

## 南臺科技大學 107 學年度第 2 學期課程資訊

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)	週五第 2 節(L405) 週五第 3 節(L405) 週五第 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 information 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 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: Enterprise 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/日文課程大綱	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: Enterprise 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
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 Week 2 理論建構(Theory)、MOT Week 3 平台經濟(Platform Economy)-經濟面觀點 Week 4 平台經濟管理(Platform Economy)-經營與競爭面觀點 Week 5 RDT、RBT、IDT、TTF Week 6 SCT、SET Week 7 TAM、TRA、TPB Week 8 paper1 報告、討論 (A strategic framework) Week 9 Midterm Week 10 paper2 報告、討論 (Strategic goals to BMI) Week 11 paper3 報告、討論 (Business in IoT) Week 12 paper4 報告、討論 (Cloud computing) Week 14 paper5 報告、討論 (Users' privacy in IoT) Week 15 paper6 報告、討論 (Integrated big data analytics) Week 16 paper7 報告、討論 (Application, prospects and challenges of BD) Week 17 paper8 報告、討論 (Digital platform-research agenda) Week 18 Final exam
教學方式與評量方法	
指定用書	書名：資訊管理理論 作者：梁定澎著 書局：前程圖書 年份：2012 ISBN： 版本：
參考書籍	林東清，資訊管理，智勝出版社，第七版。

教學軟體	PPT
課程規範	<ol style="list-style-type: none"><li>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。</li><li>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。</li></ol>