwork and dedication. (ratio:20.00)			
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	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFG	12345678	Lecture, Discussion, Practicum	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note

1	114/09/15～114/09/21	Introduction to Digitalization in Strategy	
2	114/09/22～114/09/28	The Age of Artificial Intelligence	
3	114/09/29～114/10/05	Rethinking the Firm	
4	114/10/06～114/10/12	The Artificial Intelligence Factory (Self-directed learning)	10/10 國慶日
5	114/10/13～114/10/19	The Artificial Intelligence Factory	
6	114/10/20～114/10/26	Rearchitecting the Firm (Self-directed learning)	10/24 補假
7	114/10/27～114/11/02	Rearchitecting the Firm	
8	114/11/03～114/11/09	Becoming an AI Company	
9	114/11/10～114/11/16	Strategy for a New Age	
10	114/11/17～114/11/23	Strategic Collisions	
11	114/11/24～114/11/30	The Ethics of Digital Scale, Scope and Learning	
12	114/12/01～114/12/07	New Meta	
13	114/12/08～114/12/14	The Leadership Mandate	
14	114/12/15～114/12/21	Data & Large Language Model (LLM) Application	
15	114/12/22～114/12/28	Quantum Computing and AI	
16	114/12/29～115/01/04	Final Week of Diverse Assessments: Final Presentation Ⅰ	
17	115/01/05～115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers: Final Presentation Ⅱ	
18	115/01/12～115/01/18	Flexible Teaching Week for Teachers	
Key capabilities	self-directed learning International mobility 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)		

Distinctive teaching	Special/Problem-Based(PBL) Courses 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) Intellectual Property (learning intellectual property) Logical Thinking AI application
Requirement	※This syllabus is a tentative version and will be adjusted according to the course progress and student learning status. ※This course is based on the principles of transparency and responsibility, and encourages students to use AI for collaboration and mutual learning to improve course outcomes.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks, Presentations, Videos 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：20.0 ％ ◆ Midterm Exam： 25.0 ％ ◆ Final Exam： 25.0 ％ ◆ Other〈 〉： ％
Note	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. ※"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.