

淡江大學 96 學年度第 2 學期課程教學計畫表

授課科目名稱：資訊管理 (Information Management) 授課教師：張瑋倫 (Wei-Lun Chang)

開課班級	企管系(日)三年C班(二) 6,7,9 B609			必/選修	必修
學分數	3學分 3小時(單學期 3學分)		先修科目	None	
教學內容 及進度	週次	月/日	內 容		
	Week 1	2/19	Course Introduction		
	Week 2	2/26	Chapt1 Business Information Systems in Your Career		
	Week 3	3/4	Chapt2 E-business: How Business Use Information Systems		
	Week 4	3/11	Chap3 Achieving Competitive Advantage with Information Systems		
	Week 5	3/18	Chap4 IT Infrastructure: Hardware and Software		
			<b>5 mins Status Report (introduce the topic, goal, time table, and the structure of your final project)</b>		
	Week 6	3/25	Chap5 Foundations of Business Intelligence: Database and Information Management		
	Week 7	4/1	Chap6 Telecommunications, the Internet, and Wireless Technology		
	Week 8	4/8	Chap7 Securing Information Systems		
	Week 9	4/15	Chap8 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications		
			<b>5 mins Status Report (explain what you have done according to your time table)</b>		
	Week 10	4/22	<b>Midterm</b>		
	Week 11	4/29	Chap9 E-commerce: Digital Markets, Digital Goods		
	Week 12	5/6	Chap10 Improving Decision Making and Managing Knowledge		
	Week 13	5/13	Chap11 Building Information Systems		
	Week 14	5/20	Chap12 Ethical and Social Issues in Information Systems		
Week 15	5/27	Final Presentation (3 groups)			
Week 16	6/3	Final Presentation (3 groups)			

	Week 17	6/10	Final Presentation (3 groups)			
	Week 18	<b>6/17</b>	<b>Final Exam</b>			
講授方式	~	Lecture	~	Group Discussion	參觀實習	其他 (_____)
教學設備	~	Computer	~	Projector	其他 (_____)	
教材課本	Essentials of Business Information Systems(7 <sup>th</sup> Edition), Kenneth C. Laudon & Jane P. Laudon, Pearson Education (華泰)					
參考書籍	Handouts					
成績考	~	Case Discussion : 20 %	~	Midterm : 30 %	~	Final : 30 %
核方式	~	Participation : 10 %	~	Status Report : 10%		
備 考	<ol style="list-style-type: none"> <li>Some people who work in IT industry will be invited to give talks (if possible).</li> <li>There are totally <b>12 groups</b> in the class. Each group should present the case, answer the case study questions, and lead the discussion weekly. The case is in the end of each chapter: “Business Problem-Solving Case”.</li> <li>Topics for final project should relate to “IT and Business” (A case study or a research project).</li> <li>The final report (Word) and the presentation file (Powerpoint) should be written <b>in English</b>. The minimum page for final report is <b>15</b> with default settings, such as <b>12 point and 1.5 space</b>. Please email the both files to me in advance. The report should clearly indicate the references (conference/journal papers, magazines, or books). <b>Plagiarism should be completely avoided.</b></li> <li>Students are highly encouraged to apply NSC projects (<b>Bonus</b>).</li> <li>English presentation could be a bonus.</li> <li>The structure of the final project is as following: <ul style="list-style-type: none"> <li>● Abstract</li> <li>● Case Introduction (Motivation and Problems)</li> <li>● Business Model and IT strategy (Literature Review and Problem analysis)</li> <li>● Managerial Challenges and Solutions</li> <li>● Conclusion</li> <li>● References</li> </ul> </li> </ol>					