朝陽科技大學 096學年度第2學期教學大綱
Competition Strategy of Information Technology 資訊科技競爭策略

當期課號	7582	Course Number	7582
授課教師	嚴國慶	Instructor	YAN,KUO QIN
中文課名	資訊科技競爭策略	Course Name	Competition Strategy of Information Technology
開課單位	企業管理系碩士在職專班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	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. 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.
教材	資訊科技競爭優勢 作者：James L. McKenny/著 譯者：許舜青，陳曉開 出版社：遠流	Teaching Materials	"Waves of Change" By:James L. McKenny/
成績評量方式	課堂參與 50% 課堂報告 25% 心得報告 25%	Grading	Class Participation: 50% Presentation: 25% Attainment Report: 25%
教師網頁	www.cyut.edu.tw/~kqyan		
教學內容	資訊科技對於任何一個企業而言都是不斷地在迫使其改變、創造機會與挑戰的力量。如果一個領導者不懂得最基本的資訊科技，對於企業而言都會是一項重大的劣勢。本課程提供資訊科技廣泛的觀念與最近與未來發展趨勢，如何運用資訊科技系統的原則。我們將用個案討論的方式，研究討論的範圍將以觀察組織應用資訊科技的經驗，爲組織採行資訊科技以取得市場先機做最好的指引。 　　個案內容包括：美國銀行、美國航空公司、美國汽車保險公司等企業發展資訊處理技術所經歷的各種助力與險境。	Syllabus	In virtually every industry and every firm, information technology is driving change, creating opportunities and challenges. Leaders who don't understand at least the fundamentals of information systems will be at a strategic disadvantage. This course provides broad coverage of technology concepts and trends underlying current and future developments in information technology, and fundamental principles for the effective use of computer-based information systems. The cases studied in the course will include Bank of American, American Airliner, and American Vehicle Insurrance.

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