

# Case Study for Information Management

## 資訊管理個案

### Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)

1011CSIM4B07

TLMXB4B

Thu 8, 9, 10 (15:10-18:00) B508

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# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	101/09/13	Introduction to Case Study for Information Management
2	101/09/20	Information Systems in Global Business: 1. UPS, 2. The National Bank of Kuwait (Chap. 1)
3	101/09/27	Global E-Business and Collaboration: NTUC Income (Chap. 2)
4	101/10/04	Information Systems, Organization, and Strategy: Soundbuzz (Chap. 3)
5	101/10/11	IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)
6	101/10/18	Foundations of Business Intelligence: Lego (Chap. 6)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
7	101/10/25	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	101/11/01	Securing Information System: 1. Facebook, 2. European Network and Information Security Agency (ENISA) (Chap. 8)
9	101/11/08	Midterm Report (期中報告)
10	101/11/15	期中考試週
11	101/11/22	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	101/11/29	E-commerce: 1. Facebook, 2. Amazon vs. Walmart (Chap. 10)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	101/12/06	Knowledge Management: Tata Consulting Services (Chap. 11)
14	101/12/13	Enhancing Decision Making: CompStat (Chap. 12)
15	101/12/20	Building Information Systems: Electronic Medical Records (Chap. 13)
16	101/12/27	Managing Projects: JetBlue and WestJet (Chap. 14)
17	102/01/03	Final Report (期末報告)
18	102/01/10	期末考試週

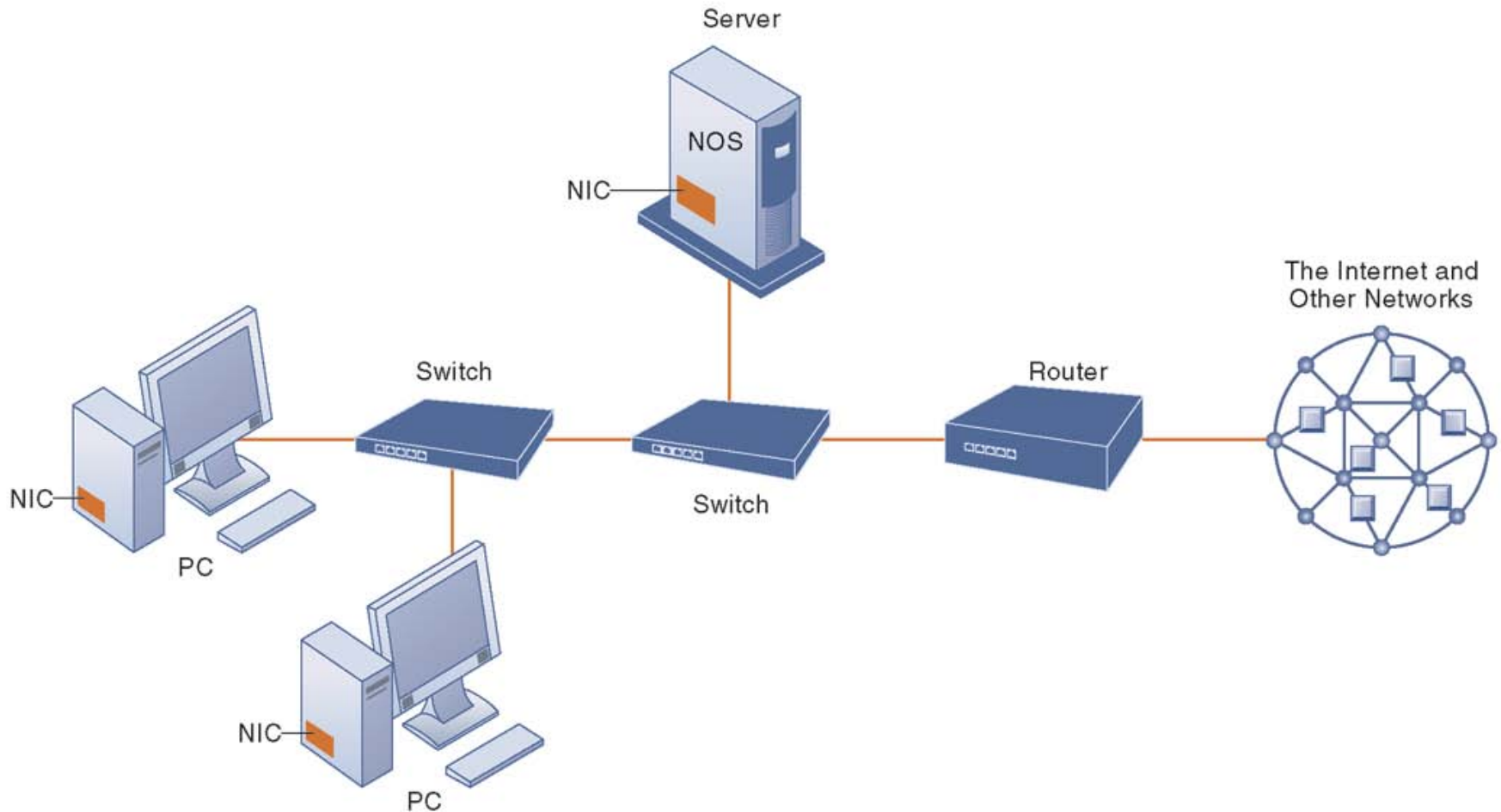
**Chap. 7**  
**Telecommunications,**  
**the Internet, and**  
**Wireless Technology:**  
**Google, Apple, and Microsoft**

# Case Study: Google, Apple, and Microsoft (Chap. 7)

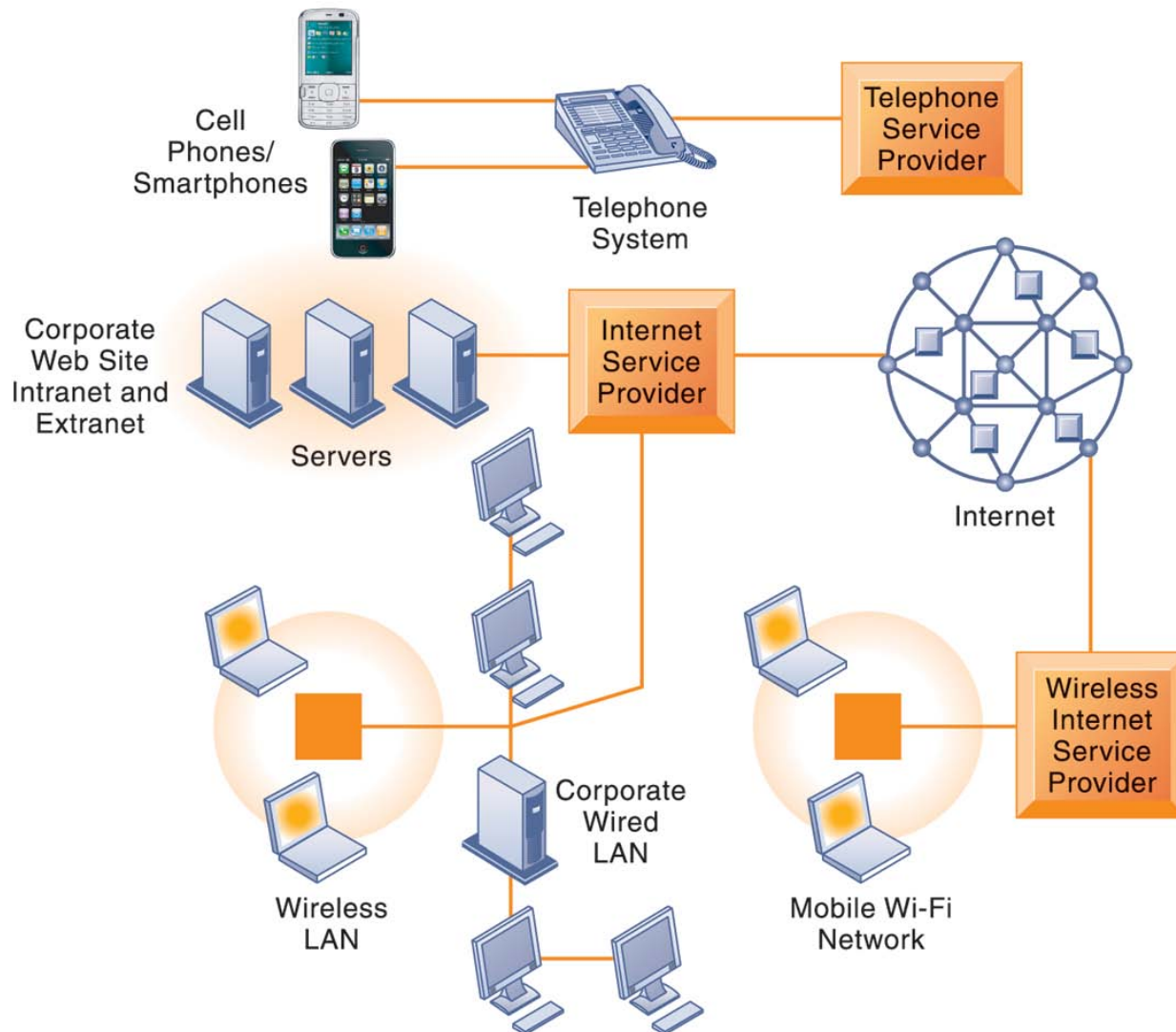
## Google, Apple, and Microsoft struggle for Your Internet Experience

