表二

_____ 學年度 _____ 學院 英語授課課程大綱

課程名稱 Course Title □□□·□□□	(中文) 資訊科技管理導論
	(英文) Introduction to Information Technology Management

課程目標 Course Objectives	It is very important that future manager should have a working knowledge of IT. Worldwide, IT spending is near 5 trillion dollars in 2015. Modern IT has changed how products are designed, how services are delivered, and how companies interact with clients in every area of business. This trend means that how IT is used would cause significant managerial consequences in any organization. This course thus has the following learning objectives: A. Strategic use of IT for competitive advantage B. The core concepts of IT skills and artifacts C. Social media and network D. IT governance and sustainability
課程大綱 Course Description	This course is designed as an IT introductory course. Most topics will be related to real-world examples, so that students can gain immediate appreciation of their importance. In addition, this course will provide students with some opportunities of experiencing the practical use of IT (web programming, database management, etc.) (*Any prior IT background is **NOT** required for taking this course*)
上課進度 Weekly Course Schedule	Week1: Introduction Week2: Setting the Stage: Technology and the Modern Enterprise Week3: Strategy and Technology : Concepts and Frameworks for Understanding What Separates Winners from Losers Week4: Zara: Fast Fashion from Savvy Systems Week5: Netflix in Two Acts: The Making of an E-Commerce Giant and the Uncertain Future of Atoms to Bits Week6: Moore's Law and More: Fast, Cheap Computing, Disruptive Innovation, and What This Means for the Manager Week7: Amazon: An Empire Stretching from Cardboard Box to Kindle to Cloud

	Week8: Understanding Network Effects: Strategies for Competing in a Platform-Centric, Winner-Take-All World
	Week9: Exam
	Week10: Social Media, Peer Production, and Web 2.0
	Week11: The Sharing Economy, Collaborative Consumption, and Creating More Efficient Markets through Technology
	Week12: Facebook: A Billion-plus users and Big Business from the Social Graph
	Week13: Understanding Software: A Primer for Managers
	Week14: Software in Flux: Open Source, Cloud, and Virtualized and App-driven Shifts
	Week15: The Data Asset: Databases, Business Intelligence, Analytics, Big Data, and Competitive Advantage
	Week16: A Manager's Guide to the Internet and Telecommunications
	Week17: Information Security: Barbarians at the Gateway
	Week18: Final Presentation
教學方式 Instructional Method	Discussions, Lectures, Case Studies, Video Viewings, Hands-On Practices, and Projects
課程要求 Course Requirements	It is very important that students come to class and ready to join the discussion. Your knowledge and experience will add to class learning and keep the discussion moving and productive. Students also need computers/laptops to study course materials.
評量方式 Evaluation	Participation (50%) Assignment and Project (30%) Exam and Quiz (20%)
教材及參考書目 Textbooks & Suggested Materials	Required Electronic Textbook: A Manager's Guide to Harnessing Technology (by John Gallaugher). *It might not be available through the bookstore, so you need to register for an account on the website and purchase the textbook on line*: https://students.flatworldknowledge.com/course/2341801 Alternatively, you can also search for your course right from http://students.flatworldknowledge.com.

課程相關 連結網址 Course Website	
備註 Remarks	

申請教師簽章：＿＿＿＿＿＿＿＿＿＿　開課單位主管簽章：＿＿＿＿＿＿＿＿＿＿