朝陽科技大學 095學年度第2學期教學大綱
Strategic Information Management 策略性資訊管理

當期課號	7041	Course Number	7041
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	策略性資訊管理	Course Name	Strategic Information Management
開課單位	企業管理系碩士班一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	對企業或產業的財富創造的角色而言，資訊系統逐漸扮演策略性的角色，企業應將資訊系統與競爭環境相結合，本課程之目的在於訓練學生能夠策略性地運用資訊科技，包含策略性資訊系統之規劃、分析、及導入，課程中亦包含實務的資訊科技策略幸應用之個案介紹以及電子化企業及電子商務等新興議題。	Objectives	The overall course objective is intended to train students to make the most effective competitive use of information technology. Also this course will help students develop concepts and frameworks for analyzing the planning, introducing, and implementation of information systems in businesses.
教材	Turban, E., McLean, E., Wetherbe, J., (2001), Information Technology for Management: Making Connections for Strategic Advantage, 2nd Edition, John Wiley & Sons. [2]. 高文麒、蔡淑娟合譯(民889)，哈佛商業評論:資訊科技的商業價值，台北市：天下遠見。 文獻約六篇	Teaching Materials	Turban, E., McLean, E., Wetherbe, J., (2001), Information Technology for Management: Making Connections for Strategic Advantage, 2nd Edition, John Wiley & Sons. Harvard Business Review on the Business Value of IT. 6 Literatures
成績評量方式	個案討論(30%)。 文獻討論(30%)。 期末報告(40%)。	Grading	Case discussion(30%)。 Literature review(30%)。 Final report(40%)。
教師網頁			
教學內容	對企業或產業的財富創造的角色而言，資訊系統逐漸扮演策略性的角色，企業應將資訊系統與競爭環境相結合，本課程之目的在於訓練學生能夠策略性地運用資訊科技，包含策略性資訊系統之規劃、分析、及導入，課程中亦包含實務的資訊科技策略幸應用之個案介紹以及電子化企業及電子商務等新興議題。	Syllabus	Information systems have become truly strategic, essential for the economic welfare of firms and even entire industries. To accomplish this, information systems should be placed in the context of the firm' s competitive environment. The overall course objective is intended to train students to make the most effective competitive use of information technology. Also this course will help students develop concepts and frameworks for analyzing the planning, introducing, and implementation of information systems in businesses. To uncover general principles that can guide the strategic use of information technology, numerous case studies and industry analyses will be used. To cope with the trend of new information technology, electronic business and electronic commerce will be introduced.

尊重智慧財產權，請勿非法影印。