

Case Study for Information Management

資訊管理個案

Introduction to Case Study for Information Management

1021CSIM4C01

TLMXB4C (M1824)

Wed 6, 7, 8 (13:10-16:00) B701

Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

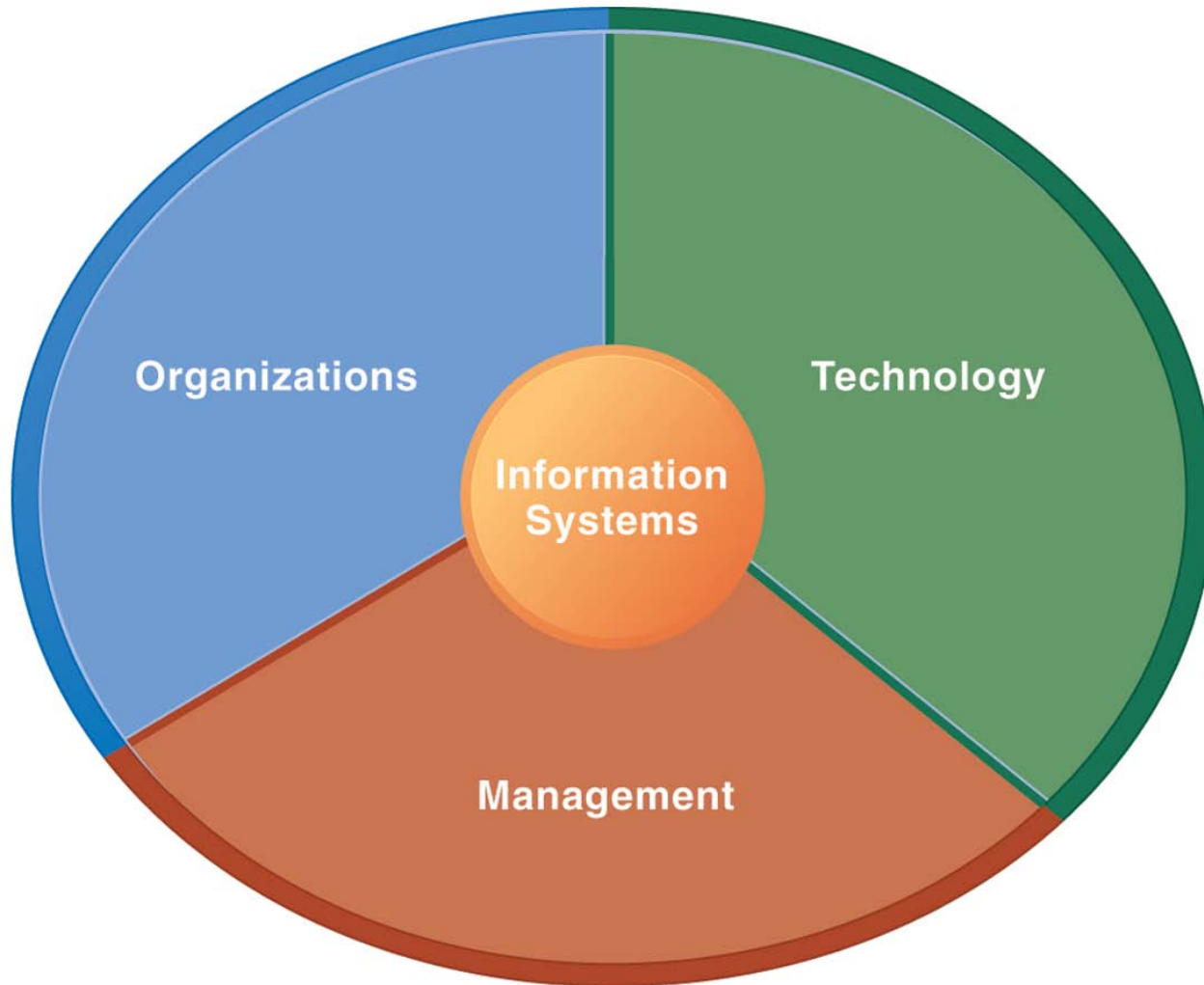
Dept. of Information Management, Tamkang University

