

Case Study for Information Management

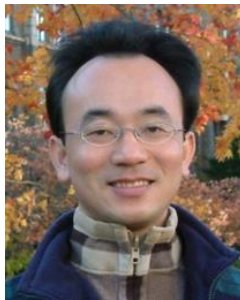
資訊管理個案

Introduction to Case Study for Information Management

1031CSIM4C01

TLMXB4C (M1824)

Tue 2, 3, 4 (9:10-12:00) B425



Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

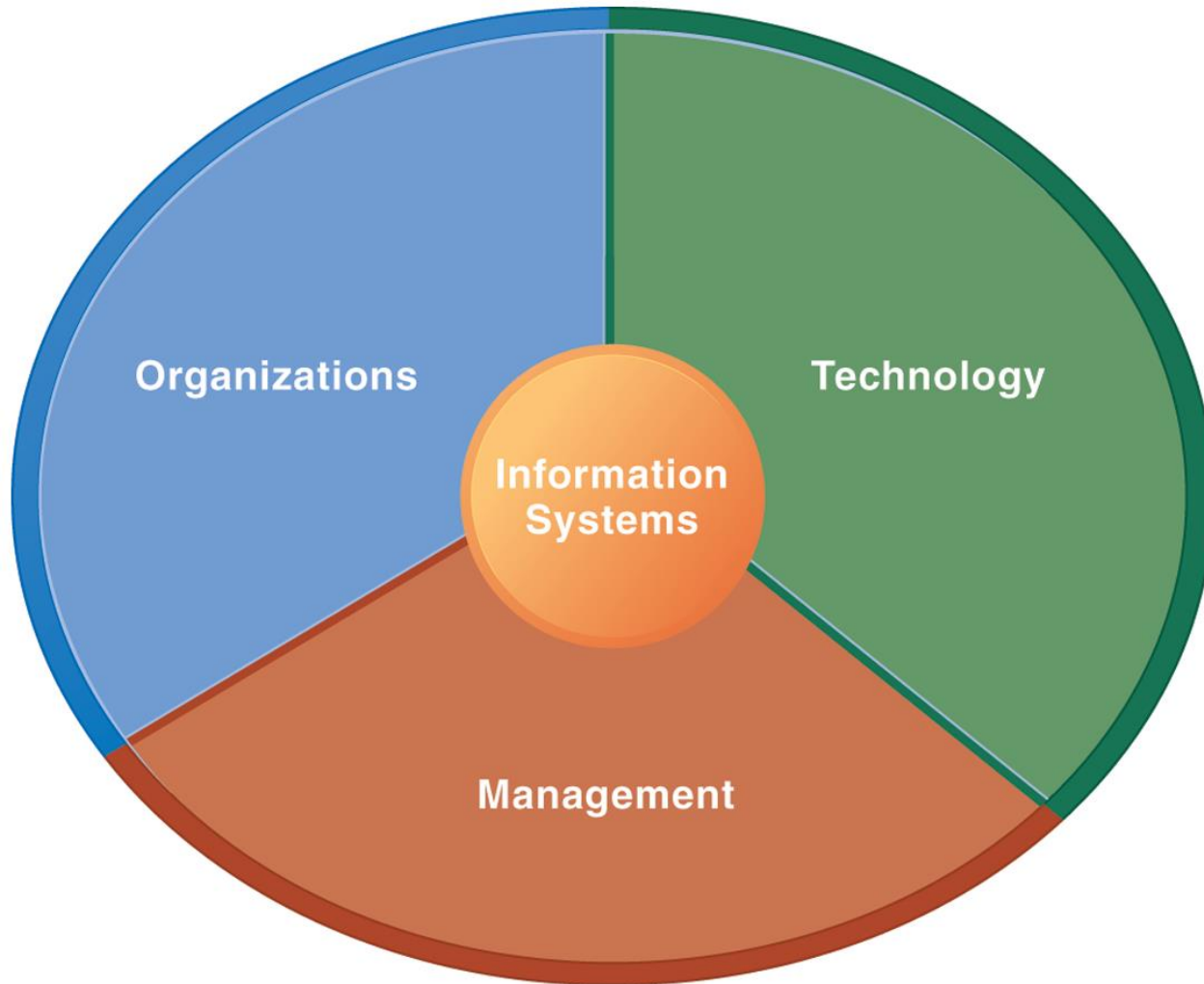
淡江大學 資訊管理學系

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

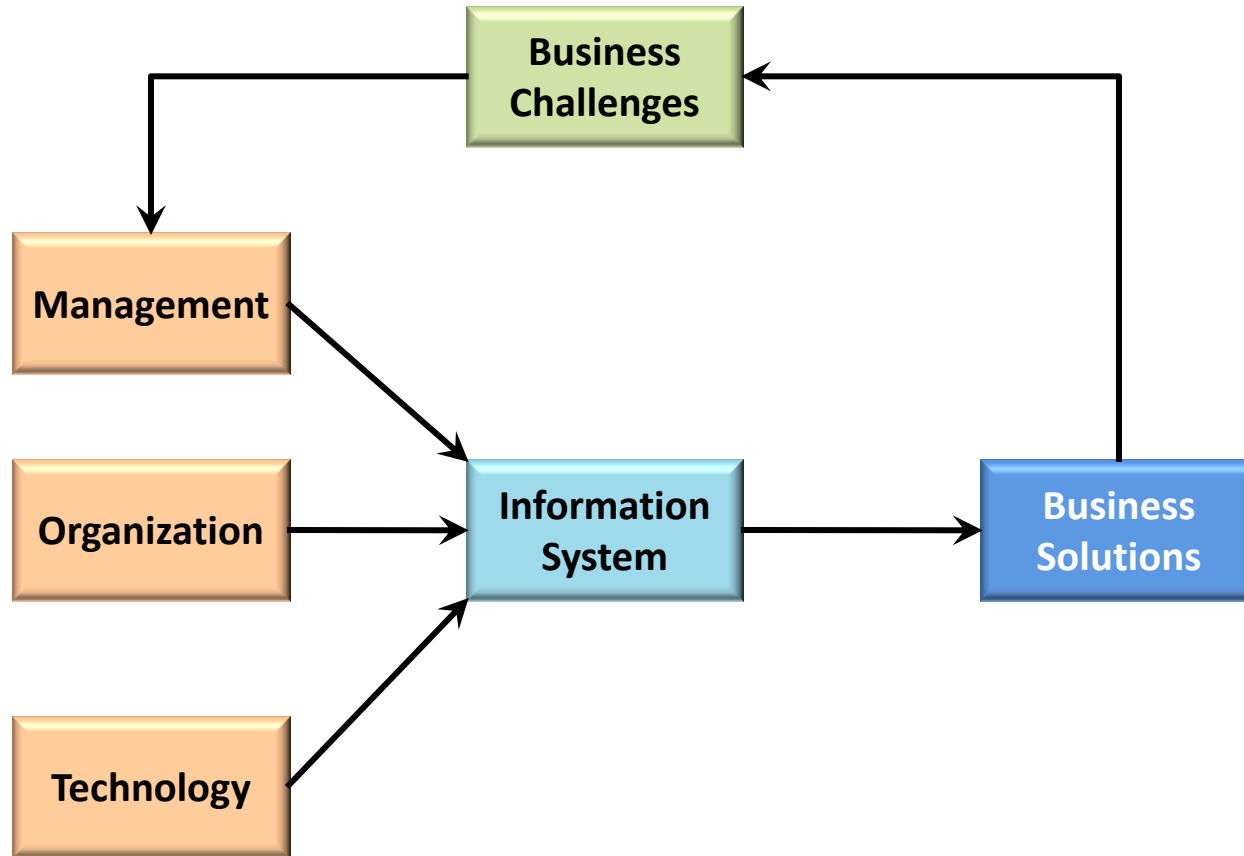
2014-09-16

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4C (TLMXB4A)(M1824)
- 開課資料：必修 單學期 3 學分
(3 Credits, Required)
- 上課時間：週二 2,3,4 (Tue 9:10-12:00)
- 上課教室：B425

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	103/09/16	Introduction to Case Study for Information Management
2	103/09/23	Information Systems in Global Business: UPS (Chap. 1)
3	103/09/30	Global E-Business and Collaboration: NTUC Income (Chap. 2)
4	103/10/07	Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3)
5	103/10/14	IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)
6	103/10/21	Foundations of Business Intelligence: Lego (Chap. 6)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
7	103/10/28	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	103/11/04	Securing Information System: Facebook (Chap. 8)
9	103/11/11	Midterm Report (期中報告)
10	103/11/18	期中考試週
11	103/11/25	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	103/12/02	E-commerce: Amazon vs. Walmart (Chap. 10)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	103/12/09	Knowledge Management: Tata Consulting Services (Chap. 11)
14	103/12/16	Enhancing Decision Making: CompStat (Chap. 12)
15	103/12/23	Building Information Systems: Electronic Medical Records (Chap. 13)
16	103/12/30	Managing Projects: JetBlue and WestJet (Chap. 14)
17	104/01/06	Final Report (期末報告)
18	104/01/13	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

