Department of Industrial and Information Management

H342700 Management Information Systems (管理資訊系統)
Fall 2011 (100 學年度第 1 學期)

The mission of the Department of Industrial and Information Management is to Cultivate quality professionals with enthusiasm and global perspectives.

General Program Learning Goals (goals covered by this course are indicated):

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Graduates should be able to communicate effectively verbally and in writing.</td>
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<tr>
<td>2</td>
<td>Graduates should solve strategic problems with a creative and innovative approach.</td>
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<td>3</td>
<td>Graduates should demonstrate leadership skills demanded of a person in authority.</td>
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<td>4</td>
<td>Graduates should possess a global economic and management perspective.</td>
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<tr>
<td>5</td>
<td>Graduates should possess the necessary skills and values demanded of a true professional.</td>
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Instructor:

吳植森
wucs@mail.ncku.edu.tw

Class hours: Thursday 14:10-17:00
Office hours: Thursday 10:00-12:00

Course Description:

This course focuses on managing the digital firm and the technologies that will help designing effective business processes for the digital firm.

Learning Goals:

To introduce information technologies and managerial issues related to managing the digital firm.
To provide hand on application software exercises for students to develop business analysis skills.

Content Summary:

Information Systems in Global Business Today
Global E-Business: How Businesses Use Information Systems
Information Systems, Organizations, and Strategy
IT Infrastructure and Cloud Computing
Foundations of Business Intelligence: Databases and Information Management
Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
ERP in Supply Chain
Data Mining in Customer Relationship Management
Case Study: Data Mining Tools to Support Customer Relationship Management
E-Commerce: Digital Markets, Digital Goods and the Long Tail
Managing Knowledge and Collaboration
Enhancing Decision Making
Building Information Systems
Managing Projects
Managing Global Systems
Securing Information Systems
Ethical and Social Issues in Information Systems

Textbook:

Recommended references:

Course Requirement:
Attendance at lectures is expected.
Group project using data mining tools and business models is required for developing problem solving skills and internet techniques.

Grading Policy/評量方式:

<table>
<thead>
<tr>
<th>Category</th>
<th>HW 20%</th>
<th>Midterms 20%</th>
<th>Project 15%</th>
<th>Presentation 15%</th>
<th>Final 20%</th>
<th>participation 10%</th>
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<tbody>
<tr>
<td>COMMU</td>
<td>✔️ Oral Commu./ Presentation 20%</td>
<td>✔️ Written Communication 20%</td>
<td>✔️ Creativity and Innovation 10%</td>
<td>✔️ Problem Solving 10%</td>
<td>✔️ Analytical Skills 10%</td>
<td>✔️ Leadership &amp; Ethic 15%</td>
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