

# Case Study for Information Management

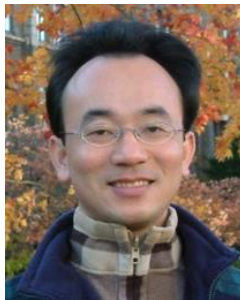
## 資訊管理個案

### Introduction to Case Study for Information Management

1031CSIM4A01

TLMXB4A (M1824)

Thu 8, 9, 10 (15:10-18:00) B608



Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

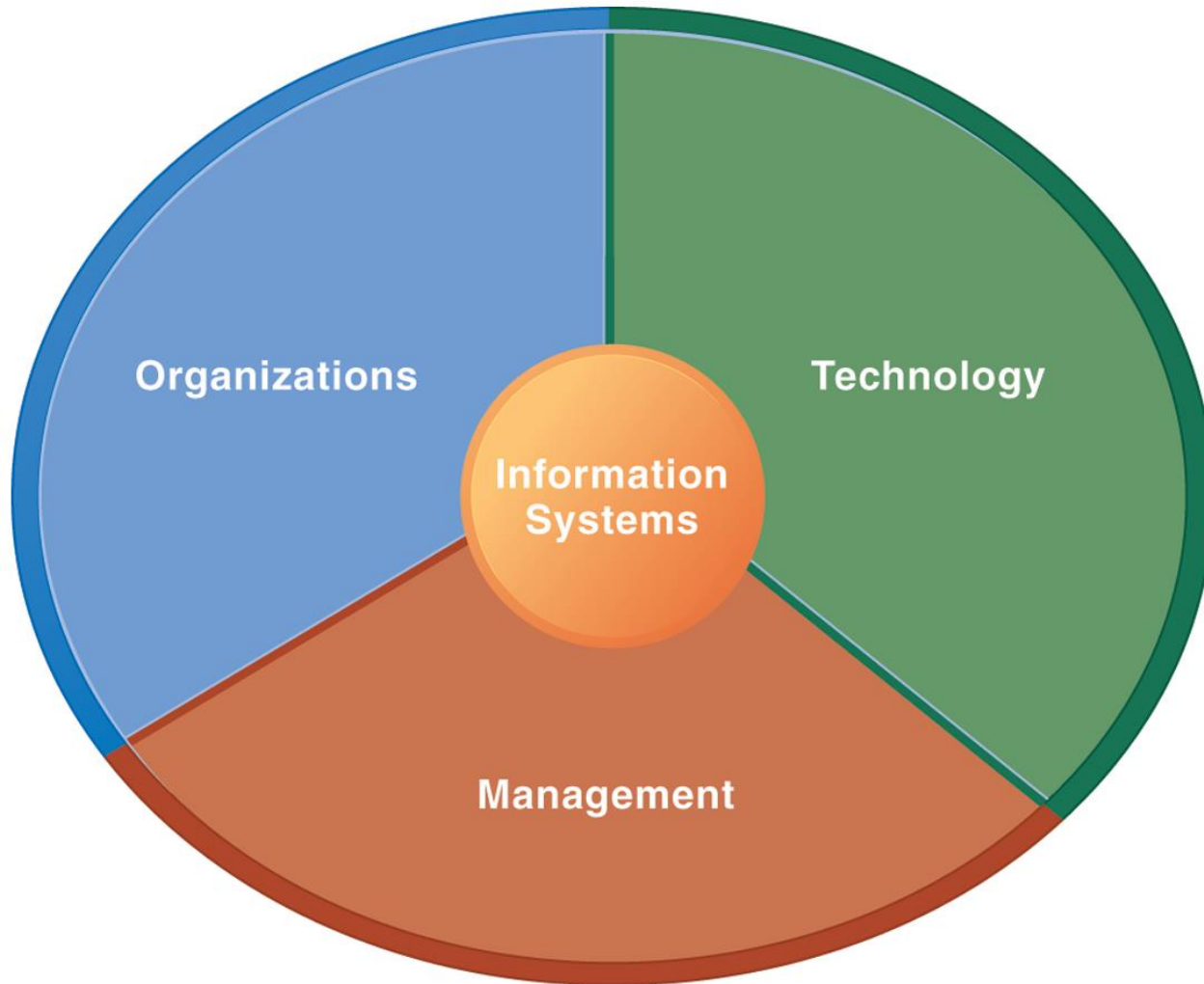
淡江大學 資訊管理學系

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

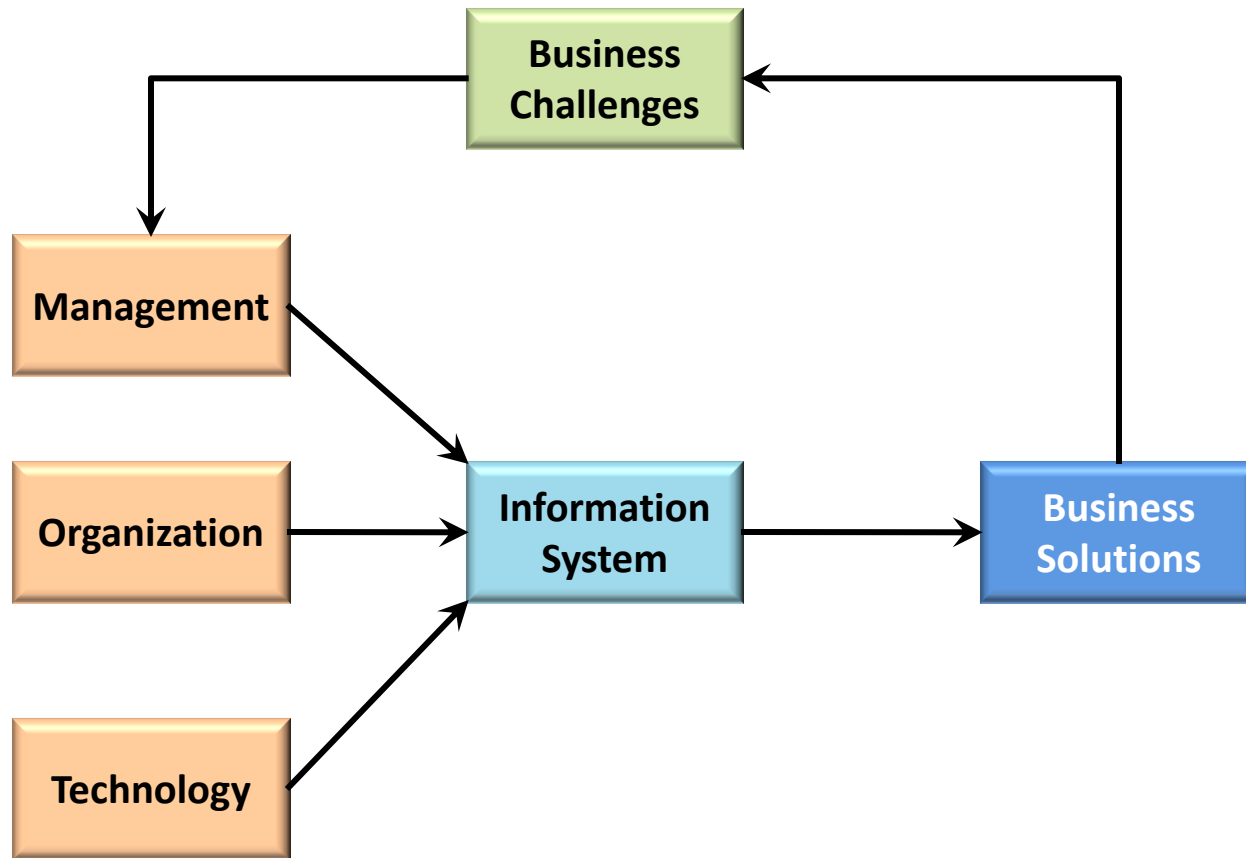
2014-09-18

# Information Management (MIS)

## Information Systems



# Overview of fundamental MIS Concepts



# 淡江大學103學年度第1學期

## 課程教學計畫表

Fall 2014 (2014.09.15-2015.01.17)

- 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4A (TLMXB4A)(M1824)
- 開課資料：必修 單學期 3 學分  
(3 Credits, Required)
- 上課時間：週四 8,9,10 (Thu 15:10-18:00)
- 上課教室：B608

# 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 (Week)	日期 (Date)	內容 (Subject/Topics)
1	103/09/18	Introduction to Case Study for Information Management
2	103/09/25	Information Systems in Global Business: UPS (Chap. 1)
3	103/10/02	Global E-Business and Collaboration: NTUC Income (Chap. 2)
4	103/10/09	Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3)
5	103/10/17	IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)
6	103/10/24	Foundations of Business Intelligence: Lego (Chap. 6)

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
7	103/10/31	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	103/11/06	Securing Information System: Facebook (Chap. 8)
9	103/11/13	Midterm Report (期中報告)
10	103/11/20	期中考試週
11	103/11/27	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	103/12/04	E-commerce: Amazon vs. Walmart (Chap. 10)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	103/12/11	Knowledge Management: Tata Consulting Services (Chap. 11)
14	103/12/18	Enhancing Decision Making: CompStat (Chap. 12)
15	103/12/25	Managing Projects: JetBlue and WestJet (Chap. 14)
16	104/01/01	開國紀念日(放假一天) (New Year's Day)(Day off)
17	104/01/08	Final Report (期末報告)
18	104/01/15	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。
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# 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 video player shows a dark screen with the text "INSIDE THE CASE METHOD" in white. Below the video, the title "Inside the Case Method: The Entrepreneurial Manager" is displayed. The channel name "HarvardBSchool" is shown with 373 videos and 4,380 subscribers. The video has 31,658 likes and 41 dislikes. The video description reads: "Published on Dec 13, 2012. There are special moments that pull everything we have learned into focus. When theory, practice, experience and talent all come to one sharp point -- a decision that shapes a definitive course of..."