1. Define and compare the business models and areas of strength of Apple, Google, and Microsoft.
2. Why is mobile computing so important to these three firms? Evaluate the mobile platform offerings of each firm.
3. What is the significance of applications and app stores to the success or failure of mobile computing?
4. Which company and business model do you believe will prevail in this epic struggle? Explain your answer.
5. What difference would it make to you as a manager or individual consumer if Apple, Google, or Microsoft dominated the Internet experience? Explain your answer.

# COMPONENTS OF A SIMPLE COMPUTER NETWORK

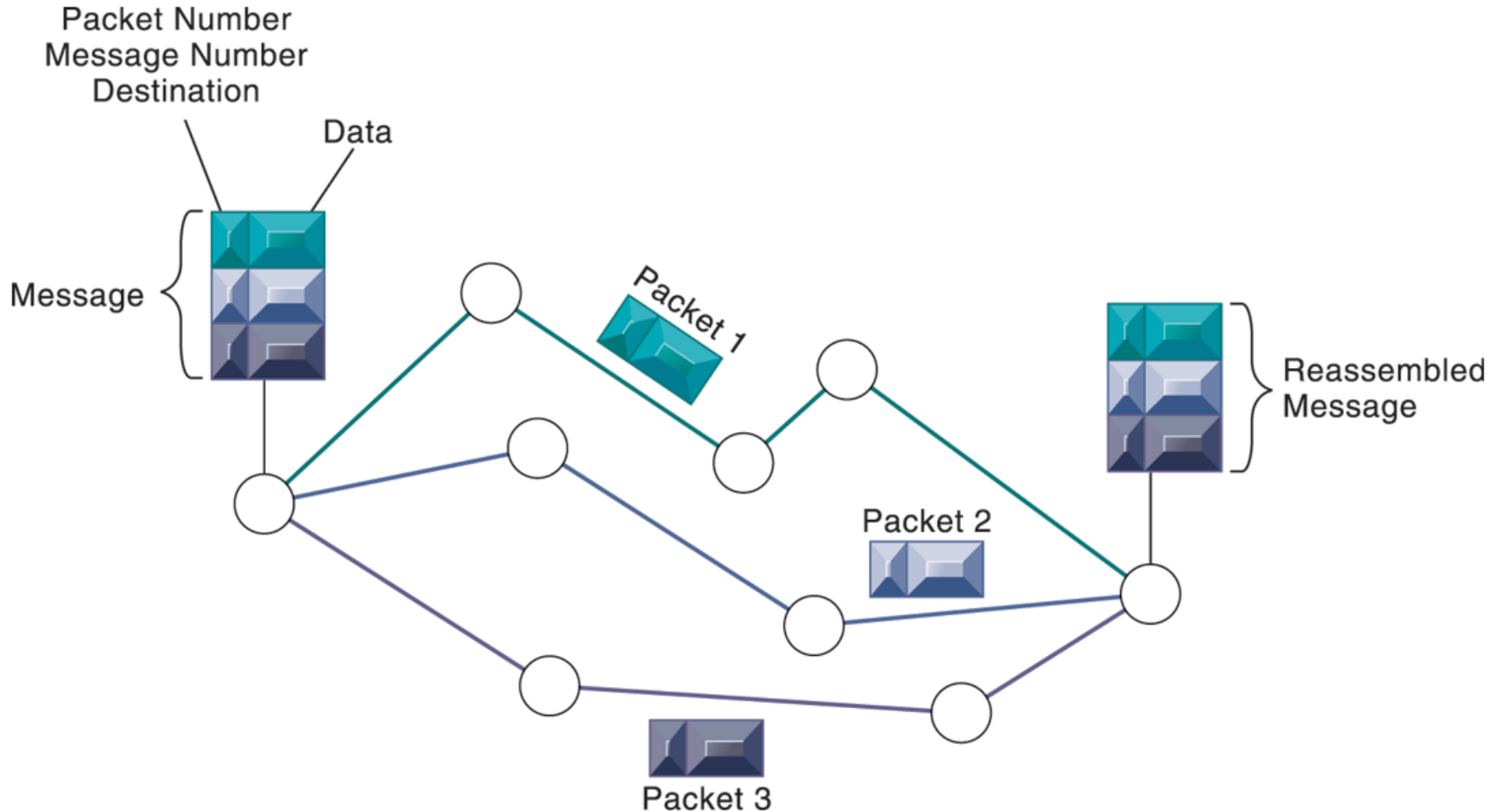


