The Department of Industrial and Information Management seeks to cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning).

**Educational Objectives of B.S. Program** (objectives covered by this course are indicated):

| V | 1 | Provide introductory courses of various industrial and information systems. |
| V | 2 | Strengthen learning abilities in participating internships and senior projects. |
|   |   | ■ 2-1 Students should possess general management skills. |
|   |   | ■ 2-2 Students should possess the necessary skills and values demanded of a true professional. |
|   |   | □ 2-3 Others specified as follows: |
| V | 3 | Enrich learning progress with customized instructions and hand-on practices. |
|   |   | ■ 3-1 Students should be proficient in the use of Information Technology. |
|   |   | ■ 3-2 Students should solve strategic problems with a creative and innovative approach. |
|   |   | □ 3-3 Others specified as follows: |
| V | Additions: Students should be able to communicate effectively verbally and in writing. |

**Instructor:**

Der-Chiang Li  
H3192  
lidc@mail.ncku.edu.tw  
Mon. 9:10~11:00, Wed. 9:10~10:00

**Course Description:**

This course is designed to introduce the nature of industrial management, its dimensions and contemporary challenges to students. This course also explains the concepts of industrial management, discusses the processes, and summarizes the origins of contemporary management thought.

**Course Learning Goals:**

Students should be able to understand and practice the basic skills involved in organizational management, operations management, and information management.

**Content Summary:**

**Organization management:**

1. The environments of organizations.
2. Planning and strategic management.
3. Decision making.
4. Organization structure and design.
5. Managing human resources.
7. Managing the control process.
Operations Management:
8. Scheduling
9. Inventory management
10. Lean Production Systems
11. Supply Chain Management
12. R&D(knowledge Management)
13. Quantitative approaches
   • Mathematical Programming
   • Genetic Algorithm
   • AHP(Analytic Hierarchy Process)
   • DEA(Data Envelopment Analysis)

Information Management:
14. Management of Information Systems
15. Decision Support Systems
16. Data Mining
17. Artificial Intelligence
18. E-Commerce

Prerequisite:
Non

Textbooks:
Text: Fundamentals of management (Ricky W. Griffin)
Text: Operations Management (Roberta S. Russell)
Text: Management Information Systems (Effy Oz)

Recommended references:
1. Leadership (Robert N. Lussier, and Christopher F. Achua.)
2. The Practice of Management (Peter F. Drucker)

Course Requirement:
- Attending the classes, participating in the discussions, submitting reports, and passing the tests.

- Grading Policy:
- Reports 50%,
- Tests 30%,
- Attendance (20%).