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  
15 videos

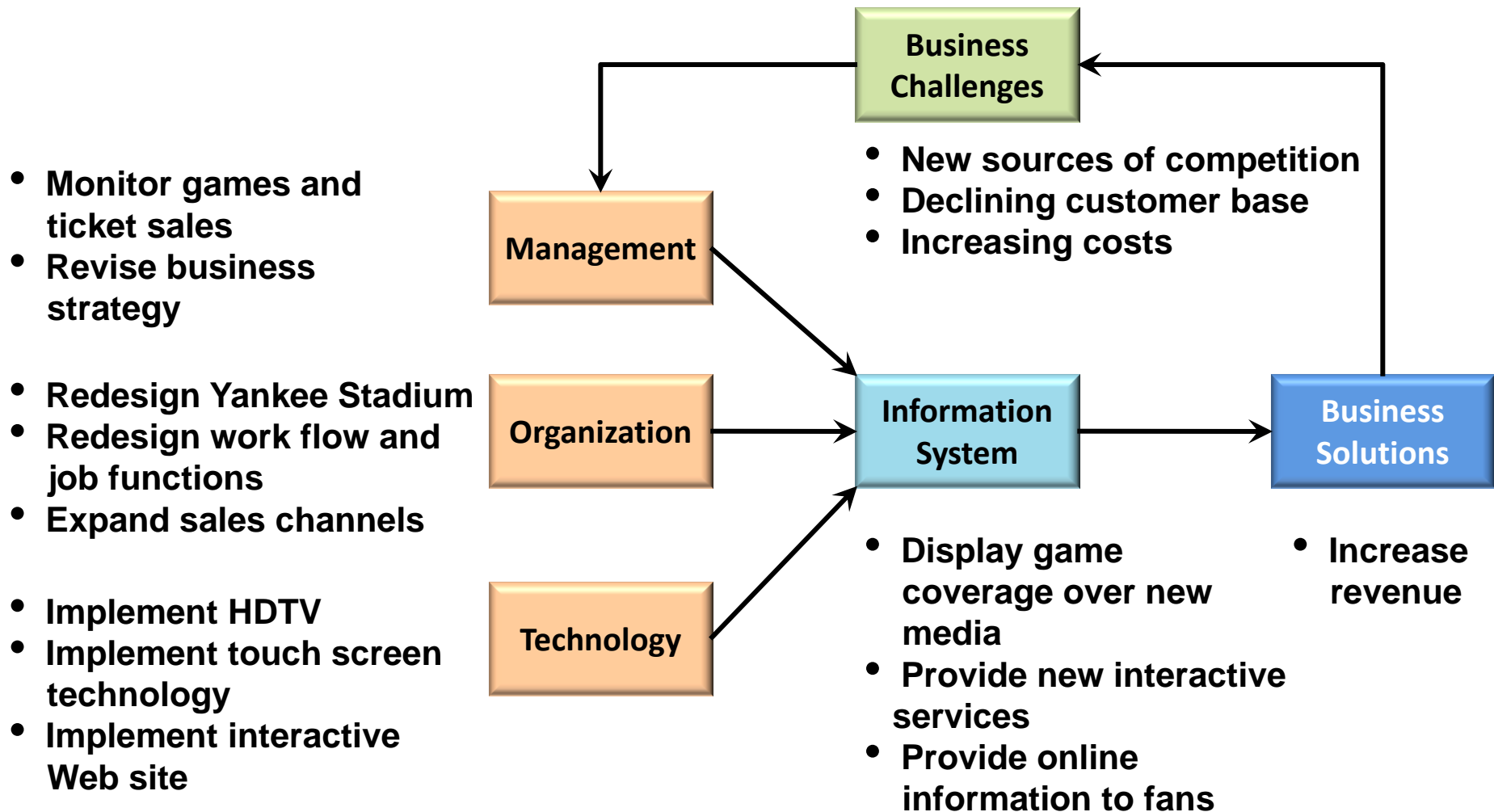
# **Case Study: UPS**

## **UPS Competes Globally with Information Technology**