# CORPORATE NETWORK INFRASTRUCTURE

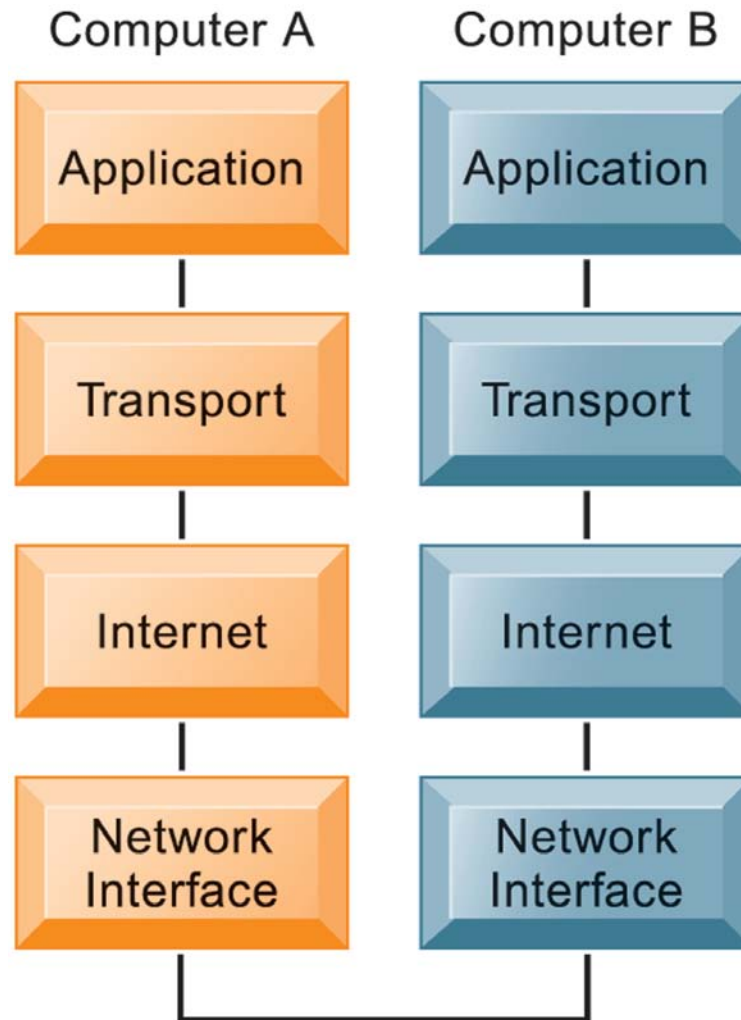




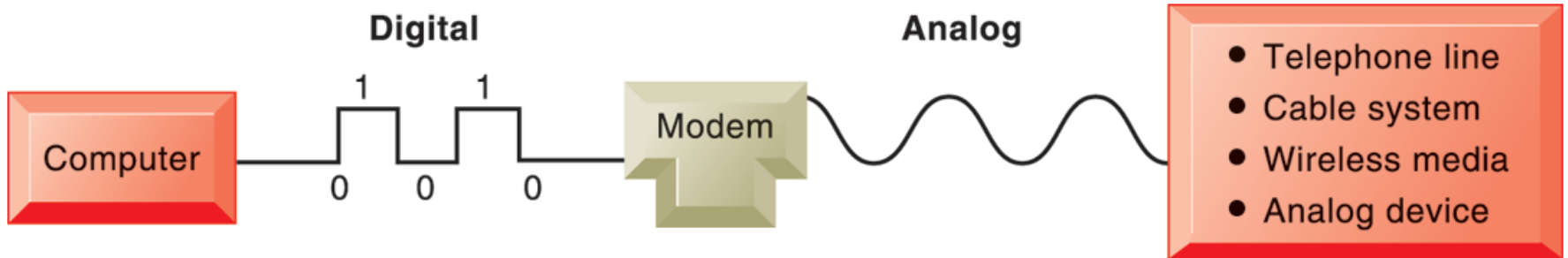
# PACKED-SWITCHED NETWORKS AND PACKET COMMUNICATIONS



# THE TRANSMISSION CONTROL PROTOCOL/ INTERNET PROTOCOL (TCP/IP) REFERENCE MODEL

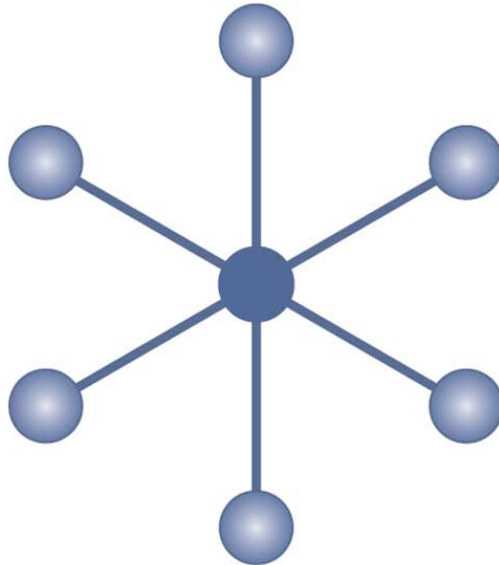


# FUNCTIONS OF THE MODEM

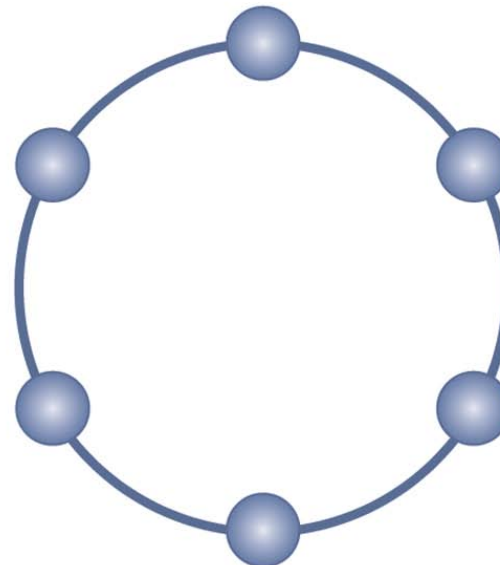