淡江大學 資訊管理學系

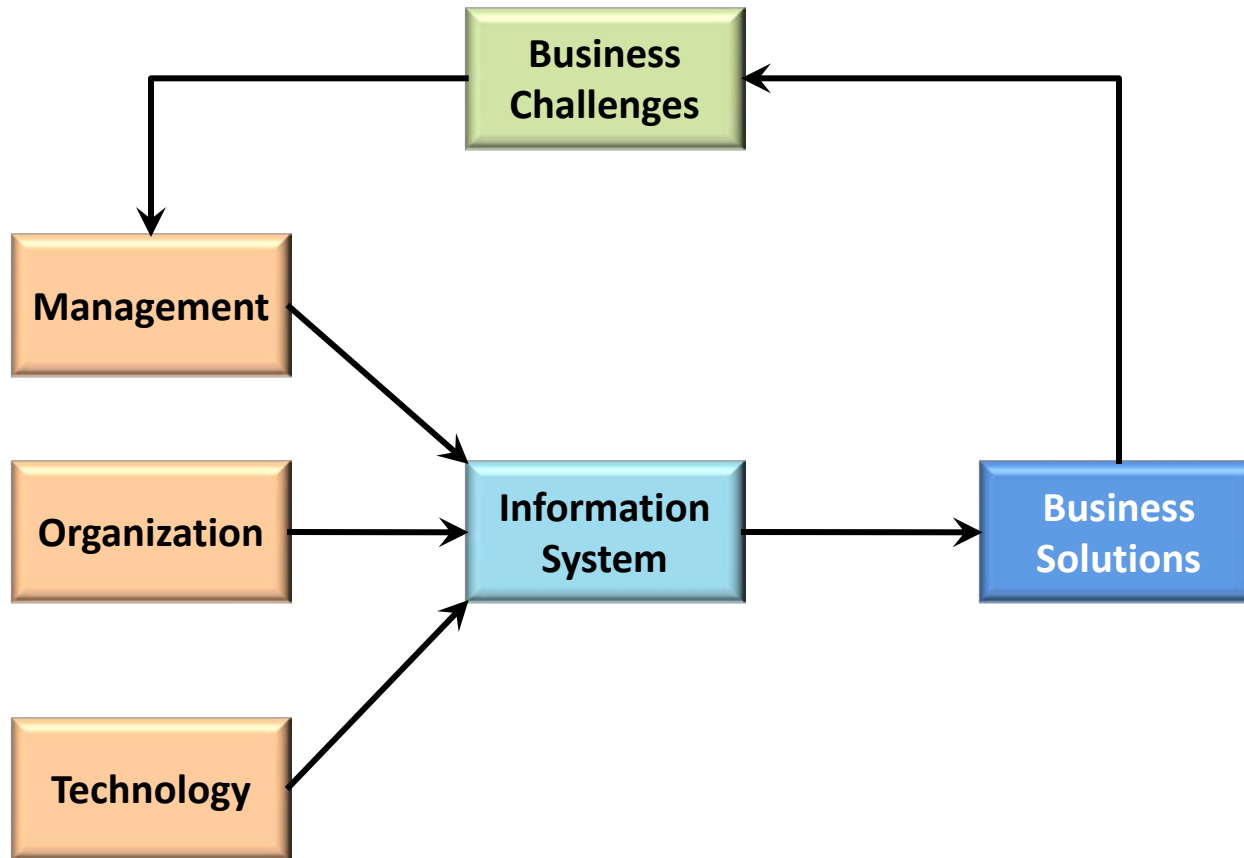
<http://mail.tku.edu.tw/myday/>

2013-09-18

Information Management (MIS) Information Systems



Overview of fundamental MIS Concepts



淡江大學102學年度第1學期 課程教學計畫表

Fall 2013 (2013.09.16-2014.01.18)

- 課程名稱：資訊管理個案
(Case Study for Information Management)
- 授課教師：戴敏育 (Min-Yuh Day)
- 開課系級：資管4C (TLMXB4C)(M1824)
- 開課資料：必修 單學期 3 學分 (3 Credits, Required)
- 上課時間：週三 6,7,8 (Wed 13:10-16:00)
- 上課教室：B701

課程簡介

- 本課程透過個案研究讓學生理解資訊系統與企業績效的直接連結。
- 資訊管理個案課程讓學生可以更好的了解特定公司如何使用資訊系統來達成主要的企業目標：
 - 卓越的經營、
 - 新產品與服務、
 - 客戶和供應商的緊密關係、
 - 改善決策制定、
 - 競爭優勢與永續經營。

Course Introduction

- This course helps students to understand and analysis the direct connection between **information systems** and **business performance** though **case study**.
- It helps students a better understanding of how specific companies use information systems to achieve the **main business objectives**:
 - operational excellence,
 - new products and services,
 - customer and supplier intimacy,
 - improved decision making,
 - competitive advantage, and survival.

課程目標

- 學生將能夠瞭解及應用
資訊管理個案研究的方法

Objective

- Student will be able to understand and apply the methods of case study for information management.

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	102/09/18	Introduction to Case Study for Information Management
2	102/09/25	Information Systems in Global Business: UPS (Chap. 1)
3	102/10/02	Global E-Business and Collaboration: NTUC Income (Chap. 2)
4	102/10/09	Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3)
5	102/10/16	IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)
6	102/10/23	Foundations of Business Intelligence: Lego (Chap. 6)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
7	102/10/30	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	102/11/06	Securing Information System: Facebook (Chap. 8)
9	102/11/13	Midterm Report (期中報告)
10	102/11/20	期中考試週
11	102/11/27	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	102/12/04	E-commerce: Amazon vs. Walmart (Chap. 10)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	102/12/11	Knowledge Management: Tata Consulting Services (Chap. 11)
14	102/12/18	Enhancing Decision Making: CompStat (Chap. 12)
15	102/12/25	Building Information Systems: Electronic Medical Records (Chap. 13)
16	103/01/01	開國紀念日(放假一天) (New Year's Day)(Day off)
17	103/01/08	Final Report (期末報告)
18	103/01/15	期末考試週

教材課本與參考書籍

- 教材課本 (Textbook)

- Kenneth C. Laudon & Jane P. Laudon (2012),
Management Information Systems: Managing the Digital Firm,
Twelfth Edition, Pearson.

- 參考書籍 (References)

- 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

修課應注意事項

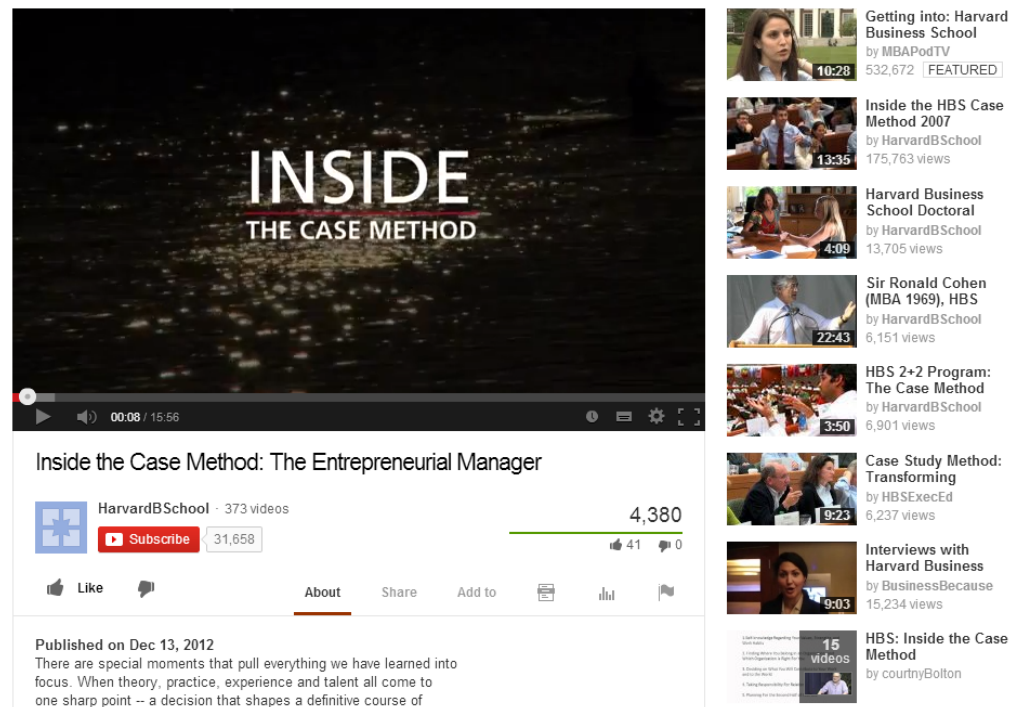
1. 請同學於資訊管理個案討論前
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關理論，以作為個案分析及擬定管理對策的依據。
3. 請同學於上課前
先繳交個案研究問題書面報告。
4. 上課時間地點：MI4C B701 (三) 6,7,8
(Wed 13:10-16:00)

