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

開課班級	企管系（進學班） 三 年　　**(二) 11,12,13 B703**		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	

	週次	月／日	內　　　容
教學內容 及進度	Week 1	2/17	Introduction
	Week 2	2/24	Chap1 Business Information Systems in Your Career
	Week 3	3/3	Chap2 E-business: How Business Use Information Systems
	Week 4	3/10	Chap3 Achieving Competitive Advantage with Information Systems
	Week 5	3/17	Chap4 IT Infrastructure: Hardware and Software
	Week 6	3/24	Chap5 Foundations of Business Intelligence: Database and Information Management
	Week 7	3/31	DAY OFF
	Week 8	4/7	Chap6 Telecommunications, the Internet, and Wireless Technology
	Week 9	4/14	Chap7 Securing Information Systems
	Week 10	4/21	Midterm Week
	Week 11	**4/28**	**Midterm**
	Week 12	5/5	Chap8 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
	Week 13	5/12	Chap9 E-Commerce: Digital Markets, Digital Goods
	Week 14	5/19	Chap10 Improving Decision Making and Managing Knowledge
	Week 15	5/26	Chap11 Building Information Systems
	Week 16	6/2	Chap12 Ethical and Social Issues in Information Systems
	Week 17	6/9	Final Exam

講授方式	ˇ 課堂講授	ˇ 分組討論	參觀實習	其他（＿＿＿＿＿）

教學設備	ˇ 電腦	ˇ 投影機	其他（＿＿＿＿＿＿＿＿＿）	

教材課本	Essentials of Business Information Systems (7th Edition), Kenneth C. Laudon & Jane P. Laudon, Pearson Education. (華泰)

參考書籍	Handouts

成績考 核方式	ˇ Discussion：20 %	ˇ Midterm： 30 %	ˇ Final： 40 %
	ˇ Participation：10 %	其他（＿＿＿＿＿＿＿）： %	

參　考	※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。

- **Faculty**

Wei-Lun Chang, Assistant Professor (Department of Business Administration)

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- **Dates**

17th February 2009 to 16th June 2009

Tentative arrangement: Every Tuesday (time-slot from 11 to 13). The time will be adjusted if public holidays are encountered.

Venue: The class will be conducted at TKU (B703).

- **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:
- Chap1 Business Information Systems in Your Career
- Chap2 E-business: How Business Use Information Systems
- Chap3 Achieving Competitive Advantage with Information Systems
- Chap4 IT Infrastructure: Hardware and Software
- Chap5 Foundations of Business Intelligence: Database and Information Management
- Chap6 Telecommunications, the Internet, and Wireless Technology
- Chap7 Securing Information Systems
- Chap8 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
- Chap9 E-Commerce: Digital Markets, Digital Goods
- Chap10 Improving Decision Making and Managing Knowledge
- Chap11 Building Information Systems
- Chap12 Ethical and Social Issues in Information Systems