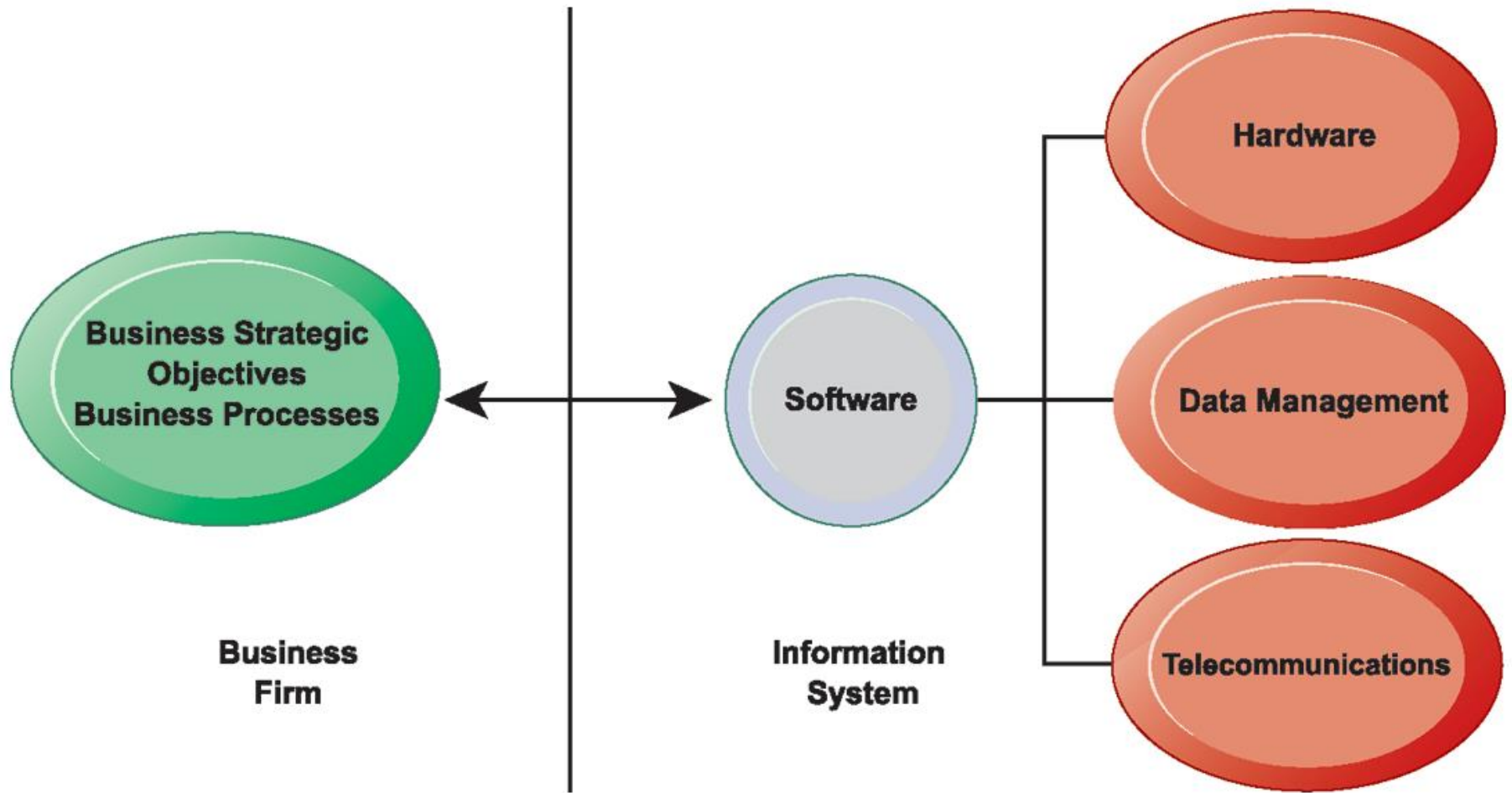


# Overview of fundamental MIS Concepts

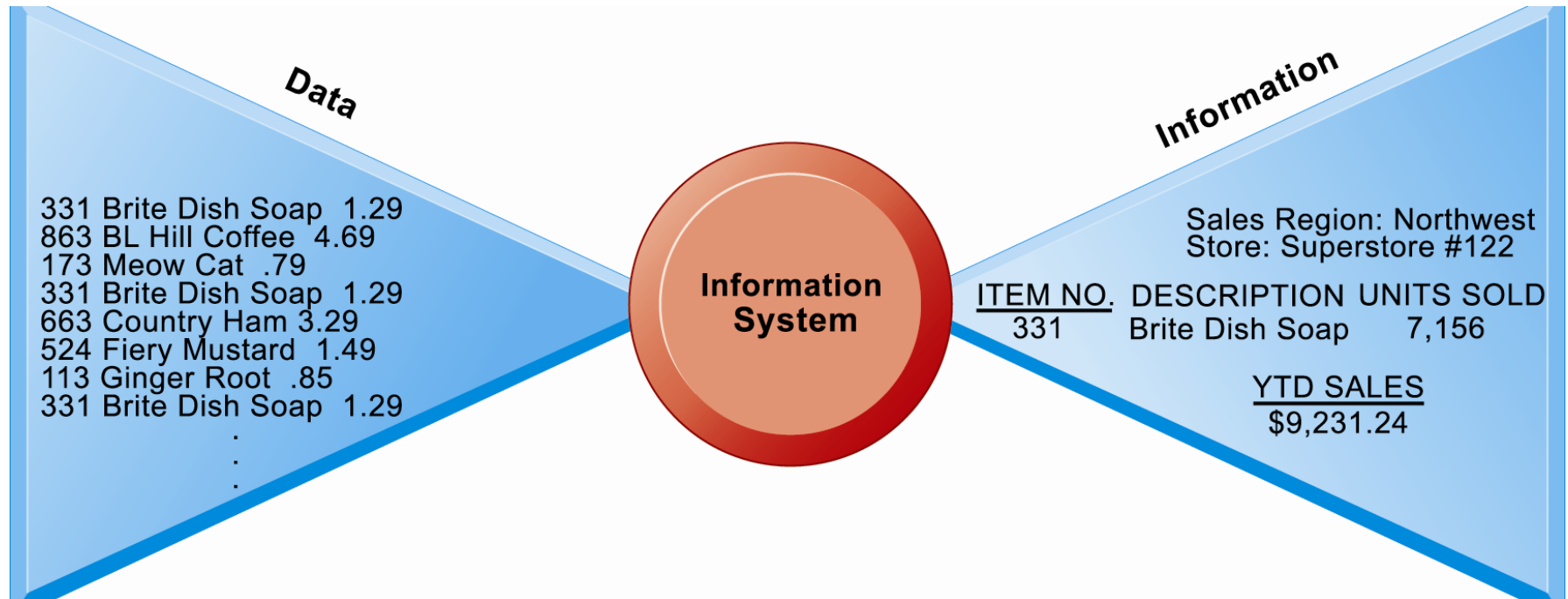
## using an Integrated framework for describing and analyzing information systems