學期成績計算方式

- 期中評量：30.0 %
- 期末評量：30.0 %
- 其他 (課堂參與及報告討論表現)：40.0 %

Case Study

- Harvard Business School
 - The Case Method at HBS
 - Inside the Case Method: The Entrepreneurial Manager
 - <http://www.youtube.com/watch?v=YWYbEVsVwe4> (15:56)

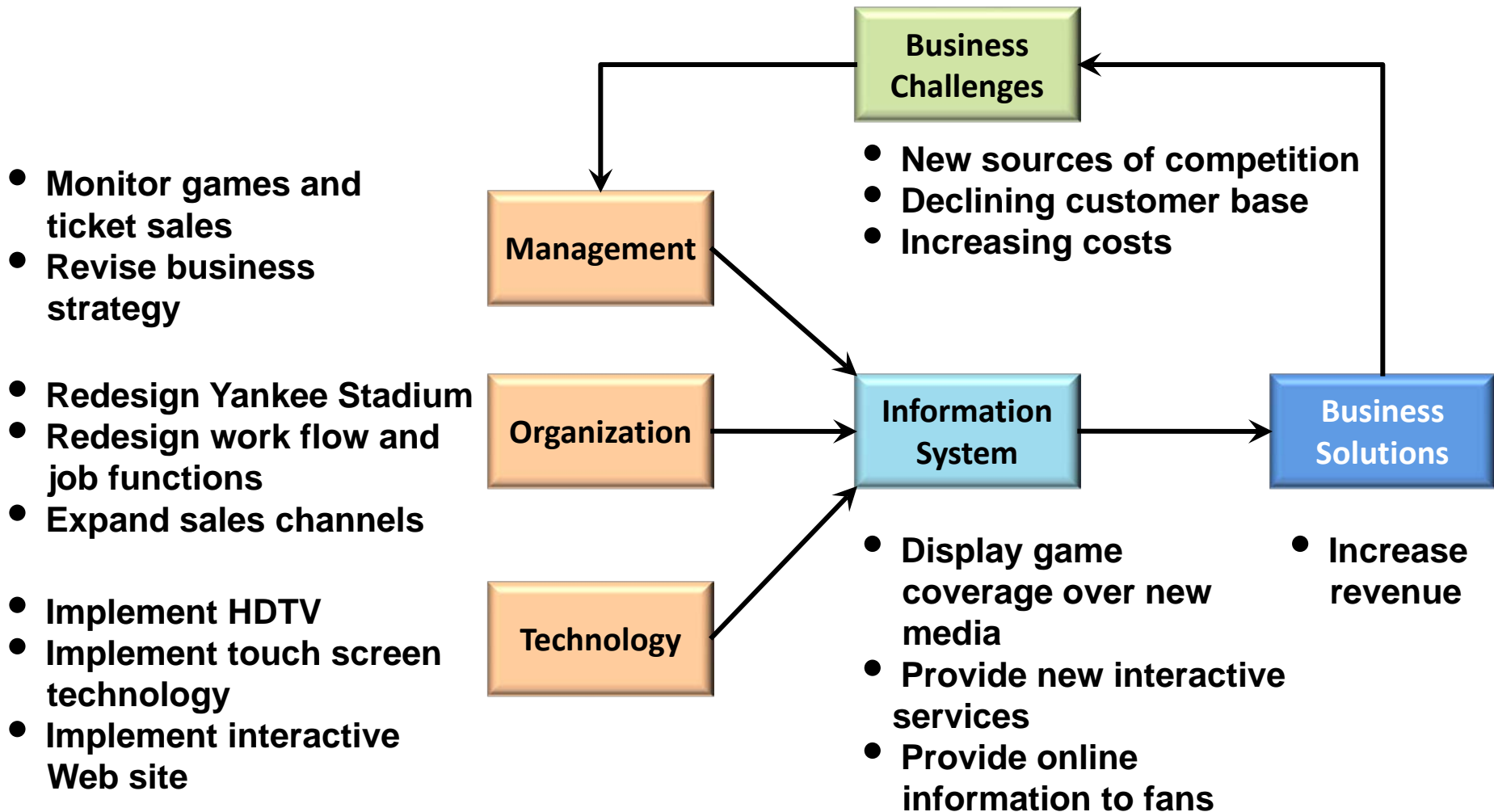


The image is a screenshot of a YouTube video player. The main video player shows a dark background with the text "INSIDE THE CASE METHOD" in white. Below the video player, the title "Inside the Case Method: The Entrepreneurial Manager" is displayed. The channel name "HarvardBSchool" is visible, along with a "Subscribe" button and a view count of 4,380. The video was published on Dec 13, 2012. To the right of the main video player, there is a list of related videos with their titles, channel names, and view counts.

