# 朝陽科技大學 097學年度第2學期教學大綱
# Strategic Information Management 策略性資訊管理

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| 當期課號 | 7041 | Course Number | 7041 |
| 授課教師 | 嚴國慶 | Instructor | YAN,KUO QIN |
| 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 | 課堂提供講義.<br>1. 林則孟等，製商整合 e 化個案集（第一冊）──光華基金會，2006<br><br>2. 林則孟等，製商整合 e 化個案集（第二冊）──光華基金會，2006 | Teaching Materials | The course material is available in the course reader. It includes all the required readings (articles) to be covered in class. Most of the optional readings are available via the Web, although a few are included in the course pack. There are also some optional textbooks and recommended Web material. And there will be some additional material handed out in class |
| 成績評量方式 | 課堂參與 50%<br>報告 25%<br>課後習作 25% | Grading | Class Participation: 50%<br>Assignments: 25%<br>Take Home Exam: 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。討論的範圍將包括網路、分散式系統、硬體與作業系統、關聯式資料庫、資訊安全、商業系統、電子商務等等 | 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. There will be a special emphasis on manufacturing. Information Systems topics that will be covered include networks and distributed computing, including the World Wide Web, hardware and operating systems, software development tools and processes, relational databases, security and cryptography, enterprise applications, B2B, the semantic web and electronic commerce. |

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