# NETWORK TOPOLOGIES

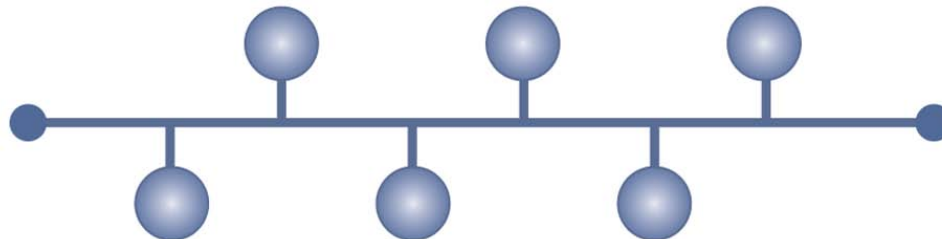
Star topology



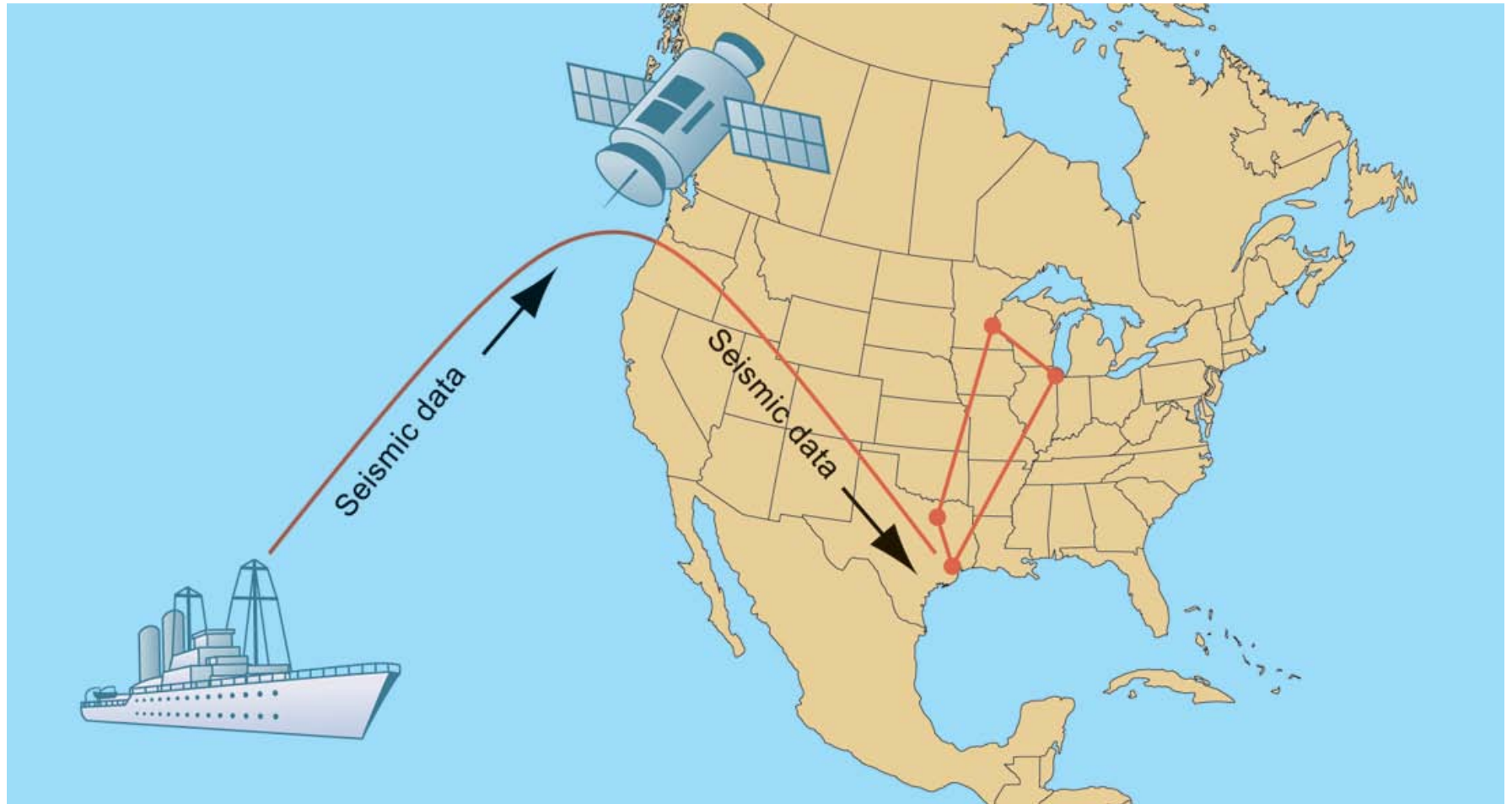
Ring topology



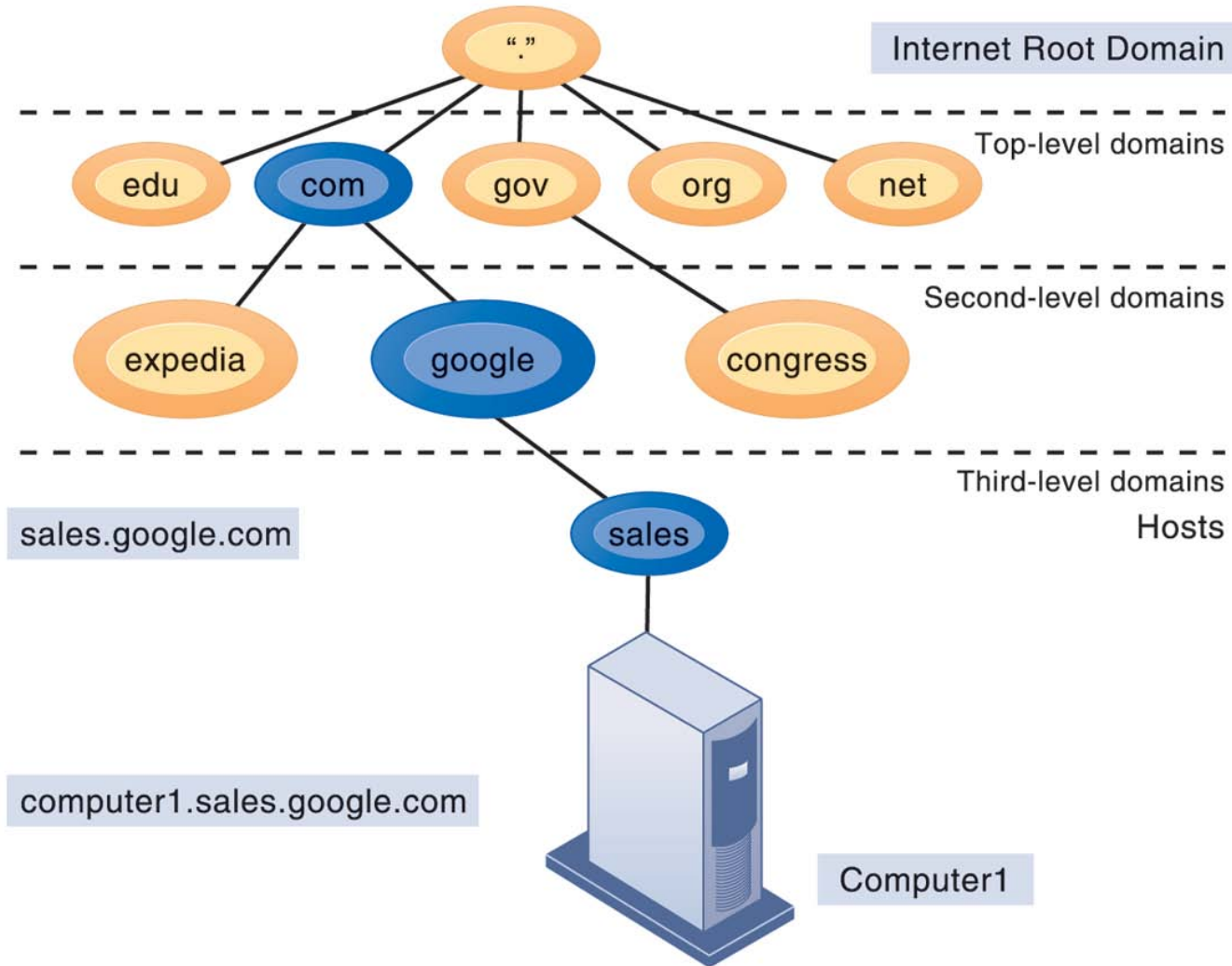
Bus topology



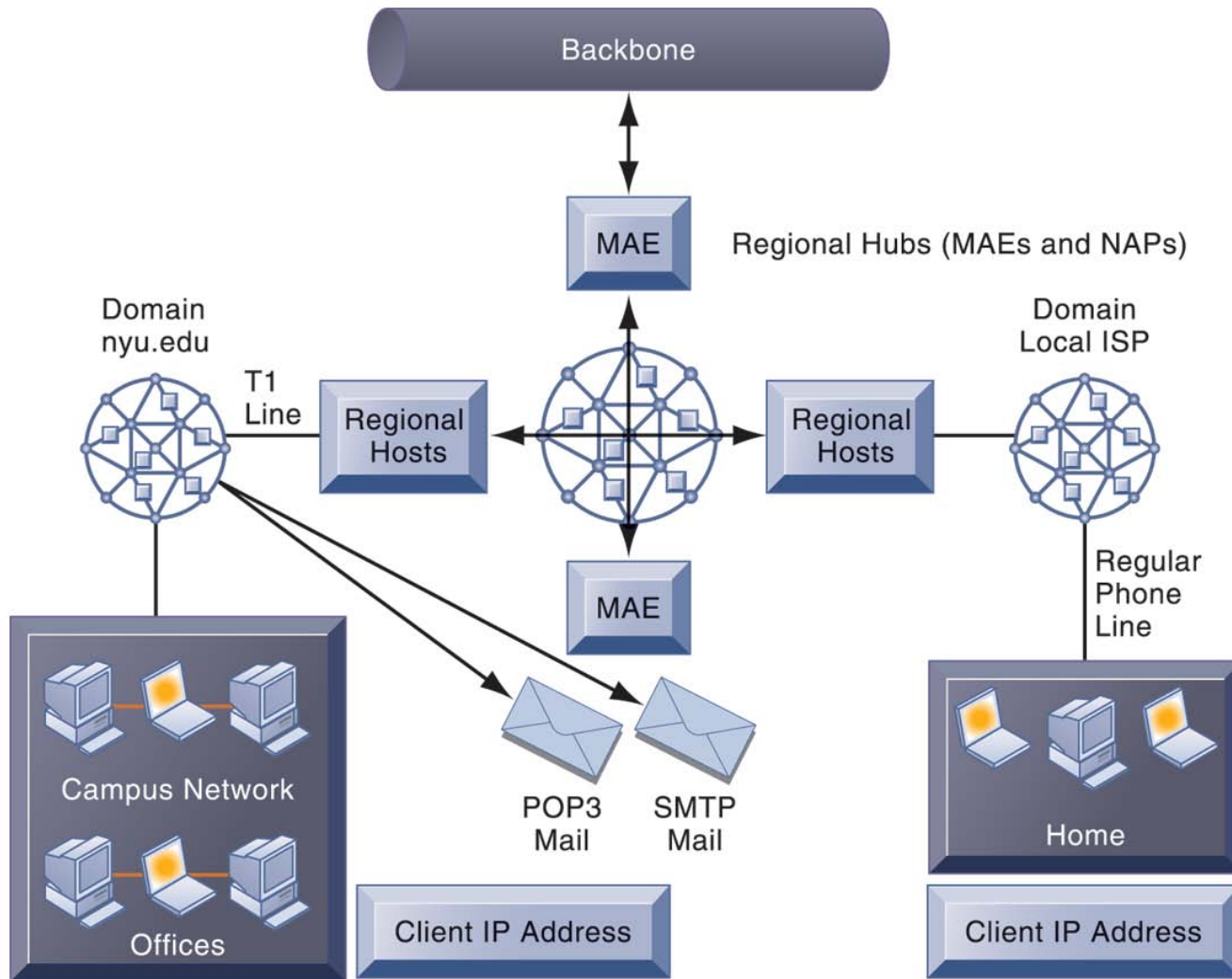
# BP'S SATELLITE TRANSMISSION SYSTEM



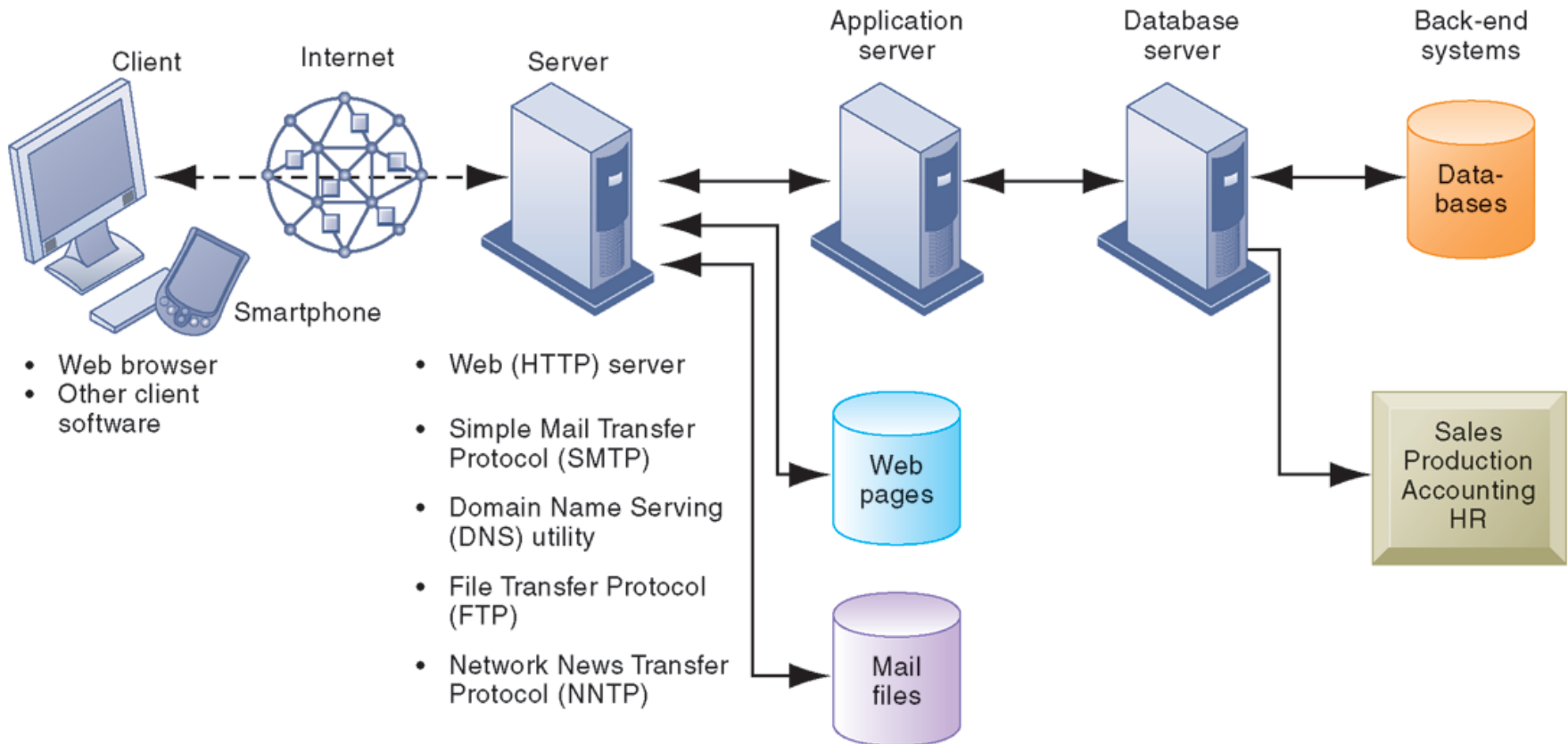
