

## 南台科技大學 98 學年度第 2 期課程資訊

課程名稱	管理資訊系統
課程編碼	90M00601
系所代碼	09
開課班級	碩研資管一甲
開課教師	汪美香
學分	3.0
時數	3
上課節次地點	一 2 3 4 教室 L405
必選修	必修
課程概述	In digital firms, information is available any time and anywhere in the organization to support decisions in the value chain. The core text depicts informaiton systems being composed of management, organization, and technology elements.
課程目標	Informaiton systems are one of the major tools available to business managers for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage.
課程大綱	chapter 1 Information Systems in Global Business Today chapter 2 Global E-Business: How Business Use Information Systems chapter 3 Information Systems, Organizations, and Strategy chapter 4 Ethical and Social Issues in Information Systems chapter 9 Achieving Operational Excellence and Customer Intimacy: Exterprise Applications chapter 10 E-Commerce: Digital Markets, Digital Goods chapter 11 Managing Knowledge chapter 12 Enhancing Decision Making chapter 13 Building Systems chapter 14 Project Management: Establishing the Business Value of Systems and Managing Change
英文大綱	chapter 1 Information Systems in Global Business Today chapter 2 Global E-Business: How Business Use Information Systems chapter 3 Information Systems, Organizations, and Strategy chapter 4 Ethical and Social Issues in Information Systems chapter 9 Achieving Operational Excellence and Customer Intimacy: Exterprise Applications chapter 10 E-Commerce: Digital Markets, Digital Goods chapter 11 Managing Knowledge

	chapter 12 Enhancing Decision Making chapter 13 Building Systems chapter 14 Project Management: Establishing the Business Value of Systems and Managing Change
教學方式	課堂教授,分組討論,口頭報告,
評量方法	自行設計測驗,作業/習題練習,口頭報告,課堂討論,課程參與度(出席率),
指定用書	Management Information Systems (Tenth edition)
參考書籍	資訊管理、林東清、智勝
先修科目	
教學資源	1.上課之前，請同學至系辦借投影機與筆記型電腦，並安裝完畢。
注意事項	1. 隨堂作業：課本每章之 opening case(四人一組報告 chapter2, 3, 4, 9, 10, 11, 12) 2. 個案報告：老師選定七個本土個案，同學進行分組報告及課堂討論(四人一組)
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	