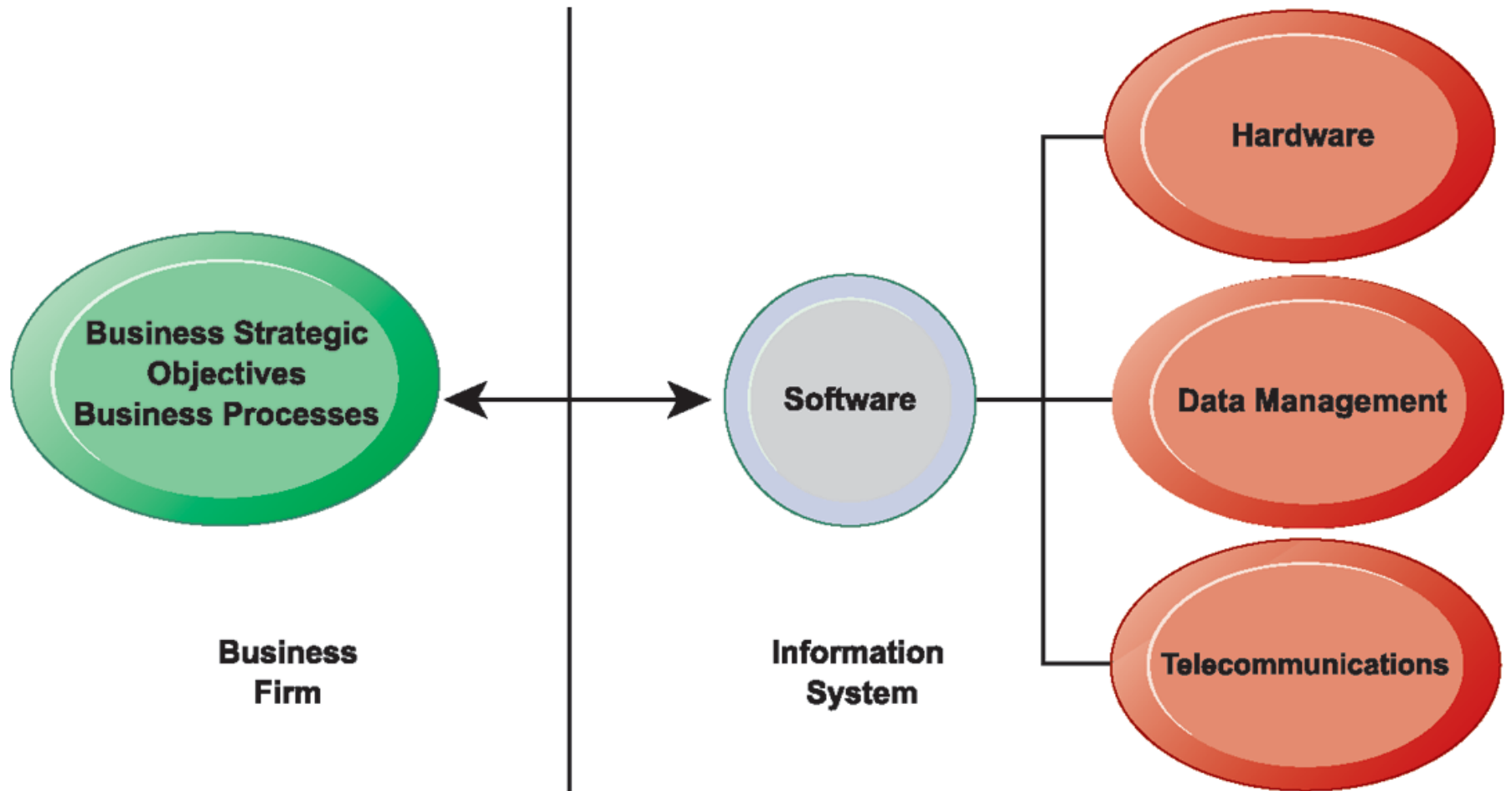
Video Title	Channel	Views
Getting into: Harvard Business School	by MBAPodTV	532,672 FEATURED
Inside the HBS Case Method 2007	by HarvardBSchool	175,763 views
Harvard Business School Doctoral	by HarvardBSchool	13,705 views
Sir Ronald Cohen (MBA 1969), HBS	by HarvardBSchool	6,151 views
HBS 2+2 Program: The Case Method	by HarvardBSchool	6,901 views
Case Study Method: Transforming	by HBSExecEd	6,237 views
Interviews with Harvard Business	by BusinessBecause	15,234 views
HBS: Inside the Case Method	by courtneyBolton	

Overview of fundamental MIS Concepts

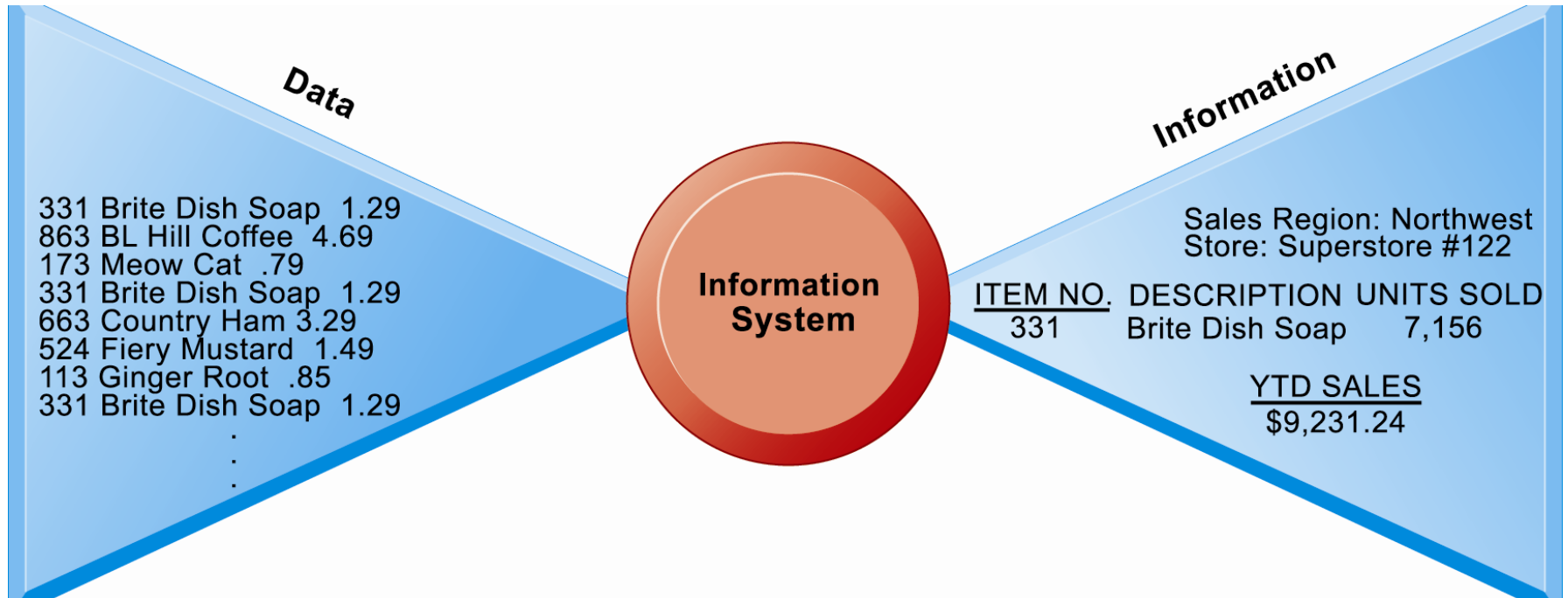
using an Integrated framework for describing and analyzing information systems