# THE DOMAIN NAME SYSTEM



# INTERNET NETWORK ARCHITECTURE

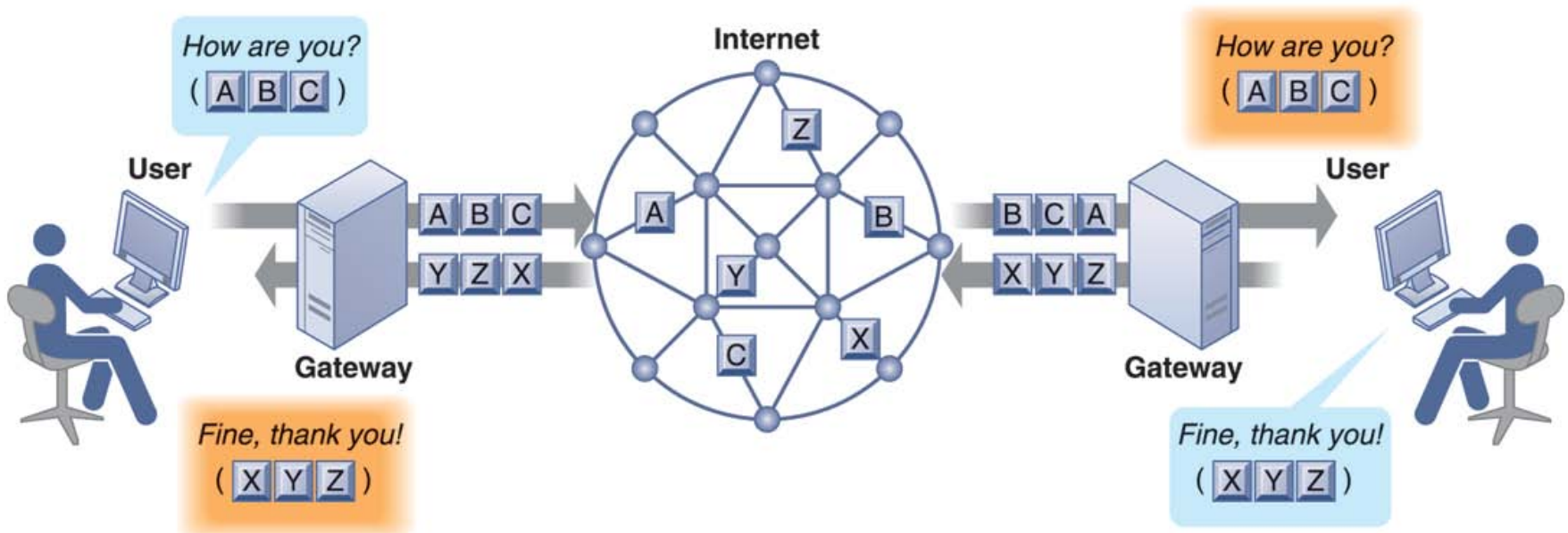


# CLIENT/SERVER COMPUTING ON THE INTERNET

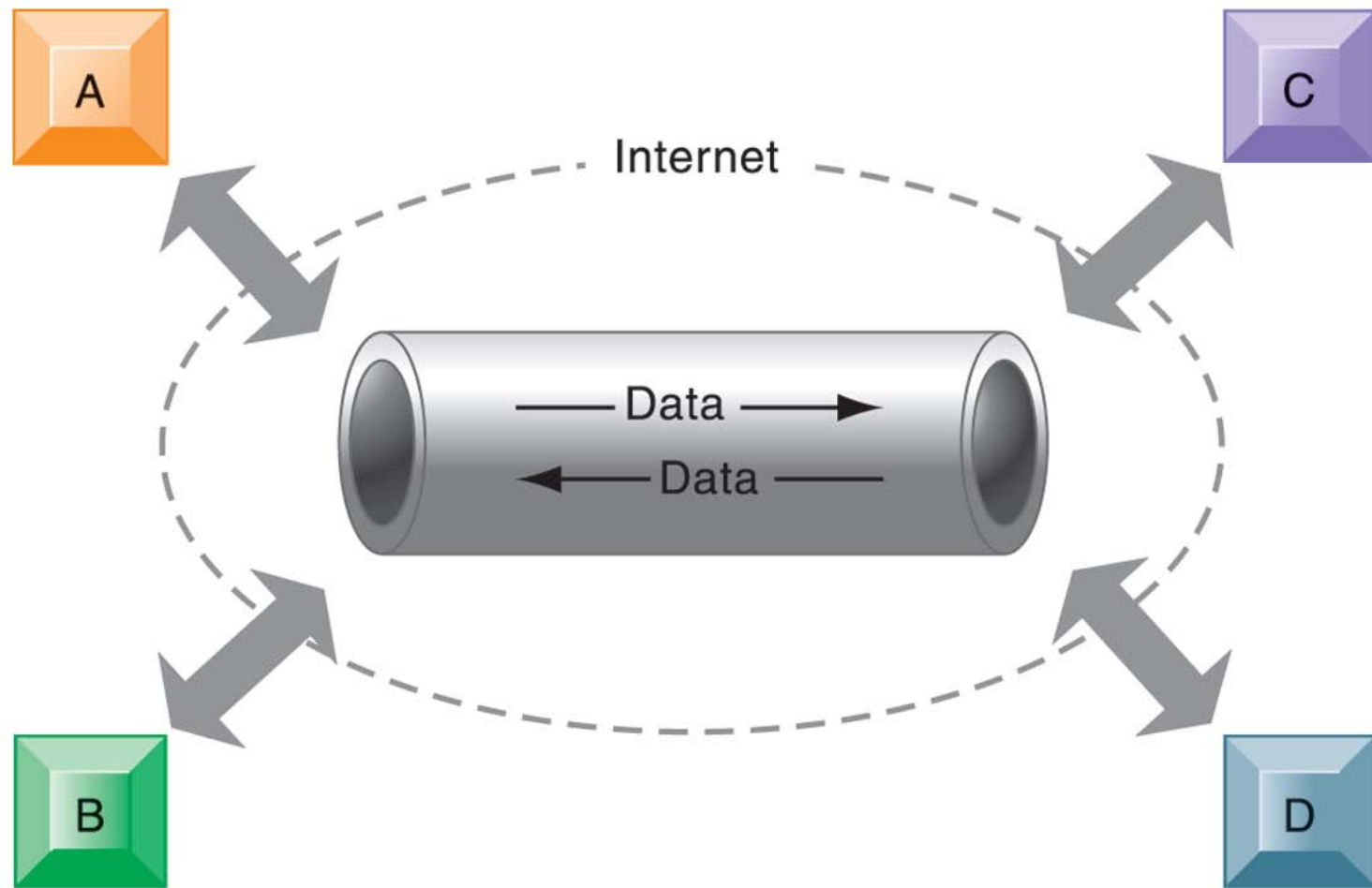




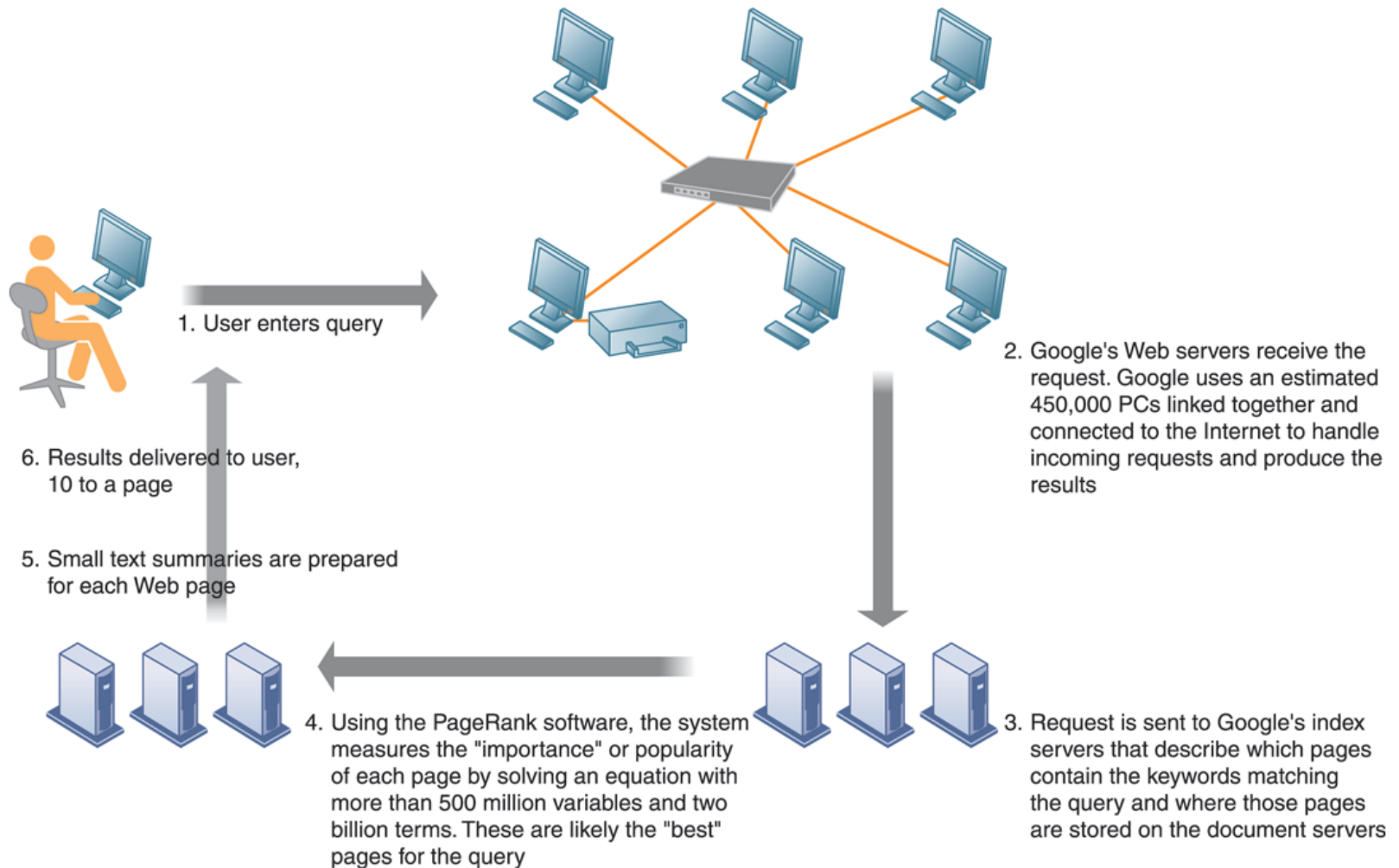
# HOW VOICE OVER IP WORKS



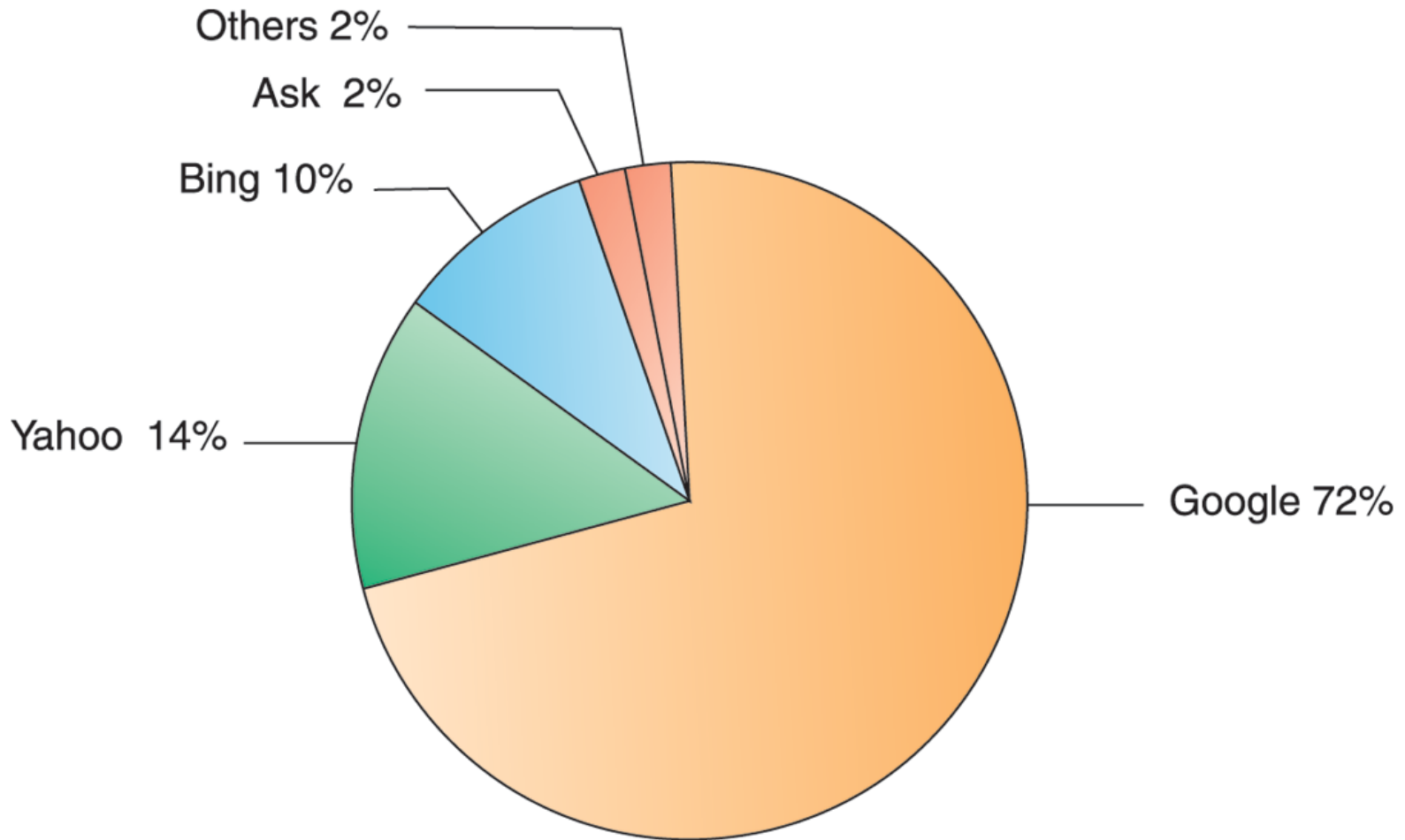
# A VIRTUAL PRIVATE NETWORK USING THE INTERNET



