

淡江大學 97 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

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| 開課班級 | 企管系 (日) 三年 C 班 (一) 8,9,10 B704 | | | 必/選修 | 必修 |
| 學分數 | 3 學分 3 小時 (單學期 3 學分) | | 先修科目 | 無 | |
| 教學內容 及進度 | 週次 | 月/日 | 內 容 | | |
| | Week 1 | 2/16 | Introduction | | |
| | Week 2 | 2/23 | IT Doesn't Matter | | |
| | Week 3 | 3/2 | How Information Gives You Competitive Advantage | | |
| | Week 4 | 3/9 | Strategy and the Internet | | |
| | Week 5 | 3/16 | 1.Creating advantage with IT 2. Case: Zara: IT for Fast Fashion | | |
| | Week 6 | 3/23 | Reengineering a Business Process | | |
| | Week 7 | 3/30 | DAY OFF | | |
| | Week 8 | 4/6 | 1. Enterprise Resource Planning 2. Case: Tektronix Inc., Global ERP Implementation | | |
| | Week 9 | 4/13 | 1. Diamonds in the Data Mine 2. Case: Harrah's Entertainment Inc. | | |
| | Week 10 | 4/20 | Midterm Week | | |
| | Week 11 | 4/27 | Midterm Exam | | |
| | Week 12 | 5/4 | 1.What Is the Right Supply Chain for your Product? 2. Case: Supply Chain Management at Wal-Mart | | |
| | Week 13 | 5/11 | Business Models for Internet-Based e-Commerce: An Anatomy | | |
| | Week 14 | 5/18 | Finding Sustainable Profitability in Electronic Commerce | | |
| | Week 15 | 5/25 | Case: iPod vs. Cell Phone: A Mobile Music Revolution | | |
| | Week 16 | 6/1 | 1.How Effective Managers Use Information Systems 2.Automated Decision Making Comes of Age Case: American Airlines: Object Oriented Flight Dispatching Systems | | |
| | Week 17 | 6/8 | Group Presentation (5 people within a group) | | |
| Week 18 | 6/15 | Final Week | | | |
| 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 | Handouts of selected articles and cases from HBS, SMR, and CMR. | | | | |
| 參考書籍 | | | | | |
| 成績考 核方式 | ▼ Discussion : 40 % | ▼ Midterm : 30 % | ▼ Final Report (Case) : 30 % | | |
| | Participation : % | 其他 (_____): | | | % |

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| 參 考 | <ol style="list-style-type: none"> 1. Topics for final project should be picked from any business applications (A case study) with English presentation. 2. The final report (WORD) and the presentation file (POWERPOINT) should be written in English. Please email both files to me in advance. The case study report should clearly indicate the sources of references (conference/journal papers, magazines, or books). Plagiarism should be completely avoided. 3. 15 minutes for final group presentation. 4. The structure of a case study is as follows: <ul style="list-style-type: none"> ● Abstract ● Case Problems ● Business Process with and without IT ● Analysis of Possible IT Strategy/Infrastructure ● Implication and Contribution ● Conclusion ● References 5. This class will be lectured by Case-based Teaching. Students have to read required materials before the class and prepare questions/comments in order to facilitate the discussion. <ul style="list-style-type: none"> ■ Searching for answers ■ Flexible application ■ Rich contexts ■ Two-way dialoguing ■ Students—active participants <p style="color: red; text-align: center;">※非法影印是違法的行為。請使用正版教科書，勿非法影印他人著作，以免觸法。</p> |
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● Faculty

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● Dates

16th February 2009 to 15th June 2009

Tentative arrangement: Every Monday (time-slot from 8 to 10). The time will be adjusted if public holidays are encountered.

Venue: The class will be conducted at TKU (B608).

● Course Objective

This module aims to offer an entertaining course for **Information Management**. It provides students a chance to appreciate what are the essentials of the **Information Management** and how to analyze cases in the text book.

In recent years, innovative types of Information Management have emerged as an important indicator for IT field. This course can help us to understand the essentials of the Information Management and action in real-life organizational contexts; it has the potential to produce deep insights into organizational phenomena.

As the interest in managing an innovative business has increased over time, however, many people

have raised questions about what innovative **Business Information Systems** are and how their qualities can be assessed. Through an appreciation of existing cases, this module seeks to help students to respond to some of these questions and to become familiar with the principles for the **Information Management** and evaluation of a business application.

This module is designed to achieve four learning objectives:

Module 1: Introduction and IS Fundamentals

- IT Doesn't Matter
- How Information Gives You Competitive Advantage
- Strategy and the Internet
- Creating advantage with IT (Case: Zara: IT for Fast Fashion)

Module 2: Business Information Systems

- Reengineering a Business Process
- CRM: Diamonds in the Data Mine (Case: Harrah's Entertainment Inc.)
- ERP: Enterprise Resource Planning (Case: Tektronix Inc., Global ERP Implementation)
- SCM: What Is the Right Supply Chain for your Product? (Case: Supply Chain Management at Wal-Mart)

Module 3: E-Commerce and M-Commerce

- Business Models for Internet-Based e-Commerce: An Anatomy
- Finding Sustainable Profitability in Electronic Commerce
- Case: iPod vs. Cell Phone: A Mobile Music Revolution

Module 4: Decision Support Systems and Automatic Systems

- How Effective Managers Use Information Systems
- Automated Decision Making Comes of Age
- (Case: American Airlines: Object Oriented Flight Dispatching Systems)