# 南臺科技大學 106 學年度第 2 學期課程資訊

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| 課程代碼 | 90M00601 |
| 課程中文名稱 | 管理資訊系統 |
| 課程英文名稱 | Management Information System |
| 學分數 | 3.0 |
| 必選修 | 必修 |
| 開課班級 | 碩研資管一甲 |
| 任課教師 | 汪美香 |
| 上課教室(時間) | 週一第 2 節(L405)<br>週一第 3 節(L405)<br>週一第 4 節(L405) |
| 課程時數 | 3 |
| 實習時數 | 0 |
| 授課語言 1 | 華語 |
| 授課語言 2 | |
| 輔導考照 1 | |
| 輔導考照 2 | |
| 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. |
| 先修科目或預備能力 | |
| 課程學習目標與核心能力之對應 | |
| 中文課程大綱 | chapter 1 Information Systems in Global Business Today<br>chapter 2 Global E-Business: How Business Use Information Systems<br>chapter 3 Information Systems, Organizations, and Strategy<br>chapter 4 Ethical and Social Issues in Information Systems<br>chapter 9 Achieving Operational Excellence and Customer Intimacy: Exterprise Applications<br>chapter 10 E-Commerce: Digital Markets, Digital Goods<br>chapter 11 Managing Knowledge<br>chapter 12 Enhancing Decision Making<br>chapter 13 Building Systems<br>chapter 14 Project Management: Establishing the Business Value of Systems and Managing Change |

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| 英/日文課程大綱 | chapter 1 Information Systems in Global Business Today<br><br>chapter 2 Global E-Business: How Business Use Information Systems<br><br>chapter 3 Information Systems, Organizations, and Strategy<br><br>chapter 4 Ethical and Social Issues in Information Systems<br><br>chapter 9 Achieving Operational Excellence and Customer Intimacy: Exterprise Applications<br><br>chapter 10 E-Commerce: Digital Markets, Digital Goods<br><br>chapter 11 Managing Knowledge<br><br>chapter 12 Enhancing Decision Making<br><br>chapter 13 Building Systems<br><br>chapter 14 Project Management: Establishing the Business Value of Systems and Managing Change |
| 課程進度表 | Week 1　課程介紹、成績考核、期末報告相關規定說明<br>Week 2　現今全球化企業的資訊系統-Opening Case<br>Week 3　現今全球化企業的資訊系統-MOT Framework<br>Week 4　全球電子企業與協同合作-business process<br>Week 5　全球電子企業與協同合作-enterprise social media<br>Week 6　資訊系統、組織與策略-Organization<br>Week 7　資訊系統、組織與策略-Strategy<br>Week 8　個案研究- Walmart vs. Amazon (分析商業經營模式)<br>Week 9　Midterm<br>Week 10 達成營運卓越與貼近顧客：企業的系統應用(ERP、CRM)<br>Week 11 達成營運卓越與貼近顧客：企業的系統應用(SCM)<br>Week 12 Electronic Commerce、Mobile Commerce、Social Commerce<br>Week 13 知識管理(KM)<br>Week 14 強化決策制定(DSS)<br>Week 15 強化決策制定(BIS)<br>Week 16 建立資訊系統<br>Week 17 期末報告<br>Week 18 Final exam |
| 教學方式與評量方法 | |
| 指定用書 | 書名：管理資訊系統(Laudon & Laudon)<br>作者：董和昇譯<br>書局：滄海圖書<br>年份：2017<br>ISBN：978-986-280-381-3<br>版本：14 |
| 參考書籍 | 林東清，資訊管理，智勝出版社。 |

| 教學軟體 | PPT |
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| 課程規範 | 1. 課程中輔以個案討論，加深同學對於資管相關概念之瞭解。 |
| | 2. 資管學術論文研讀與期末報告，將課程教授理論應用於實務問題解決。 |