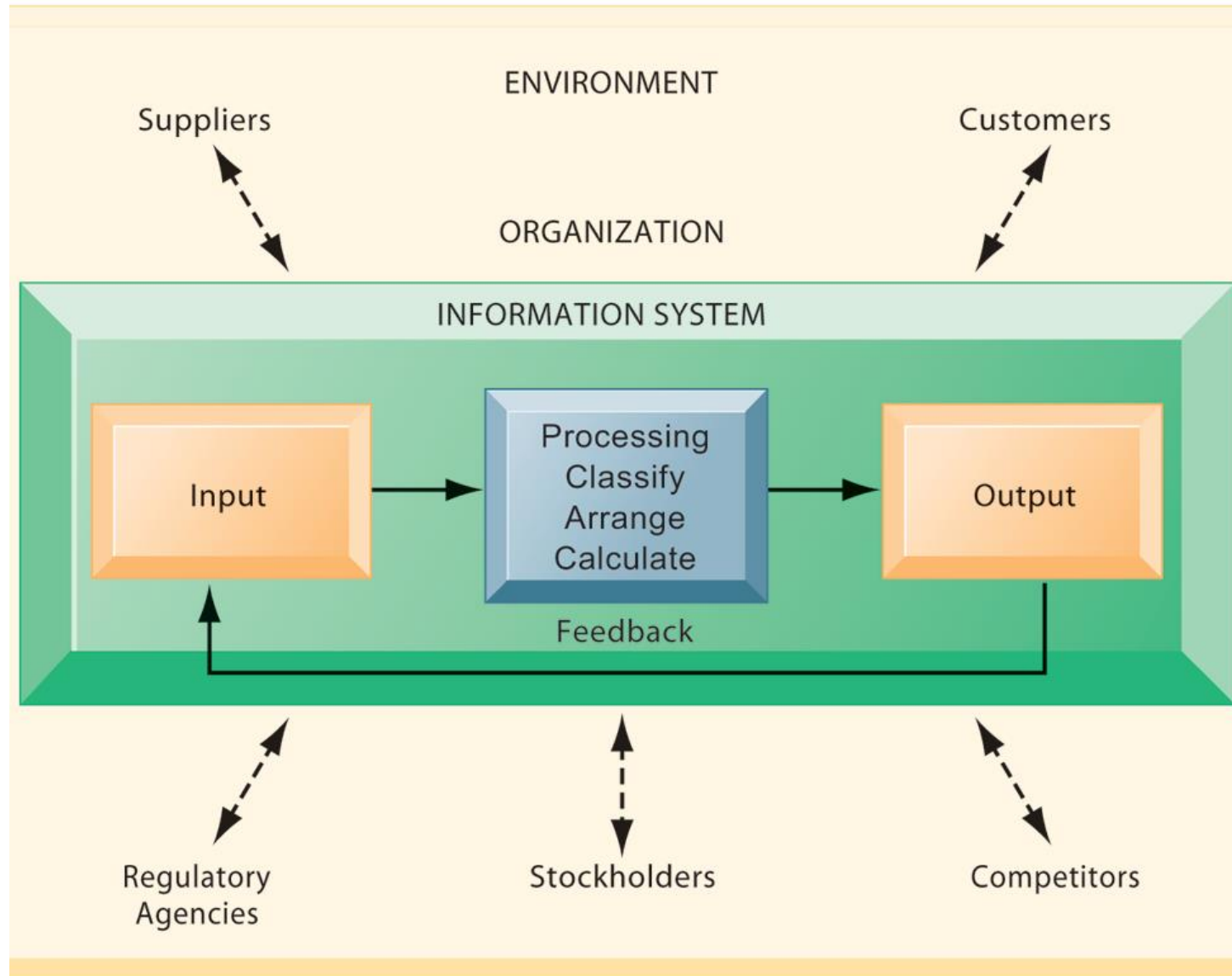
# The Interdependence Between Organizations and Information Technology



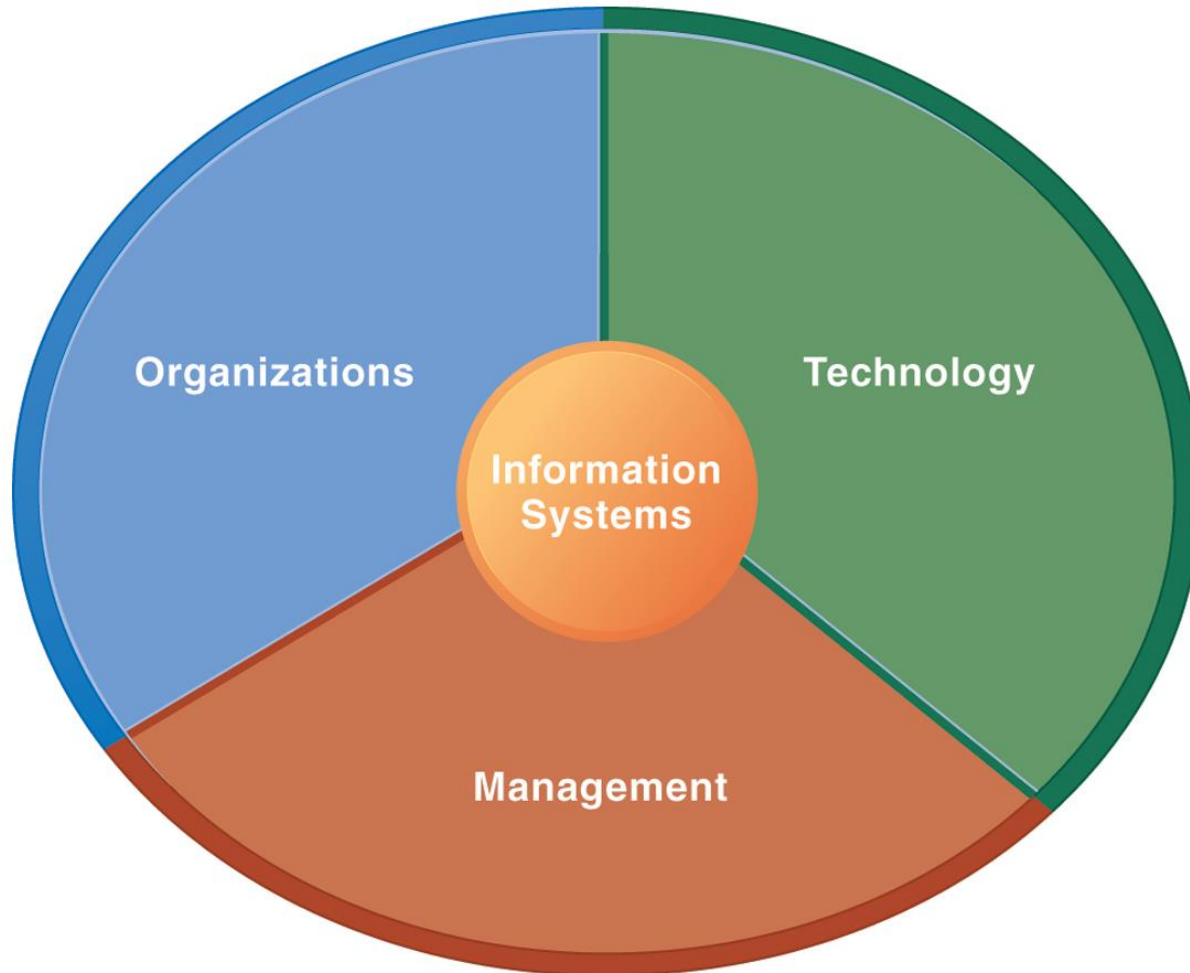
# Perspectives on Information Systems: Data and Information