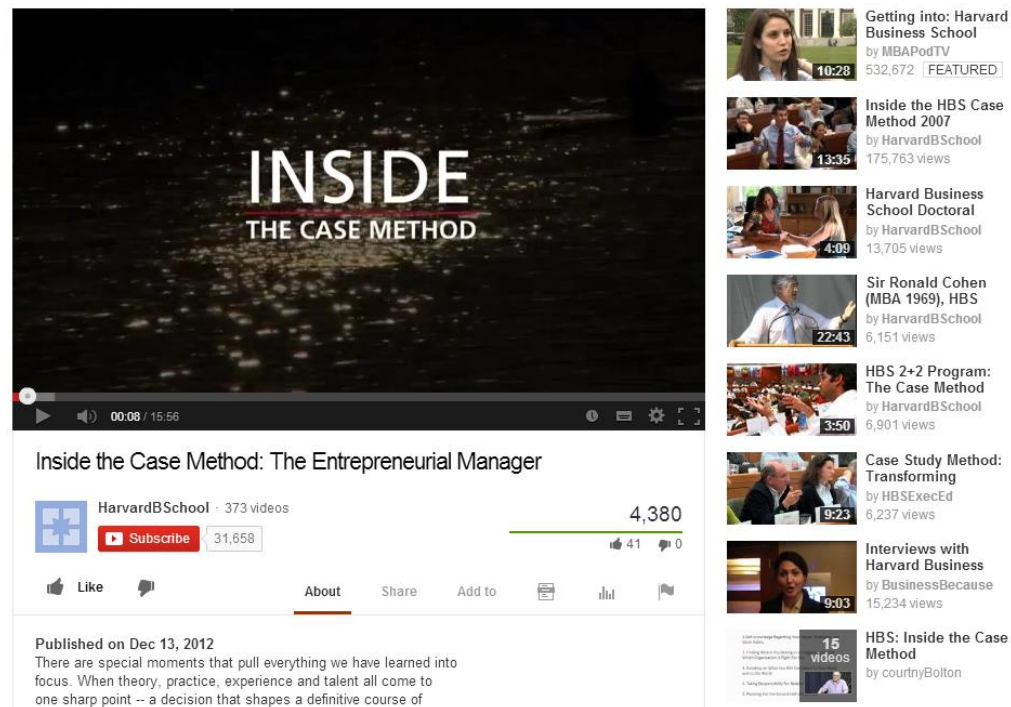
1. 請同學於資訊管理個案討論前
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關理論
，以作為個案分析及擬定管理對策的依據。
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學期成績計算方式

- 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 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 subscriber count of 31,658. The video has 4,380 views, 41 likes, and 0 dislikes. The video was published on Dec 13, 2012. Below the video player, there is a description: "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". To the right of the video player, there is a list of related videos:

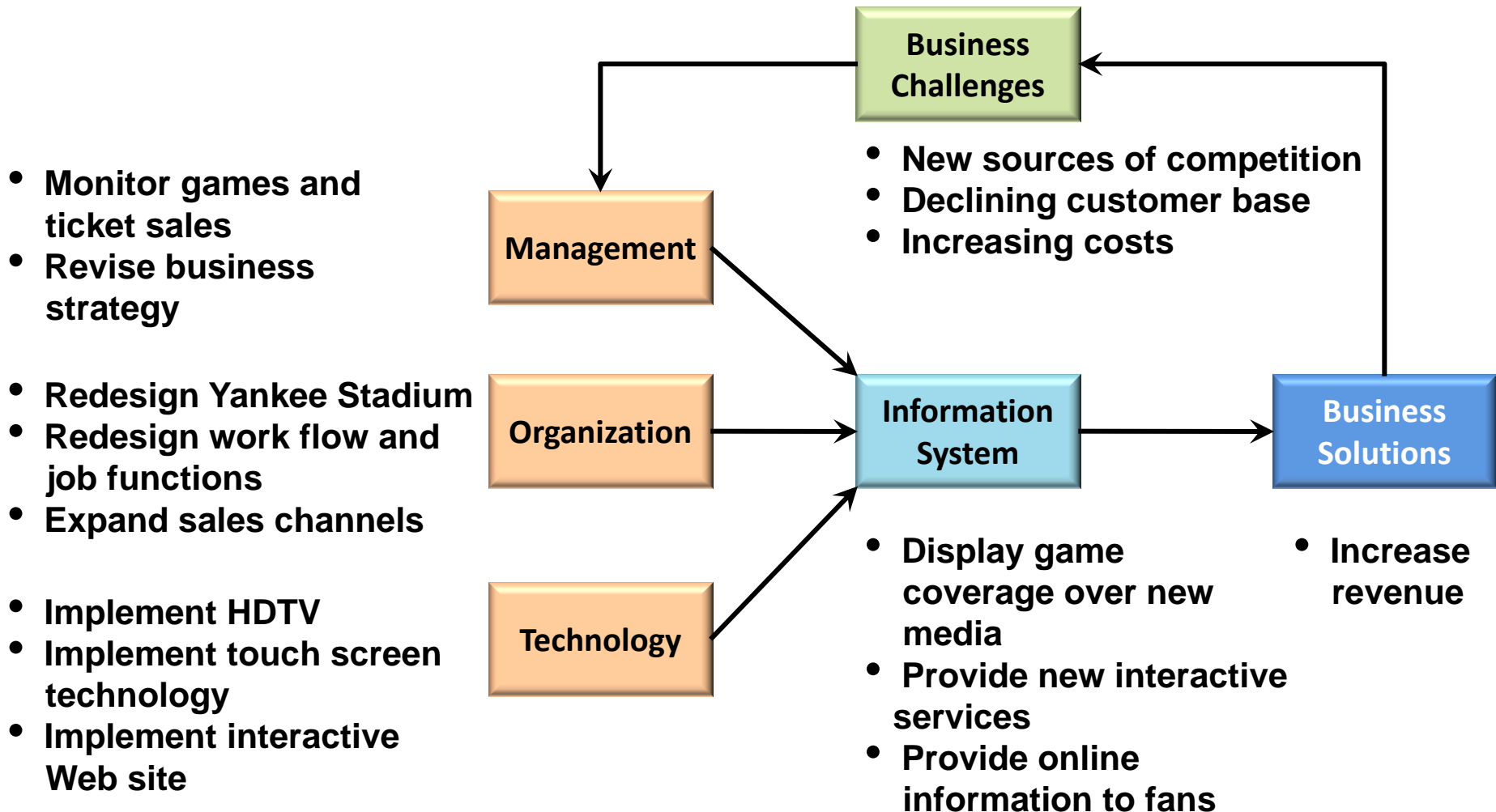
- Getting into: Harvard Business School by MBAPodTV 532,672 views | FEATURED | 10:28
- Inside the HBS Case Method 2007 by HarvardBSchool 175,763 views | 13:35
- Harvard Business School Doctoral by HarvardBSchool 13,705 views | 4:09
- Sir Ronald Cohen (MBA 1969), HBS by HarvardBSchool 6,151 views | 22:43
- HBS 2+2 Program: The Case Method by HarvardBSchool 6,901 views | 3:50
- Case Study Method: Transforming by HBSExecEd 6,237 views | 8:23
- Interviews with Harvard Business by BusinessBecause 15,234 views | 9:03
- HBS: Inside the Case Method by courtneyBolton | 15 videos