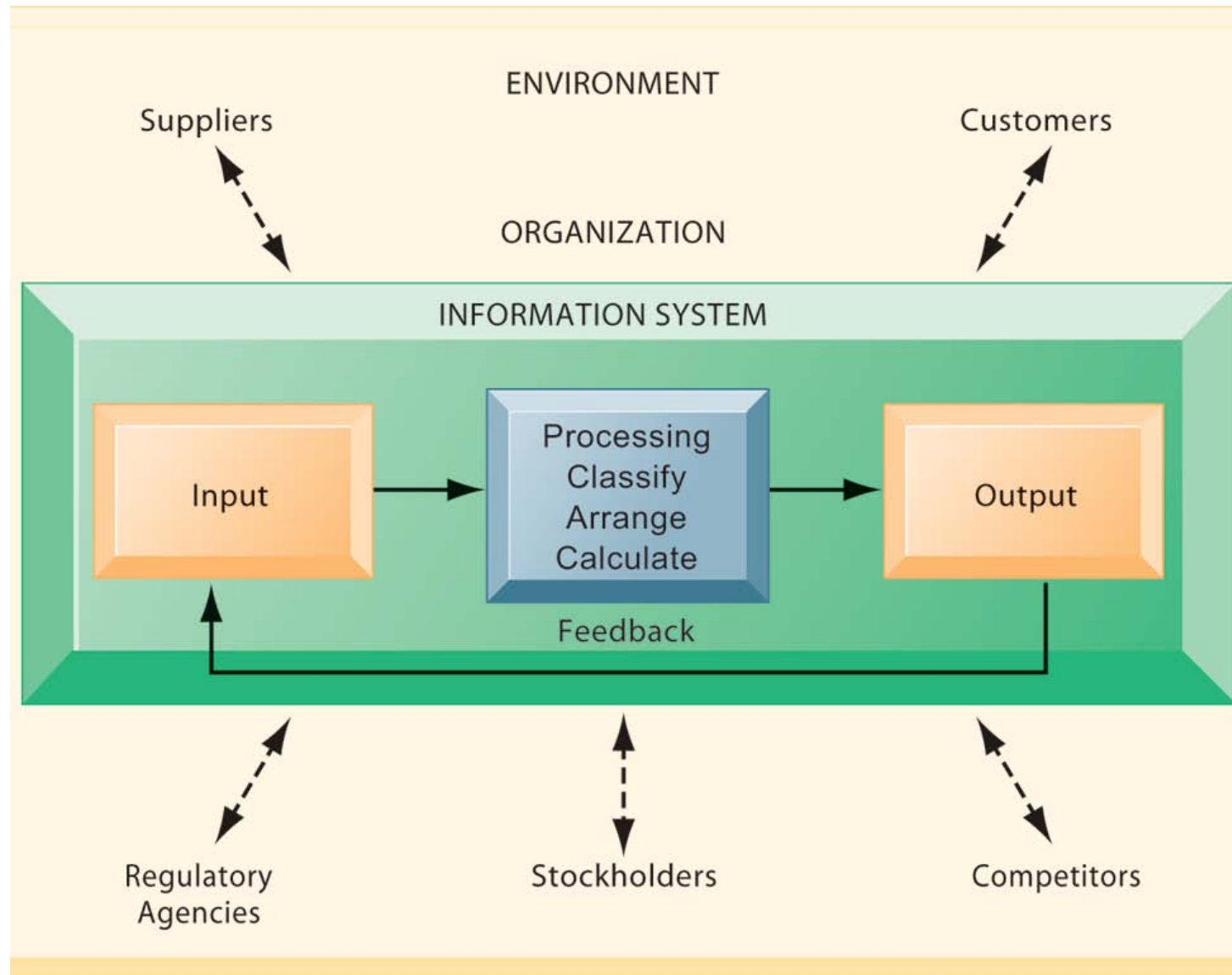
The Interdependence Between Organizations and Information Technology