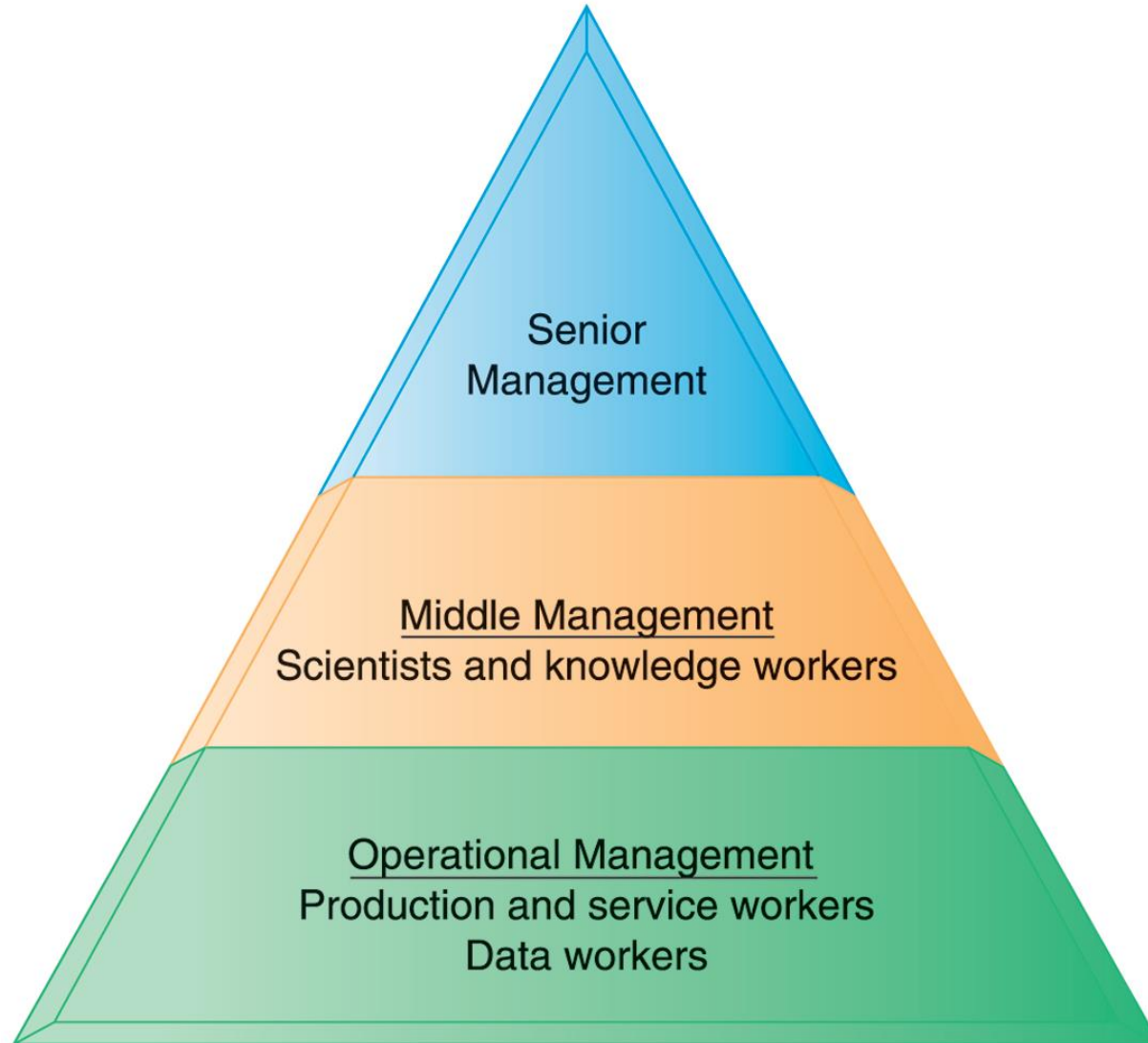
# Functions of an Information System



