

Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	SEMINAR IN MANAGEMENT INFORMATION	Instructor	CHIH-TE YANG			
Course Class	TLCXB4P DEPARTMENT OF BUSINESS ADMINISTRATION, 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits 			
Relevance to SDGs	SDG4 Quality education					
Departmental Aim of Education						
<ol style="list-style-type: none"> I. Understand specialized knowledge. II. Train practical capabilities. III. Develop team work spirits. IV. Deepen professional ethics. 						
Subject Departmental core competences						
<ol style="list-style-type: none"> 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						
<ol style="list-style-type: none"> 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	<p>This course will explore information management related issues in the form of special discussions, including information management strategies, information systems, enterprise resource planning systems, database management, customer relationship management systems, supply chain management systems, business intelligence systems and information security and so on. In addition to reviewing information management theory, students will also be allowed to develop information management-related knowledge and apply information technology capabilities through special projects.</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	<p>This course comprises: corporation network system framework, database processing, enterprise resource planning, customer relationship management, and business intelligence systems. In addition to network management theory, practical examples as well as e-commerce related network management will be also be presented in this course in order to assist students in building up their ability of information technology application.</p>	Psychomotor

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, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note

1	115/02/23 ~ 115/03/01	Course Introduction	
2	115/03/02 ~ 115/03/08	Introduction to Special Topics in Information Management Research and Practice	
3	115/03/09 ~ 115/03/15	Special Topic in Information and Communication Technology	
4	115/03/16 ~ 115/03/22	Information Management Related Literature Presentation I	
5	115/03/23 ~ 115/03/29	Introduction to Database Management	
6	115/03/30 ~ 115/04/05	Information Management Related Literature Presentation II	
7	115/04/06 ~ 115/04/12	Enterprise Resource Planning Management and Information Systems Practice	
8	115/04/13 ~ 115/04/19	Customer Relationship Management and Information Systems	
9	115/04/20 ~ 115/04/26	Information Management Related Literature Presentation III	
10	115/04/27 ~ 115/05/03	Special Topic in Business Intelligence and Analytics	
11	115/05/04 ~ 115/05/10	Special Topic in Smart Supply Chain Management	
12	115/05/11 ~ 115/05/17	Special Topic in Information Security Practice	
13	115/05/18 ~ 115/05/24	Final Presentation	
14	115/05/25 ~ 115/05/31	Final Presentation	
15	115/06/01 ~ 115/06/07		
16	115/06/08 ~ 115/06/14		
17	115/06/15 ~ 115/06/21		
18	115/06/22 ~ 115/06/28		
Key capabilities		self-directed learning Information Technology Problem solving	
Interdisciplinary		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
Course Content	Computer programming or Computer language (students have hands-on experience in related projects) AI application
Requirement	<p>Generative AI Ethics Statement</p> <p>This course encourages students to use AI for collaboration and mutual learning to enhance course outcomes based on the principles of transparency and responsibility.</p> <p>This course adopts the following policy:</p> <p>Conditionally open, please specify how students use generative AI in the course outputs. Students should briefly explain how they use generative AI in the course assignments or reports in the "footnote on the title page" or "after the references," such as for brainstorming, text polishing, or structural references. If it is found that generative AI was used but not indicated in the assignment or report, the instructor, the university, or related units have the right to regrade or not grade it. Additionally, if the course materials or learning resources cite generative AI content, the instructor will indicate this in the slides or orally. Students enrolled in this course agree to the above ethics statement.</p>
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	<p>1. Management information systems Managing the Digital Firm (17th edition) 作者: Kenneth C. Laudon, Jane P. Laudon</p> <p>2. 管理資訊系統(16版) 董和昇譯 · 滄海圖書</p> <p>3. 資訊管理(8版) 劉哲宏編譯 · 華泰文化 · 滄海圖書</p> <p>4. Using MIS(10th edition) 作者: David M. Kroenke, Randall J. Boyle</p> <p>資訊管理理(二版) · 梁定澎、陳燈能、彭志宏著 · 滄海圖書</p>
Grading Policy	<p>◆ Attendance : 30.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</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>