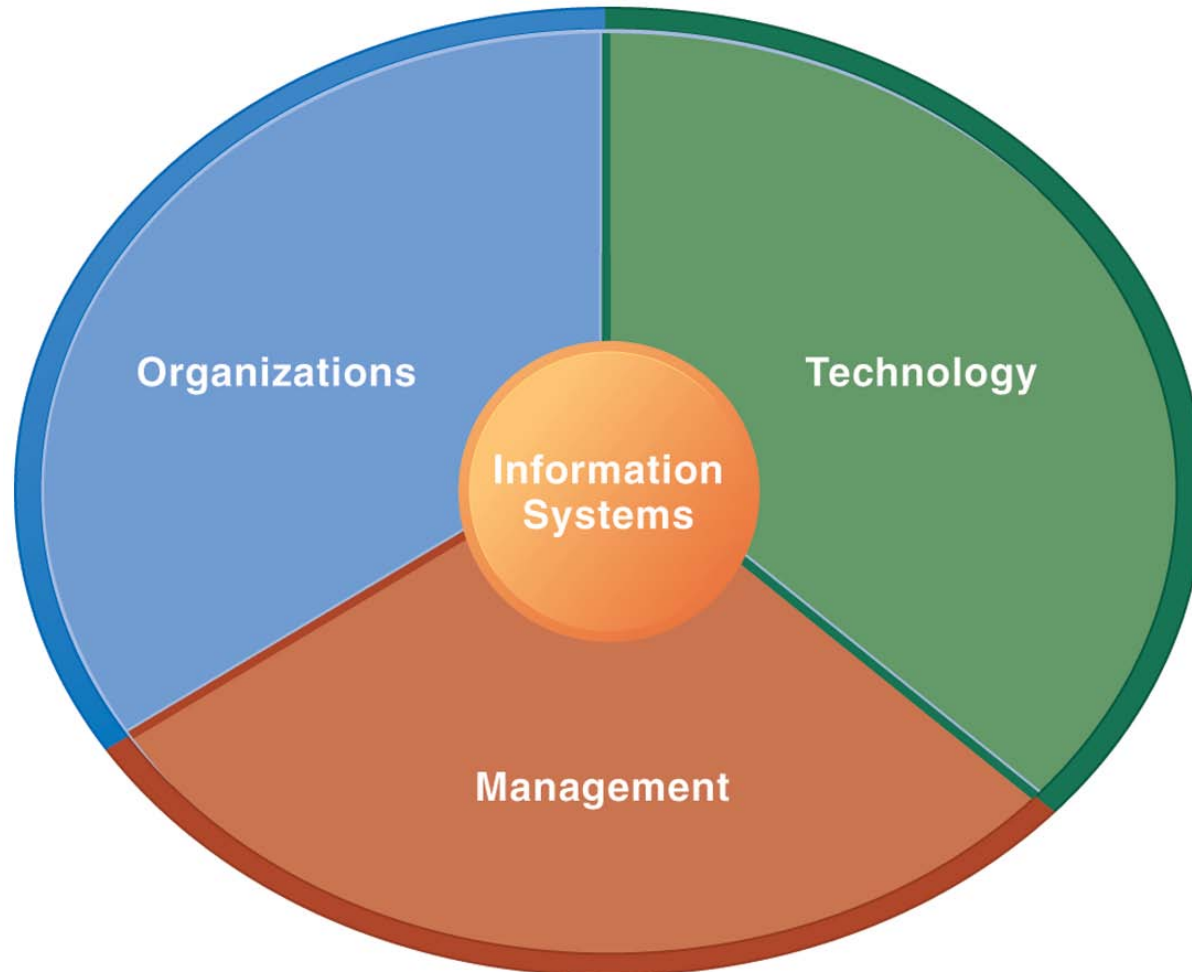
Perspectives on Information Systems: Data and Information