Case Study: UPS

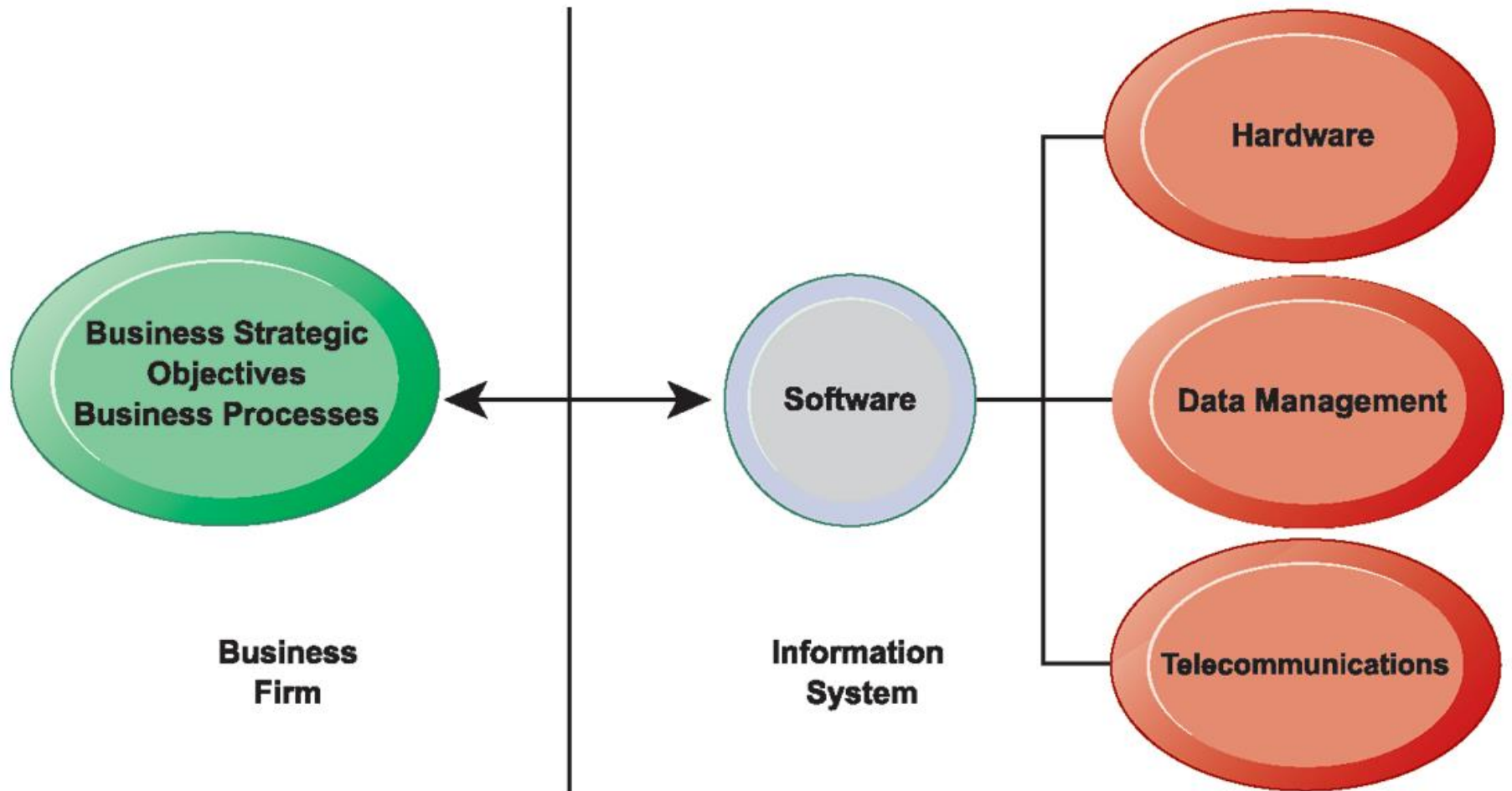
UPS Competes Globally with Information Technology

