

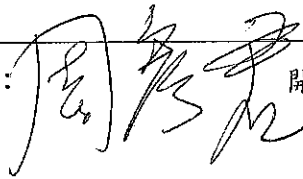
104 學年度 商學院 英語授課課程大綱

<div>課程名稱</div> <div>Course Title</div> <div><input checked="" type="checkbox"/>模組 <input type="checkbox"/>個別</div>	(中文) 資訊管理																																
	(英文) Management Information Systems																																
<div>課程目標</div> <div>Course Objectives</div>	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).																																
<div>課程大綱</div> <div>Course Description</div>	1. Importance of MIS 2. Introduction of business information systems 3. IT infrastructure & Foundation of business intelligence 4. Business strategy and information systems 5. E-commerce 6. Basic of business analytics 7. Basics of project management 8. Financial outcomes & Project risk 9. Business requirement analysis																																
<div>上課進度</div> <div>Weekly Course Schedule</div>	<table><tr><th>Topic</th><th>Content</th><th>Schedule</th></tr><tr><td colspan="3">Part 1: Foundation of MIS</td></tr><tr><td>1. Introduction of the course</td><td>- go over syllabus and course structure - Ch1</td><td>W1</td></tr><tr><td>2. Importance of MIS</td><td>- Ch3</td><td>W2</td></tr><tr><td>3. Introduction of business information systems</td><td>- Ch 2 & Ch9</td><td>W3</td></tr><tr><td>4. Database and information management</td><td>- Ch6</td><td>W4 W5</td></tr><tr><td>5. Telecommunications and the Internet</td><td>- Ch7</td><td>W5 W6</td></tr><tr><td>6. IT infrastructure overview</td><td>- Ch5</td><td>W7</td></tr><tr><td>7. E-commerce: direct reach to end customers</td><td>-Ch10</td><td>W14</td></tr><tr><td>8. Basics of business analytics</td><td>-Ch12</td><td>W11</td></tr></table>			Topic	Content	Schedule	Part 1: Foundation of MIS			1. Introduction of the course	- go over syllabus and course structure - Ch1	W1	2. Importance of MIS	- Ch3	W2	3. Introduction of business information systems	- Ch 2 & Ch9	W3	4. Database and information management	- Ch6	W4 W5	5. Telecommunications and the Internet	- Ch7	W5 W6	6. IT infrastructure overview	- Ch5	W7	7. E-commerce: direct reach to end customers	-Ch10	W14	8. Basics of business analytics	-Ch12	W11
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	Part 2 IT Project Management		
	9. Basics of project management	- Ch14	W7 W8
	10. Project risk	- consideration of project risk	W11 W12
	11. Business requirement analysis	- Ch13	W13
	Exams and Group Project		
	Mid-term review	- review materials for mid-term	W9
	Mid-term exam	- W1-W7	W10
	Project proposal	- turn in proposal	W8
	Project proposal review	- schedule a meeting with me to discuss the proposal	W9
	Project presentation	- final presentation - project report and presentation (ppt) are due on the Monday of the presentation week	W15 W16
	Final exam review	- review materials for final	W16
	Final exam	- cumulative exam	W17
	Q&A time	- review your final exam - Q&A time for all deliveries (assignments, quizzes, exams, and group project)	W18
	教學方式 Instructional Method	In-class lecture	
	課程要求 Course Requirements	No pre-requisites	
	評量方式 Evaluation	- Assignments (26%): 4 take-home exercises (80 points) and 5 in-class quizzes (50 points) - Exams (50%): mid-term (100 points) and final (150 points) - Group Project (24%): proposal presentation (10 points), project report (60 points) and final presentation (50 points)	

教材及參考書目 Textbooks & Suggested Materials	- <i>Management Information Systems: Managing the Digital Firm</i> (13 th edition) by K. Laudon and J. Laudon, Prentice Hall, 2012.
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：

