

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：資訊管理研討 (Information Management Seminar)

授課教師：張瑋倫 (Wei-Lun Chang)

開課班級	企研所系(日) 一 年 班 (五) 6,7,8 B903				必/選修	選修
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	2/22	Course Introduction & Business Information Systems in Your Career (Chap1 of textbook 1)			
	Week 2	2/29	Achieving Competitive Advantage with Information Systems (Chap3 of textbook 1)			
			Topic1: IT Strategy			
	Week 3	3/7	Using Information Systems for Decision Making (Chap8 of textbook 2)			
			Topic2: Decision Support Systems			
	Week 4	3/14	Using Information Systems for Business Integration (Chap9 of textbook 2)			
			Topic3: Business Process Re-engineering			
	Week 5	3/21	Topic4: Electronic Business			
	Week 6	3/28	Topic5: Customer Relationship Management			
	Week 7	4/4	DAY OFF			
	Week 8	4/11	Topic6: Supply Chain Management			
	Week 9	4/18	Topic7: Information Economy			
	Week 10	4/25	10 mins Status Report (Introduce the topic, goal, and the structure of the proposal)			
	Week 11	5/2	Topic8: Ubiquitous Commerce			
	Week 12	5/9	Topic9: Digital Divide			
	Week 13	5/16	Topic10: Health and Information Technology			
Week 14	5/23	Topic11: Information Goods Pricing				
Week 15	5/30	Topic12: Digital Rights Management				

	Week 16	6/6	Topic13: Online Branding					
	Week 17	6/13	Computer Crime and Forensics (Extended learning module H of textbook 3)					
			Topic14: Computer Crime					
	Week 18	6/20	Proposal or Case Presentation					
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	1. Essentials of Business Information Systems (7 <sup>th</sup> Edition), Kenneth C. Laudon & Jane P. Laudon, Pearson Education (華泰書局) 2. Information Systems Technology, Ross A. Malaga, Pearson Prentice Hall (高立圖書) 3. Management Information Systems For The Information Age (6 <sup>th</sup> Edition), Hagg, Cummings and Philips, MaGraw Hill (高立圖書)							
參考書籍	Selected papers							
成績考	~	Presentation : 30 %		~	Discussion : 20 %		~	Final Proposal : 40 %
核方式	~	Status Report: 10 %						
備考	1. Topics for final project should be picked from the topics (A case study or a research proposal). English presentation could be a <b><u>bonus</u></b> . 2. The final report (Word) and the presentation file (Powerpoint) could be written in English <b><u>(Bonus)</u></b> . Please email both files to me in advance. The proposal should clearly indicate the references (conference/journal papers, magazines, or books). <b><u>Plagiarism should be completely avoided.</u></b> 3. 15-20 mins for final presentation. 4. The structure for final proposal 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)</li><li>● Managerial Challenges and Solutions(Research Method or Analysis Approach)</li><li>● Conclusion</li><li>● References</li></ul>							

## Selected Papers for Presentation

### Topic1: IT Strategy

- “IS strategic planning for operational efficiency,” *Information Systems Management*, 24, 2007.

### Topic2: Decision Support Systems

- “A survey of decision support system applications,” *Journal of the Operational Research Society*, 57, 2006.

### Topic3: Business Process Re-engineering

- “Mobility, business process management, software sourcing, and maturity model trends: propositions for the IS organization of the future,” *Information Systems Management*, 24, 2007.

### Topic4: Electronic Business

- “A competitive advantage with e-business: A survey of large American and Swedish firms,” *Competitiveness Review*, 16(2), 2006.
- “How to plan e-business initiatives in established companies,” *MIT Sloan Management Review*, 49(1), 2007.

### Topic5: Customer Relationship Management

- “e-CRM and managerial discretion,” *International Journal of e-Business Research*, 3(2), 2007.
- “Mobilizing customer relationship management: A journey from strategy to system design,” *Business Process Management Journal*, 13(6), 2007.

### Topic6: Supply Chain Management

- “RFID 101: the next big thing for management,” *Management Research News*, 29(4), 2006.
- “Smart goods and mobile RFID: A case with innovation from VOLVO,” *Journal of Business*

*Logistics*, 27(2), 2006.

### **Topic7: Information Economy**

- “Pricing with the new economy: lessons from the period of the e-commerce bubble,” *International Journal of Business*, 10(1), 2005.
- “Information economics and the Internet,” *Journal of the American Medical Informatics Association*, 7(3), 2000.

### **Topic8: Ubiquitous Commerce**

- “U-commerce: emerging trends and research issues,” *Industrial Management + Data Systems*, 104, 8/9, 2004.
- “Ubiquitous Organization: organizational design for e-CRM,” *Business Process Management Journal*, 8(3), 2002.

### **Topic9: Digital Divide**

- “From networks to uses patterns: the digital divide as seen from Africa,” *GeoJournal*, 68, 2007.
- “The digital divide within the European Union,” *New Library World*, 106, 1210/1211, 2005.

### **Topic10: Health and Information Technology**

- “Hospital adoption of information technologies and improved patient safety: A study of 98 hospitals in Florida,” *Journal of Healthcare Management*, 52(6), 2007.
- “The differential performance effects of healthcare information technology adoption,” *Information Systems Management*, 25, 2007.

### **Topic11: Information Goods Pricing**

- “Pricing information goods,” working paper, 1995.

- “An overview of information goods pricing,” *International Journal of Electronic Business*, 5(3), 2007.

#### **Topic12: Digital Rights Management**

- “The technology of rights: digital rights management,” working paper, 2003.
- “DRM, law, and technology: an American perspective,” *Online Information Review*, 31(1), 2007.

#### **Topic13: Online Branding**

- “Online branding,” *Online Information Review*, 28(2), 2004.
- “Corporate branding in marketspace,” *Corporate Reputation Review*, 7(1), 2004.

#### **Topic14: Computer Crime**

- “Hacking into the minds of hackers,” *Information Systems Management*, 24. 2007.