Overview of fundamental MIS Concepts

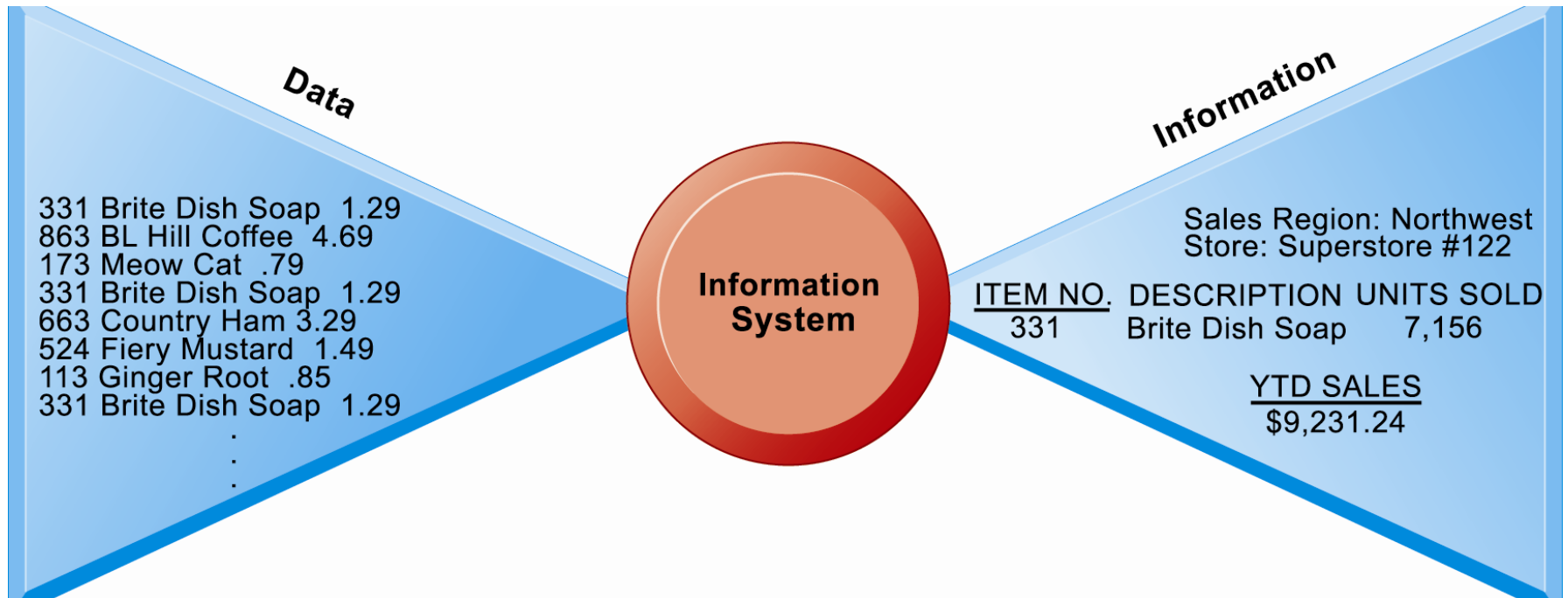
using an Integrated framework for describing and analyzing information systems