# HOW GOOGLE WORKS



# TOP U.S. WEB SEARCH ENGINES



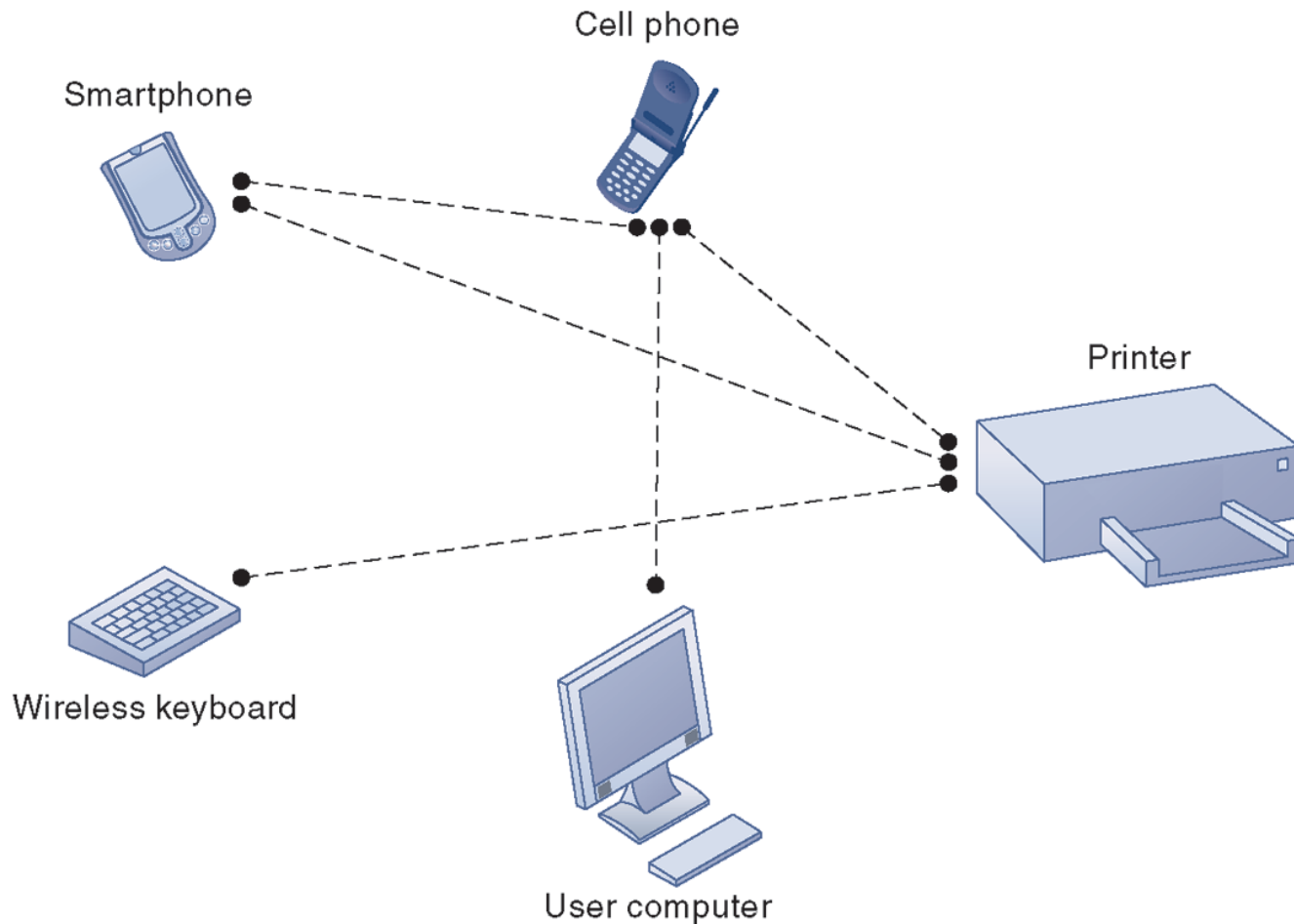
# Web 2.0

- Four defining features
  1. Interactivity
  2. Real-time user control
  3. Social participation
  4. User-generated content
- Technologies and services behind these features
  - Cloud computing
  - Blogs/RSS
  - Mashups & widgets
  - Wikis
  - Social networks

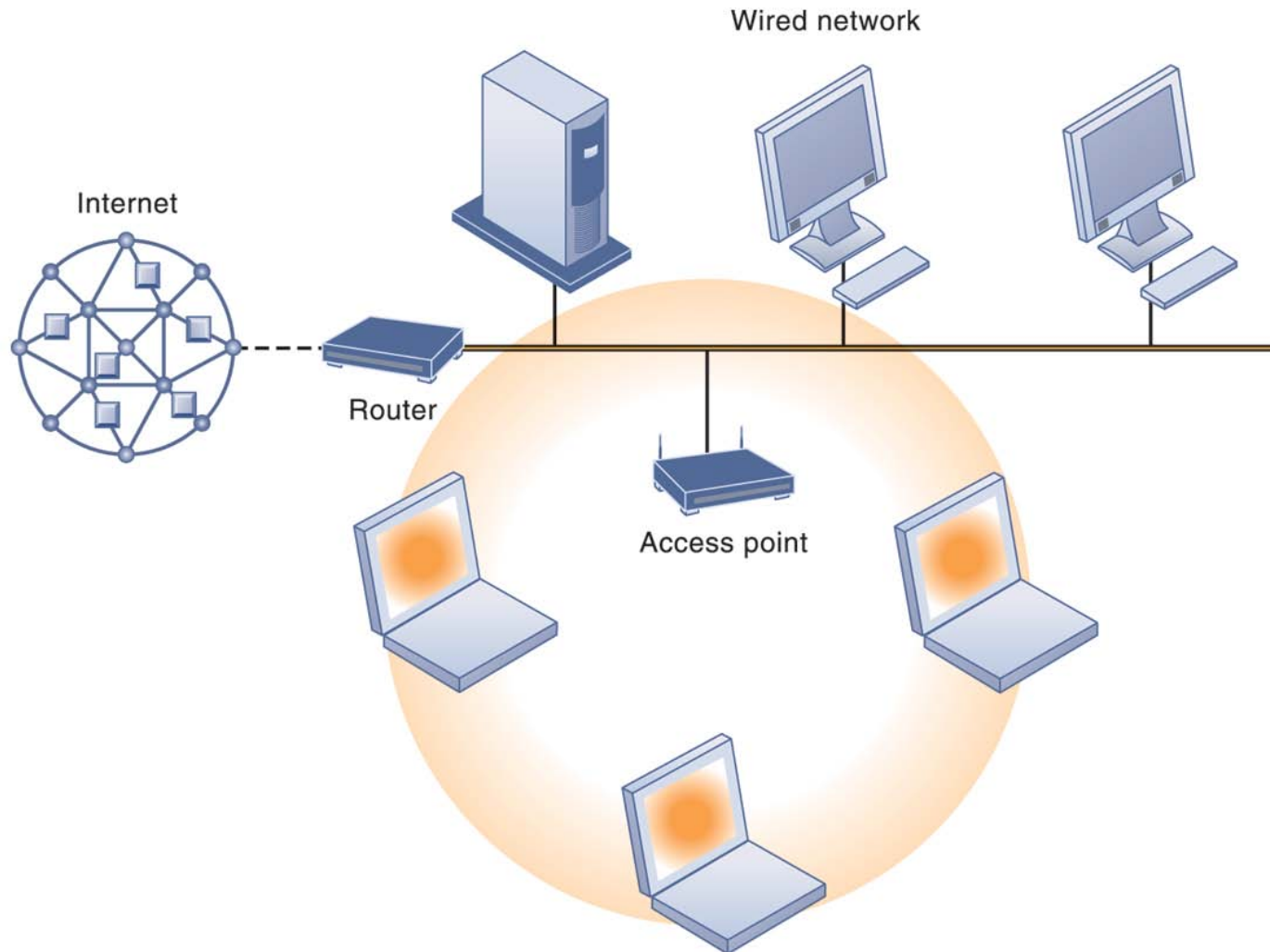
# Web 3.0: The Future Web

- Web 3.0 – the Semantic Web
  - Effort of W3C to add meaning to existing Web
  - Make searching more relevant to user
- Other visions
  - More “intelligent” computing
  - 3D Web
  - Pervasive Web
  - Increase in cloud computing, SaaS
  - Ubiquitous connectivity between mobile and other access devices
  - Make Web a more seamless experience