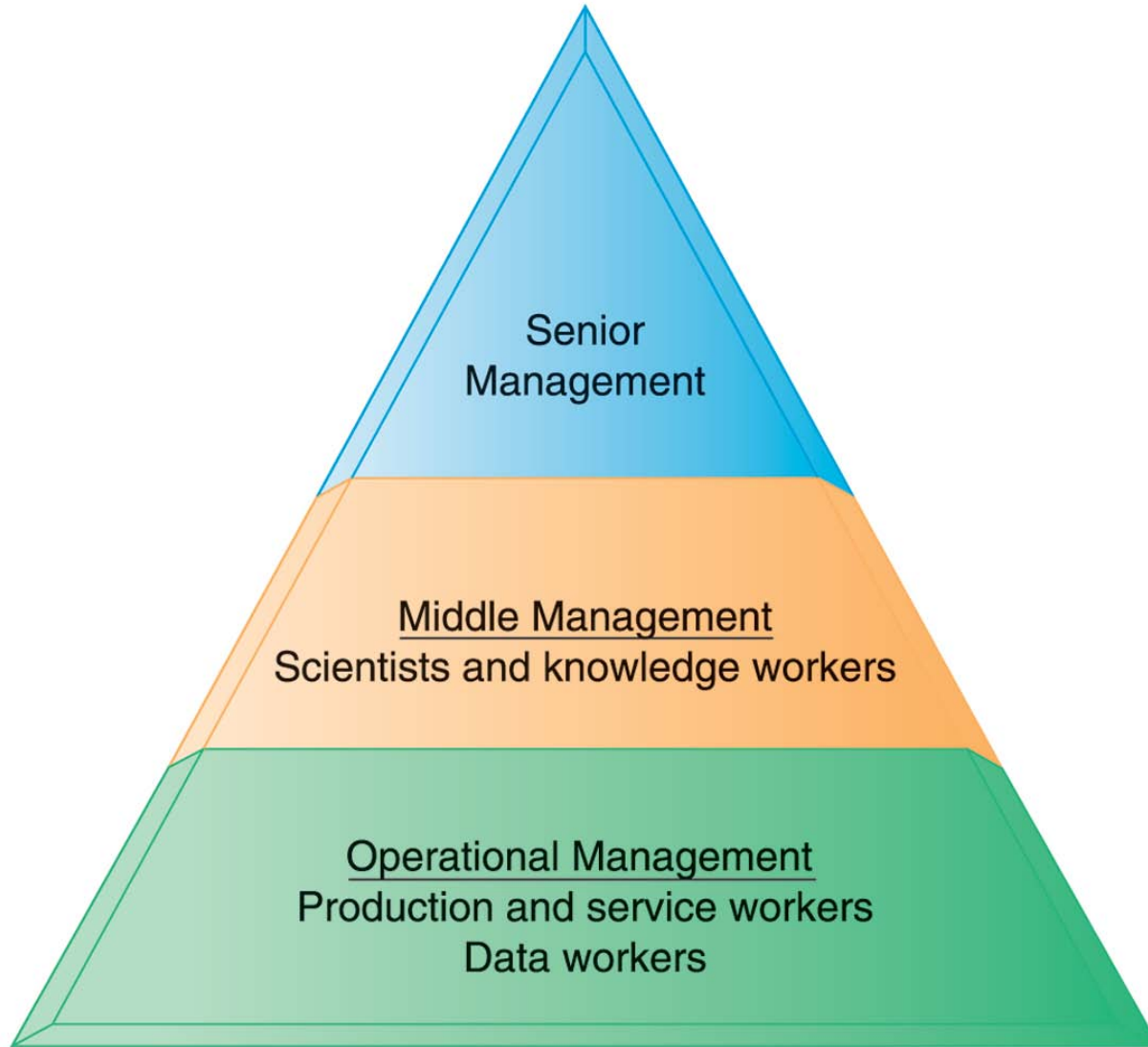
Functions of an Information System



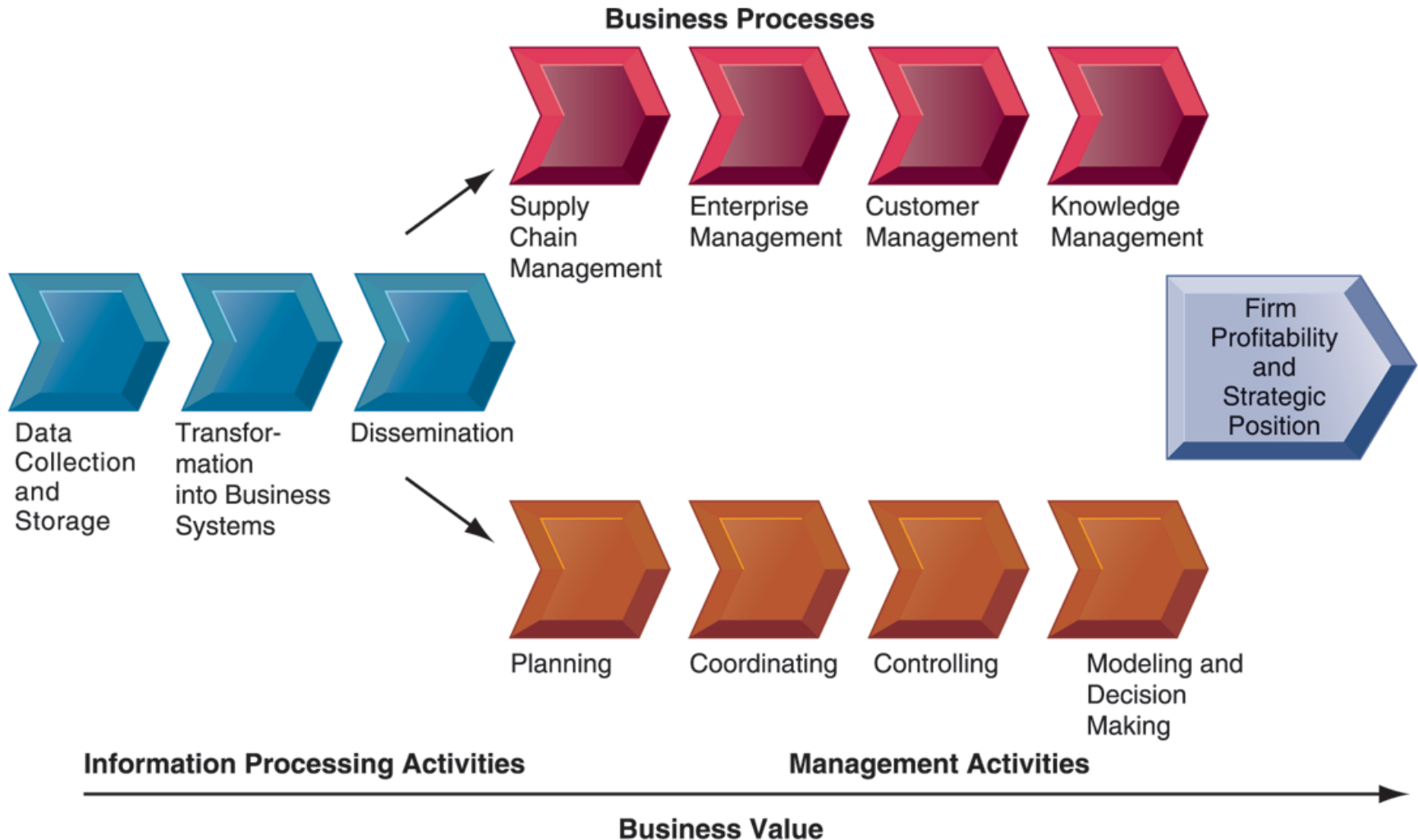
Information Systems Are More Than Computers