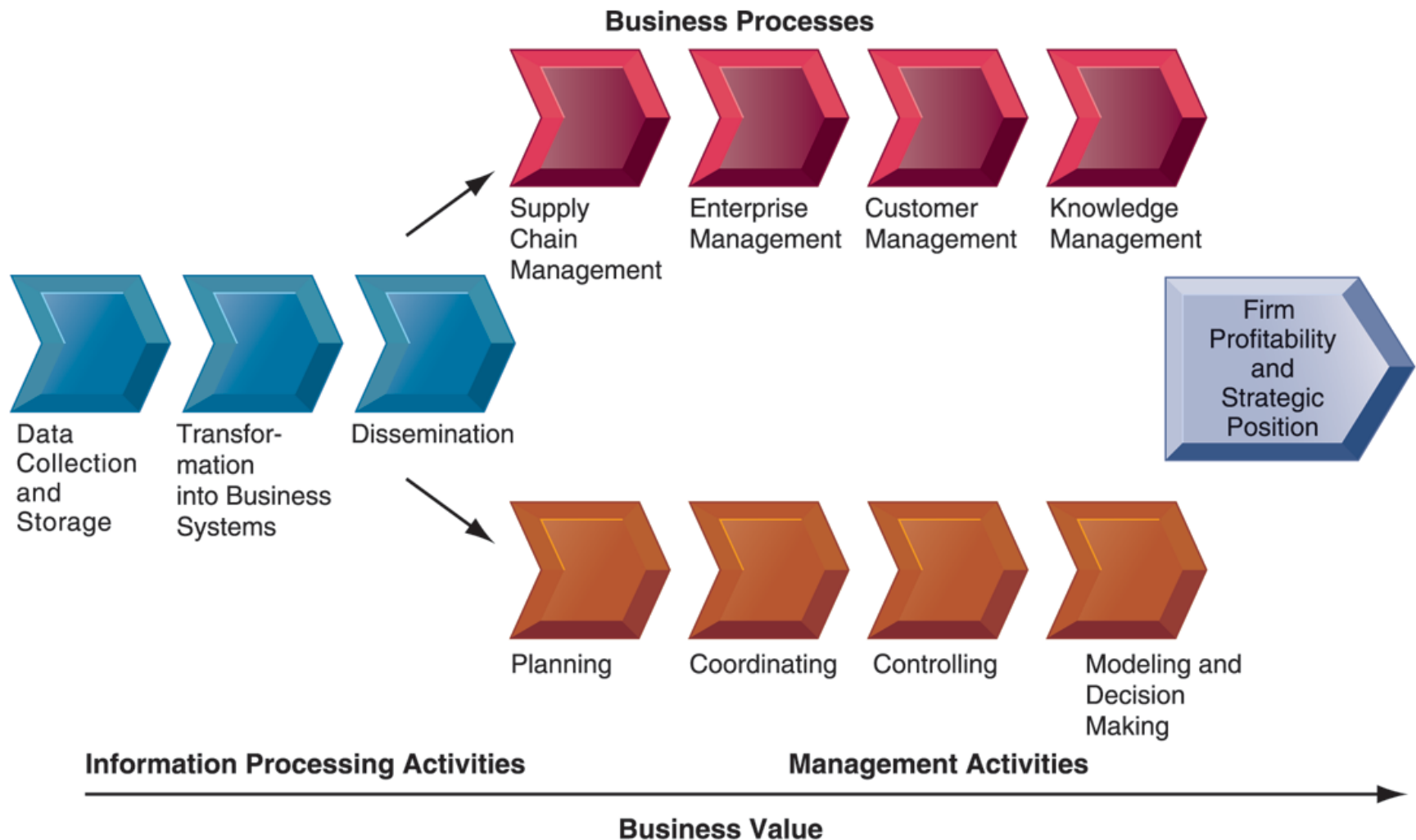
# Information Systems Are More Than Computers