# A BLUETOOTH NETWORK (PAN)

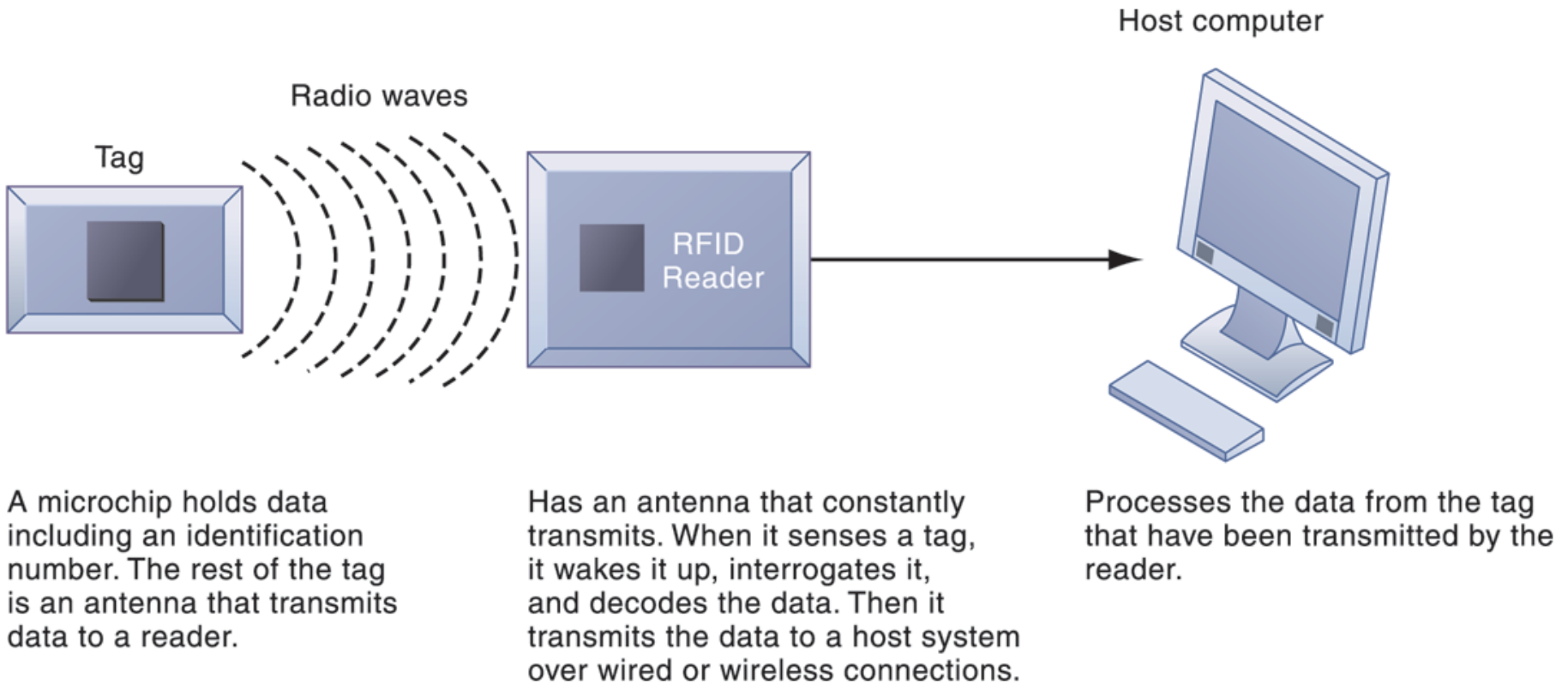


# AN 802.11 WIRELESS LAN

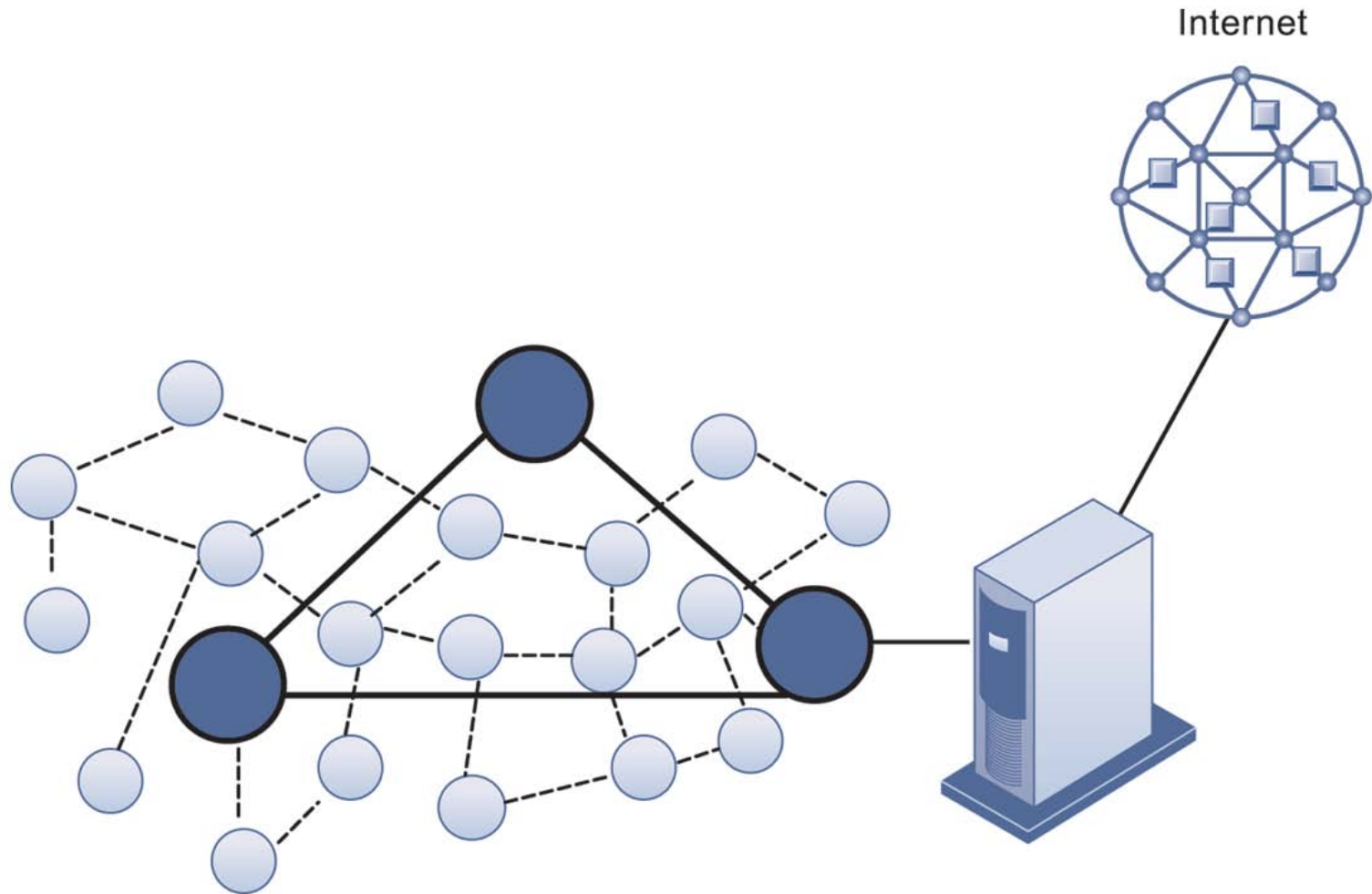




# HOW RFID WORKS



# A WIRELESS SENSOR NETWORK



# 資訊管理個案

## (Case Study for Information Management)

1. 請同學於資訊管理個案討論前  
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關  
理論，以作為個案分析及擬定管理對策的  
依據。
3. 請同學於上課前  
先繳交個案研究問題書面報告。

# References

- Kenneth C. Laudon & Jane P. Laudon (2012),  
Management Information Systems: Managing the  
Digital Firm, Twelfth Edition, Pearson.
- 周宣光 譯 (2011) ,  
資訊管理系統－管理數位化公司 ,  
第12版 , 東華書局