

**朝陽科技大學 094學年度第1學期教學大綱**  
**Practices in Business Information Management 企業資訊管理實務**

<b>當期課號</b>	7352	<b>Course Number</b>	7352
<b>授課教師</b>	羅卓雄	<b>Instructor</b>	LAW,CHEUK HUNG
<b>中文課名</b>	企業資訊管理實務	<b>Course Name</b>	Practices in Business Information Management
<b>開課單位</b>	資訊管理系碩士班一A	<b>Department</b>	
<b>修習別</b>	選修	<b>Required/Elective</b>	Elective
<b>學分數</b>	3	<b>Credits</b>	3
<b>課程目標</b>	資訊科技及系統的應用已被普遍認為是促進及支持現代企業策略的不可缺少的工具。但是,今天的資訊科技及系統,和商業運營模式,都比過去更為複雜,使得資訊科技及系統在策劃,實踐,應用和管理上變得更具挑戰性。因此,深入瞭解這些資訊科技及系統管理議題至為重要。	<b>Objectives</b>	IT and systems are increasingly recognized as an enabler of business strategies for modern enterprises. However, the planning, implementation, utilization and management of IT infrastructures and applications are posing greater challenges to these enterprises than ever before as such technological platforms and the extended enterprise environment are becoming more complex nowadays. Therefore, it is extremely critical for business managers, MIS practitioners and MIS students to have a comprehensive and thorough understanding of the relevant issues in order to properly and successfully implement and utilize IT and systems to support organizational objectives.
<b>教材</b>	Course Materials:  Articles selected from academic and professional journals. 專業及學術期刊  Reference Books:  No textbook is required for this course.	<b>Teaching Materials</b>	
<b>成績評量方式</b>	1. 期末考試: (35%) 2. 分組研究報告 (含口頭報告): (35%) 3. 期刊論文口頭報告: (20%) 4. 在課堂上的參與和表現 (10%)	<b>Grading</b>	1. Final Examination (Take-home): (35%) 2. Group Project (Report) & Presentation: (35%) 3. Paper presentations (20%) 4. Class participation (10%)
<b>教師網頁</b>	-		
<b>教學內容</b>	資訊科技及系統的應用已被普遍認為是促進及支持現代企業策略的不可缺少的工具。但是,今天的資訊科技及系統,和商業運營模式,都比過去更為複雜,使得資訊科技及系統在策劃,實踐,應用和管理上變得更具挑戰性。因此,深入瞭解這些資訊科技及系統管理議題至為重要。本課程將探討下列的題目:  1. 資訊科技/系統投資之決策; 2. 資訊科技/系統之策劃; 3. 資訊項目及人力資源管理; 4. 企業資源系統之導入; 5. 企業資源系統及作業流程之優化; 6. 資訊技術人員與非技術人員之培訓; 7. 電子貿易及供應鏈流程再造; 8. 電子商務及顧客關係管理; 9. 決策支援及相關之系統。	<b>Syllabus</b>	IT and systems are increasingly recognized as an enabler of business strategies for modern enterprises. However, the planning, implementation, utilization and management of IT infrastructures and applications are posing greater challenges to these enterprises than ever before as such technological platforms and the extended enterprise environment are becoming more complex nowadays. Therefore, it is extremely critical for business managers, MIS practitioners and MIS students to have a comprehensive and thorough understanding of the relevant issues in order to properly and successfully implement and utilize IT and systems to support organizational objectives. This course

		<p>covers the following topics:</p> <ol style="list-style-type: none"><li>1. Justification of IT investment/projects;</li><li>2. IS strategic planning;</li><li>3. IT project management and staffing;</li><li>4. ERP adoption;</li><li>5. ERP and business process efficiency;</li><li>6. Training issues for IT staff and users (ERP and other platforms);</li><li>7. Electronic commerce and supply chain re-engineering;</li><li>8. E-business and Customer Relationship Management (CRM);</li><li>9. Decision support practice and platforms.</li></ol>
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