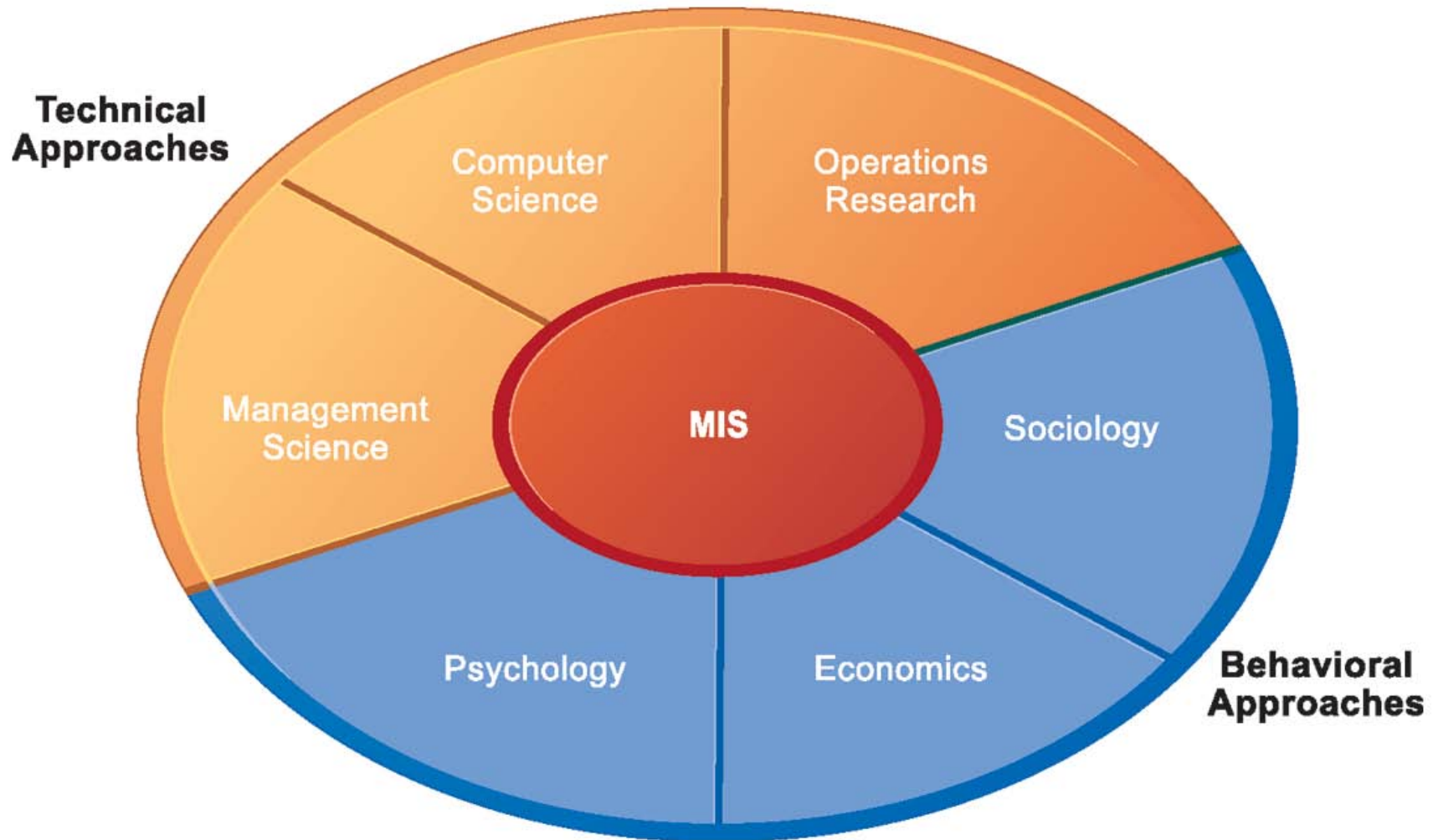
Levels in a Firm



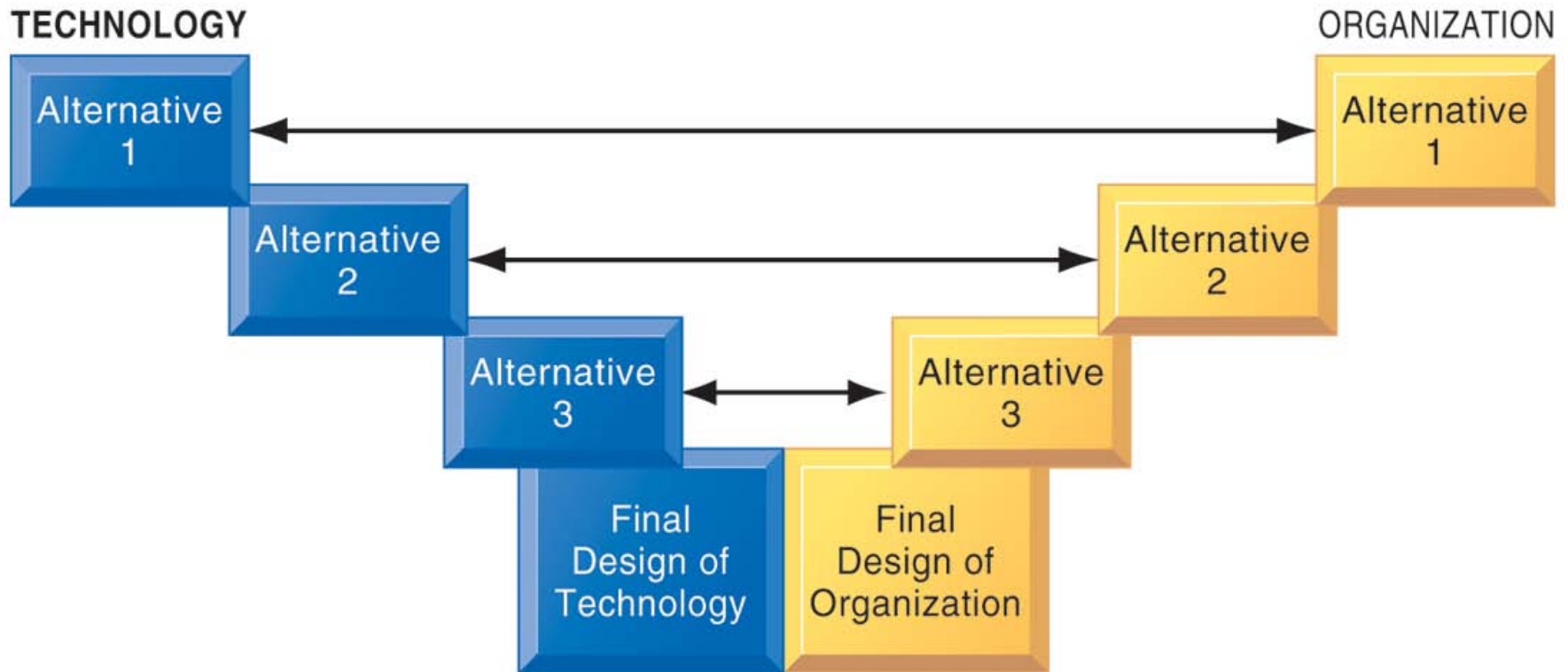
The Business Information Value Chain



Contemporary Approaches to Information Systems



A Sociotechnical Perspective on Information Systems



Case Study: UPS

UPS Competes Globally with Information Technology

1. What are the inputs, processing, and outputs of UPS's package tracking system?
2. What technologies are used by UPS? How are these technologies related to UPS's business strategy?
3. What strategic business objectives do UPS's information systems address?
4. What would happen if UPS's information systems were not available?

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。
4. 上課時間地點：MI4C B701 (三) 6,7,8
(Wed 13:10-16:00)

Summary

- This course helps students to understand and analysis the direct connection between **information systems** and **business performance** though **case study**.
- It helps students a better understanding of how specific companies use information systems to achieve the **main business objectives**:
 - operational excellence,
 - new products and services,
 - customer and supplier intimacy,
 - improved decision making,
 - competitive advantage, and survival.

Contact Information

戴敏育 博士 (Min-Yuh Day, Ph.D.)

專任助理教授

淡江大學 資訊管理學系

電話：02-26215656 #2846

傳真：02-26209737

研究室：B929

地址：25137 新北市淡水區英專路151號

Email：myday@mail.tku.edu.tw

網址：<http://mail.tku.edu.tw/myday/>