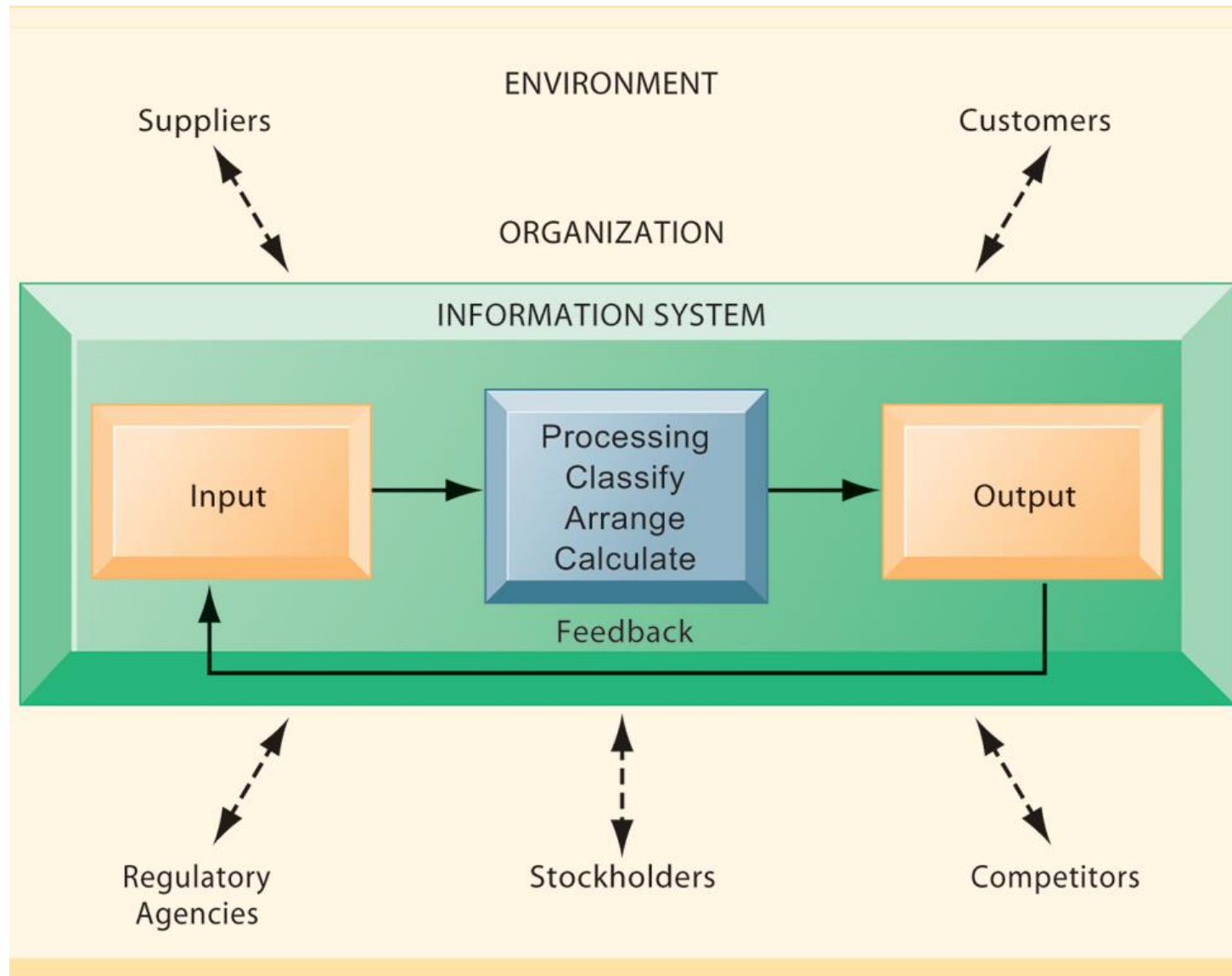
The Interdependence Between Organizations and Information Technology