# Levels in a Firm

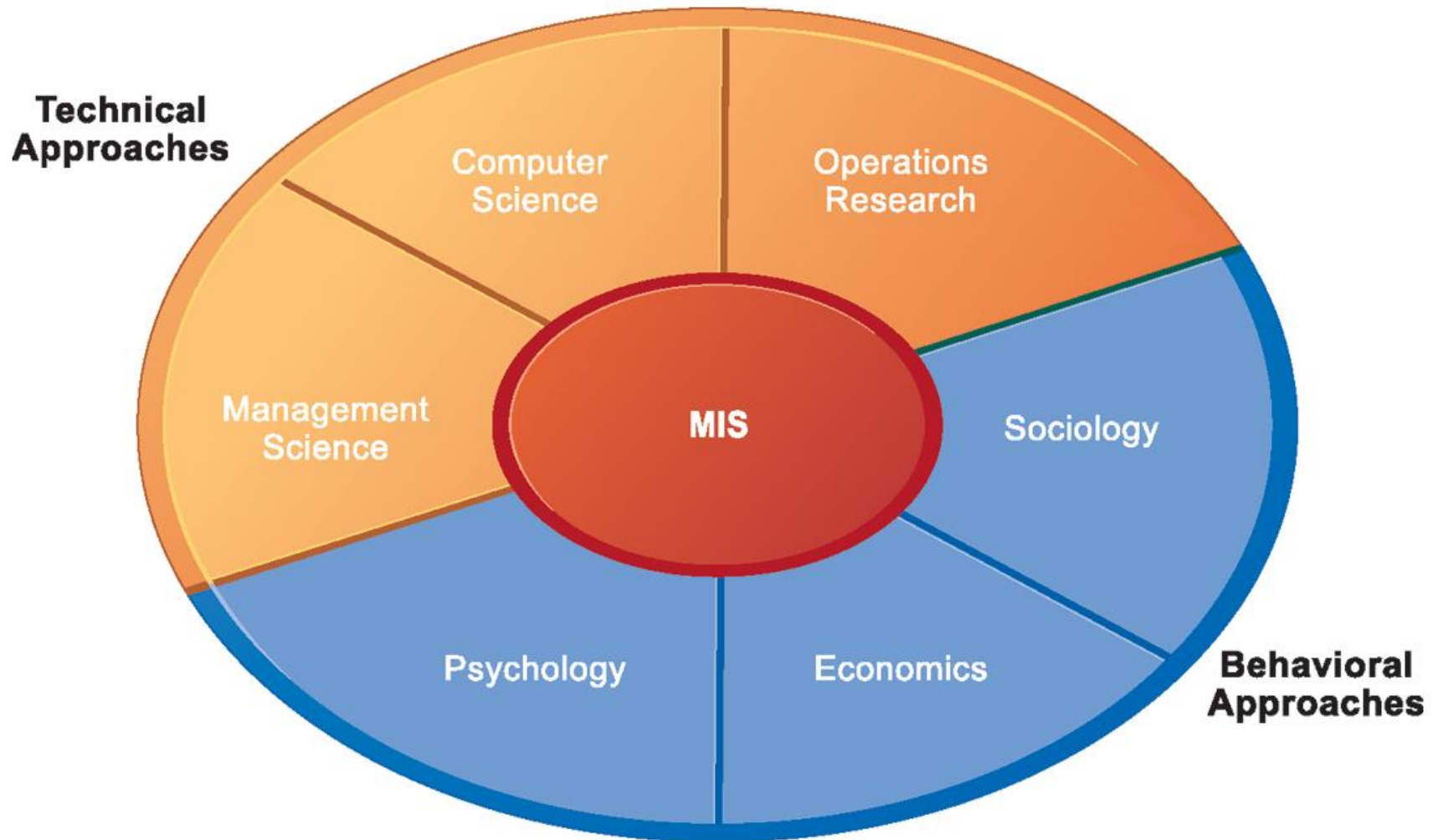


# The Business Information Value Chain



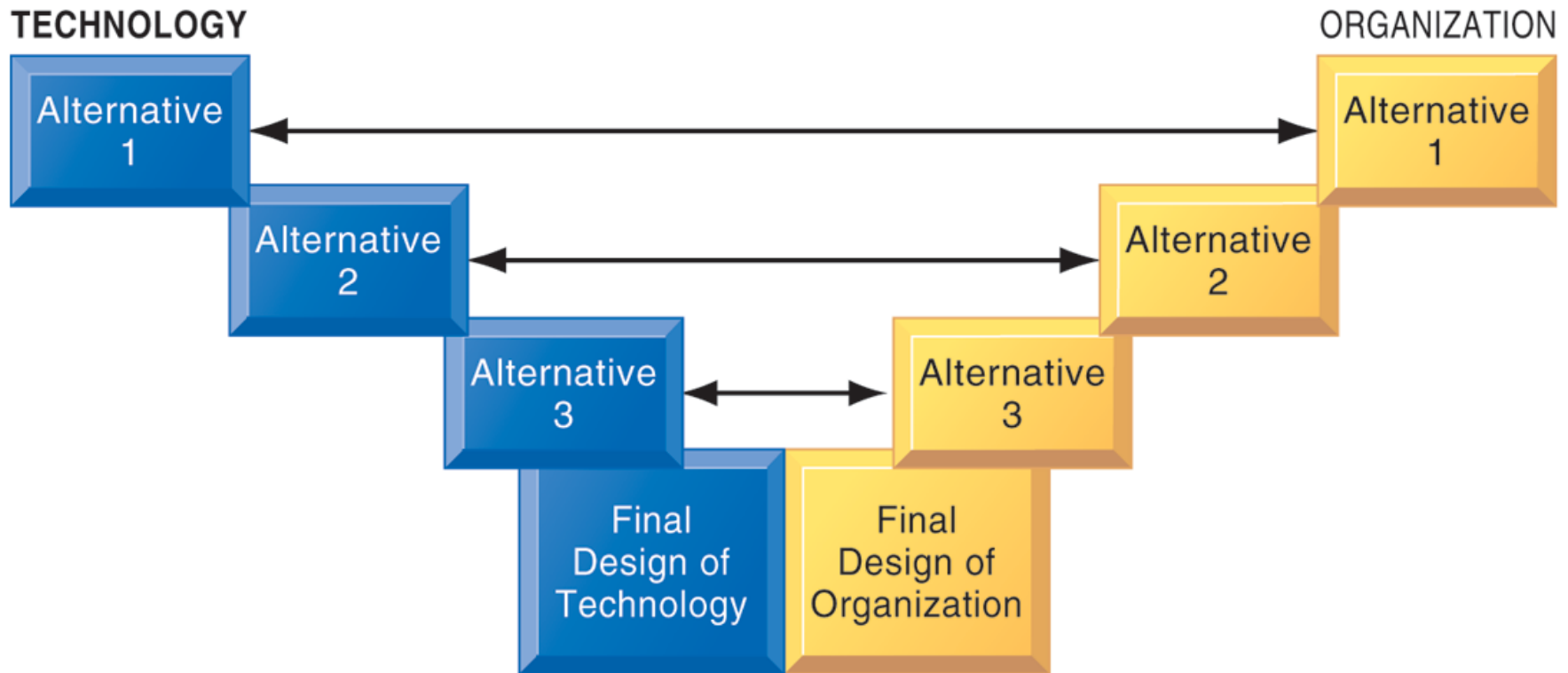


# Contemporary Approaches to Information Systems





# 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?

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# 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/>

