# 朝陽科技大學 096學年度第1學期教學大綱
# Management Information Systems 管理資訊系統

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| 當期課號 | 1176 | Course Number | 1176 |
| 授課教師 | 王聖嘉 | Instructor | WANG,SIN GA |
| 中文課名 | 管理資訊系統 | Course Name | Management Information Systems |
| 開課單位 | 企業管理系(四日)三B | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 1. 將介紹資訊系統在企業體之基礎（Organizational Foundations Of Information Systems） 2. 介紹資訊系統的科技基礎（Technical Foundations Of Information Systems） 3. 介紹資訊系統建立之方法（Building Information Systems） 4. 介紹如何管理現代化之資訊系統。 | Objectives | 1.Organizational Foundations Of Information Systems 2. Technical Foundations Of Info rmation Systems 3. Building Information Systems 4. How to manage the modern information system |
| 教材 | | Teaching Materials | |
| 成績評量方式 | 平時成績（含課堂參與及指定作業), 報告,<br>期中考,<br>期末考 | Grading | Class Participation & Individual Assignments,Group Project and Presentation,Midterm Exam.Final Exam. |
| 教師網頁 | _ | | |
| 教學內容 | 網際網路在運算、傳輸、內容方面的能力進步神速，對於電子商務及行銷方面之策略及業務活動也產生相當大的衝擊，本課程之目的乃是了解網際網路媒體的特性與能力、以及在商務及行銷方面之應用潛力，據以規劃適當的銷售、行銷、服務、顧客關係等，以便提昇電子商務及行銷之效能與效率。 | Syllabus | Due to the rapid technological progress on computing, transmission and content, the internet has significant potential for business commerce and marketing application. The purpose of this course is to understand the internet"s infrastructure, media characteristics, and capability. And learn how to effectively adopt this technology for commerce and marketing. This course covers the planning issues on commerce, marketing, service and customer relationship for improving the efficiency and effectiveness of electronic commerce and marketing. |

尊重智慧財產權，請勿非法影印。