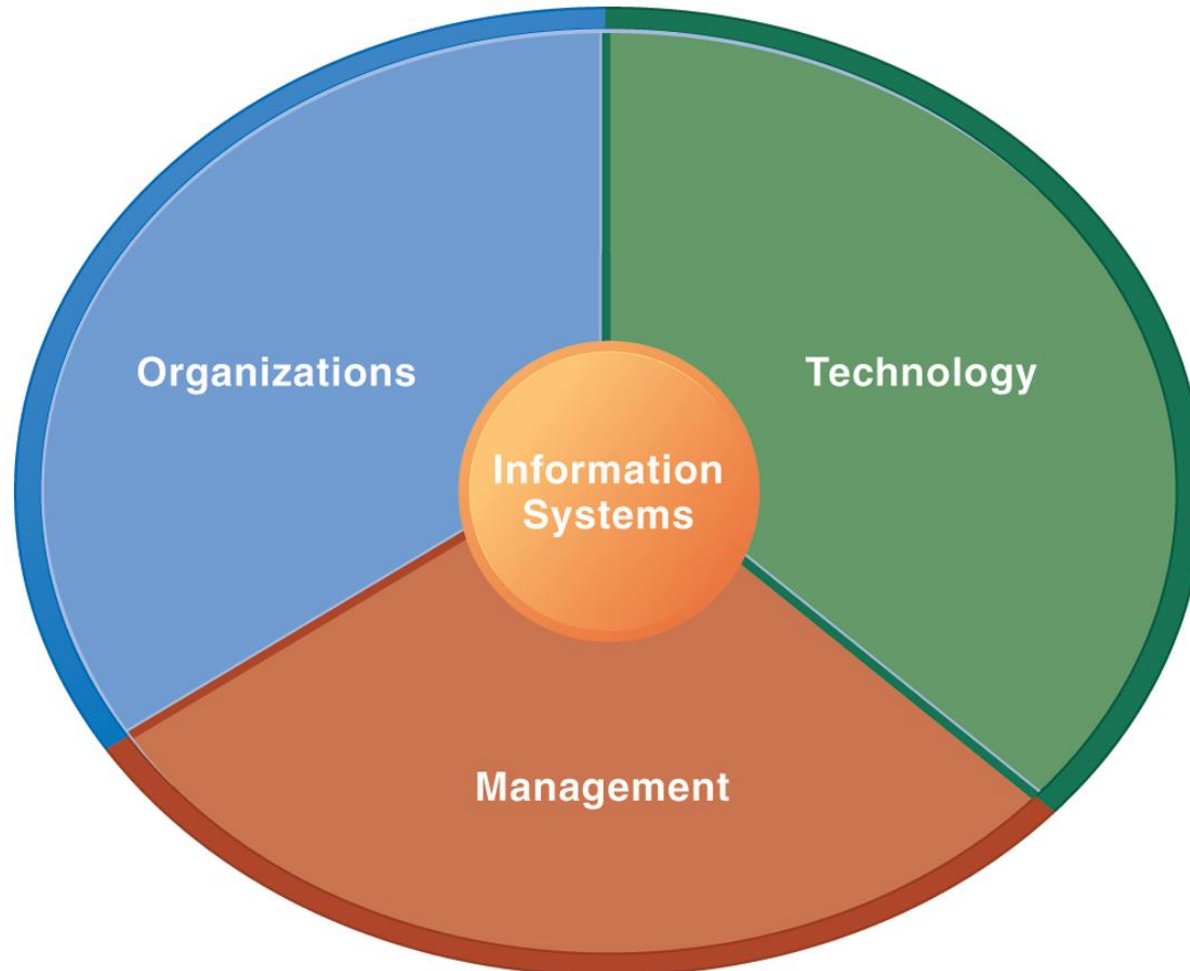
Perspectives on Information Systems: Data and Information



