| 課程名稱<br>Course Title | (中文) 資訊管理 | | |
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| | (英文) Management Information Systems | | |
| 授課教師<br>Instructor | 周彥君老師 | 開課單位<br>Departments | 資管系 |
| 學分數<br>Credit(s) | 3 | 修課對象<br>Target Students | 學士班二年級 |
| 課程目標<br>Course Objectives | The increased application of information systems has fundamentally altered the nature of work, business processes and the nature of competition in the past decade. This is an introductory course in management information systems. Upon completion of this course, students should understand basic concepts, and learn to manage information systems in a modern organization (i.e., analyzing business problems, evaluating effectiveness of business strategies involving IT components, and providing an action plan for IT solutions with expected scheduling and financial outcomes). | | |
| 課程大綱<br>Course Description | 1. Importance of MIS<br>2. Introduction of business information systems<br>3. IT infrastructure & Foundation of business intelligence<br>4. Business strategy and information systems<br>5. E-commerce<br>6. Information security<br>7. Basics of project management<br>8. Financial outcomes & Project risk<br>9. Business requirement analysis | | |

| 上課進度<br>Weekly Course Schedule | Topic | Content | Schedule |
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| | **Part 1: Foundation of MIS** | | |
| | 1. Importance of MIS | - go over syllabus<br>- essentials of IS in firms (1.1-1.5 of Magal)<br>- business strategies of IS<br>- dimensions of information systems: M, I, S (p.12-p.22) | W1 |
| | 2. Introduction of business information systems | - information systems for different business functional areas (ch.2.1-2.2)<br>- information systems for collaboration and social business (ch.2.3)<br>- guest lecture (ERP consultant) | W2 |

| | | 3. IT infrastructure & Foundations of business intelligence | -introduction of IT infrastructure (ch.5)<br>- basics of database and information management (ch.6) | W3 |
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| | | 4. Business strategy and information systems | - competitive forces and IT-enabled strategies (ch3 of Laudon)<br>- achieving competitive advantages through information systems (ch9.1-9.3)<br>- next-generation of information systems to fulfill business requirements (ch9.4)<br>- a case discussion (in-class quiz)<br>- turn in hw1 | W5 |
| | | 5. E-commerce | - electronic market and digital goods (ch10)<br>- an international perspective of information systems (ch.15)<br>- a case discussion (in-class quiz)<br>- turn in and review hw4 | W12 |
| | | 6. Information security | - examples of system vulnerability and abuse (ch.8.1)<br>- economic and regulatory importance of IT security (ch.8.2)<br>- security policy: security goals, risk assessment, & security controls (ch.8.3)<br>- technical and human safeguards (ch.8.4) | W13 |
| | **Part 2 IT Project Management** | | | |
| | | 7. Basics of project management | - introduction of project management | W6 |

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| | | - project scheduling (critical path)<br>- turn in and review hw2 | |
| | 8. Financial outcomes & Project Risk | - communicate project benefits with numbers<br>- consideration of project risk factors<br>- option value of IT solutions | W7 |
| | 9. Business requirement analysis | - importance of business requirements<br>- visualize business requirements via UML<br>- review materials for hw4 | W11 |
| | **Exams and Group Project** | | |
| | Group formation | - no lecture<br>- form your group and discuss your group topic<br>- turn in your discussion as hw1 in the following week. | W4 |
| | Mid-term review | - review materials for mid-term<br>- turn in hw3 | W8 |
| | Mid-term exam | - W1-W7 | W9 |
| | After-exam review & Project presentation | - return your mid-term exam<br>- proposal presentation | W10 |
| | Project presentation | - final presentation<br>- project report is due on the Friday before the presentation week. | W14 |
| | Final exam | - cumulative exam | W15 |
| | Q&A time | - return your final exam<br>- Q&A time for all deliveries (assignments, quizzes, exams, and group project) | W17 |

| 教學方式<br>Instructional Method | In-class lecture |
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| 課程要求<br>Course Requirements | No pre-requisites |
| 評量方式<br>Evaluation | - Assignments (26%): 4 take-home exercises (80 points) and 5 in-class quizzes (50 points) |

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| | - Exams (50%): mid-term (100 points) and final (150 points)<br>- Group Project (24%):　proposal presentation (10 points), project report (60 points) and final presentation (50 points) |
| 教材及參考書目<br>Textbooks &<br>Suggested Materials | - *Management Information Systems: Managing the Digital Firm* (*13th edition*) by K. Laundon and J. Laudon, Prentice Hall, 2012.<br>- *Using MIS (4th edition)* by D. Kroenke, Prentice Hall, 2011 (optional) |
| 課程相關<br>連結網址<br>Course Website | TBA |
| 備註<br>Remarks | |