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：資訊管理研討 (Information Management Seminar)　授課教師：張瑋倫

開課班級	企管所（日）　年　**(二) 8,9,10 U705**		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	IT Doesn't Matter
	Week 3	3/3	How Information Gives You Competitive Advantage
	Week 4	3/10	Strategy and the Internet
	Week 5	3/17	1.Creating advantage with IT 2. Case: Zara: IT for Fast Fashion
	Week 6	3/24	Reengineering a Business Process
	Week 7	3/31	DAY OFF
	Week 8	4/7	1. Enterprise Resource Planning 2. Case: Tektronix Inc., Global ERP Implementation
	Week 9	4/14	1. Diamonds in the Data Mine 2. Case: Harrah's Entertainment Inc.
	Week 10	4/21	1.What Is the Right Supply Chain for your Product? 2. Case: Supply Chain Management at Wal-Mart
	Week 11	4/28	Case Proposal (Status Report)
	Week 12	5/5	Case Proposal (Status Report)
	Week 13	5/12	Business Models for Internet-Based e-Commerce: An Anatomy
	Week 14	5/19	Finding Sustainable Profitability in Electronic Commerce
	Week 15	5/26	Case: iPod vs. Cell Phone: A Mobile Music Revolution
	Week 16	6/2	1.How Effective Managers Use Information Systems 2.Automated Decision Making Comes of Age
	Week 17	6/9	Case: American Airlines: Object Oriented Flight Dispatching Systems
	Week 18	6/16	Final Presentation

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	Handouts of selected articles and cases from HBS, SMR, and CMR.
參考書籍	

成績考 核方式	ˇ	Discussion： 50 ％	ˇ	Status Report： 20 ％	ˇ	Case Study： 30 ％
		Participation： ％		其他（＿＿＿＿＿＿＿）： ％		

參　考	Topics for final project should be picked from any business applications (A case study). English presentation could be a **bonus**. 2. The final report (WORD) and the presentation file (POWERPOINT) could be written in English **(Bonus)**. 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. **15-20** minutes for case proposal and final presentation. 4. The structure of a case study is as follows: ● Abstract ● Case Problems ● Business Process with and without IT ● Analysis of Possible IT Strategy/Infrastructure ● Implication and Contribution ● Conclusion ● References 5. For status report, you should clearly address what kind of business application you picked, how to collect related information (Internet, observation, surveys, and etc), and what your intended contributions are. In addition, you could report your current status of the case study. 6. 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. ■ Searching for answers ■ Flexible application ■ Rich contexts ■ Two-way dialoguing ■ Students—active participants ※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 8 to 10). The time will be adjusted if public holidays are encountered.

Venue: The class will be conducted at TKU (U705).

● **Course Objective**

This module aims to offer an entertaining course for **Information Management Seminar**. 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)