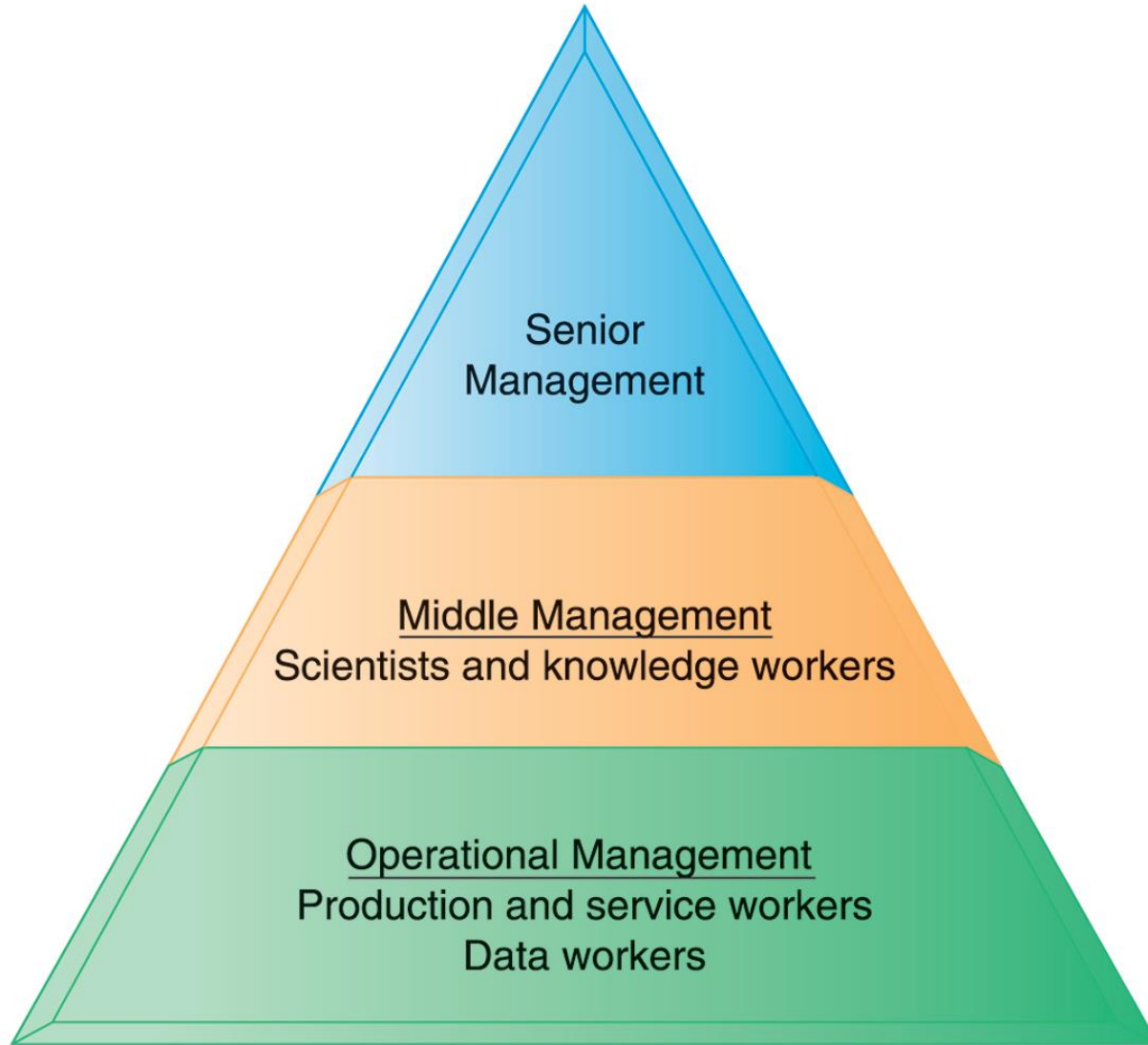
Functions of an Information System



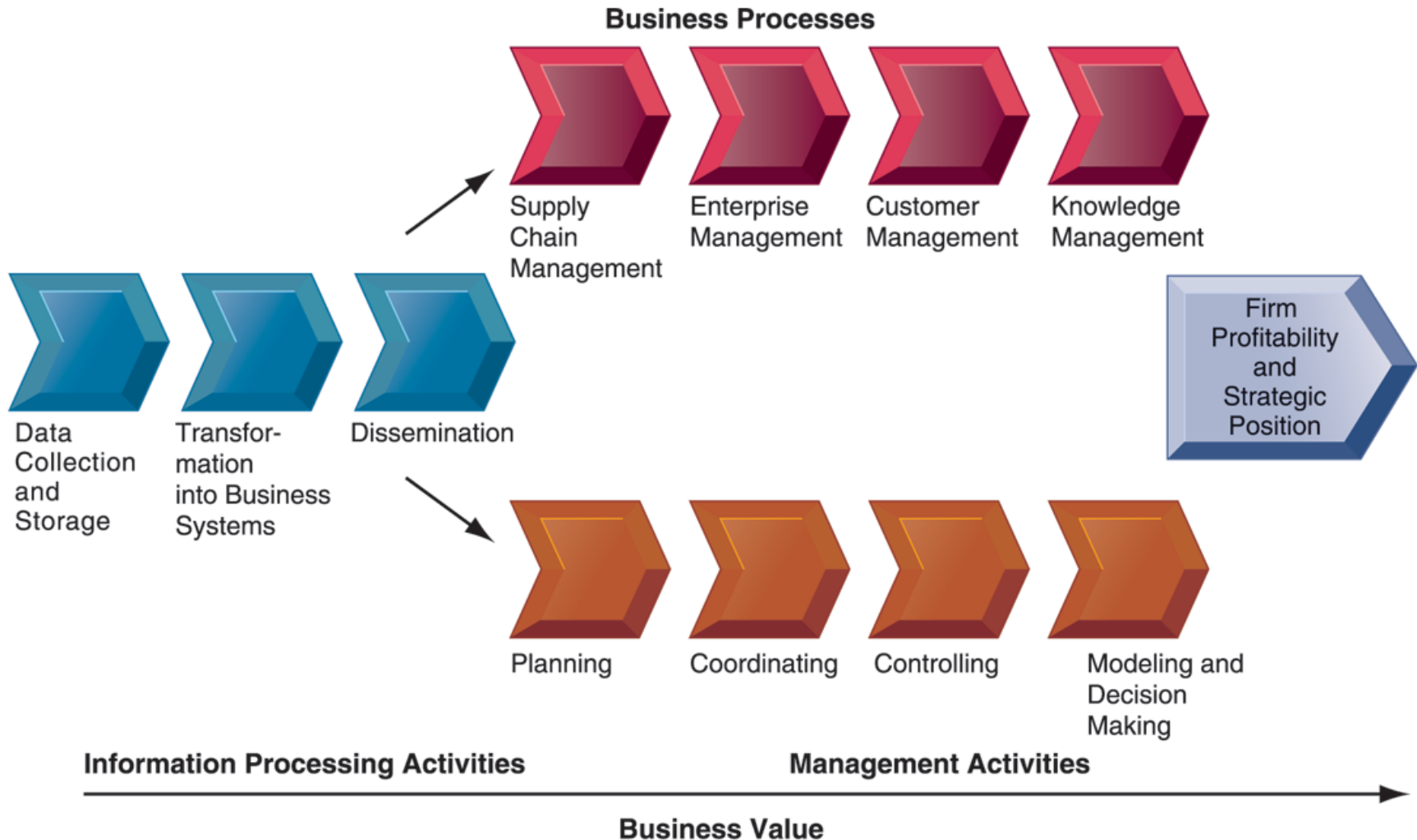
Information Systems Are More Than Computers



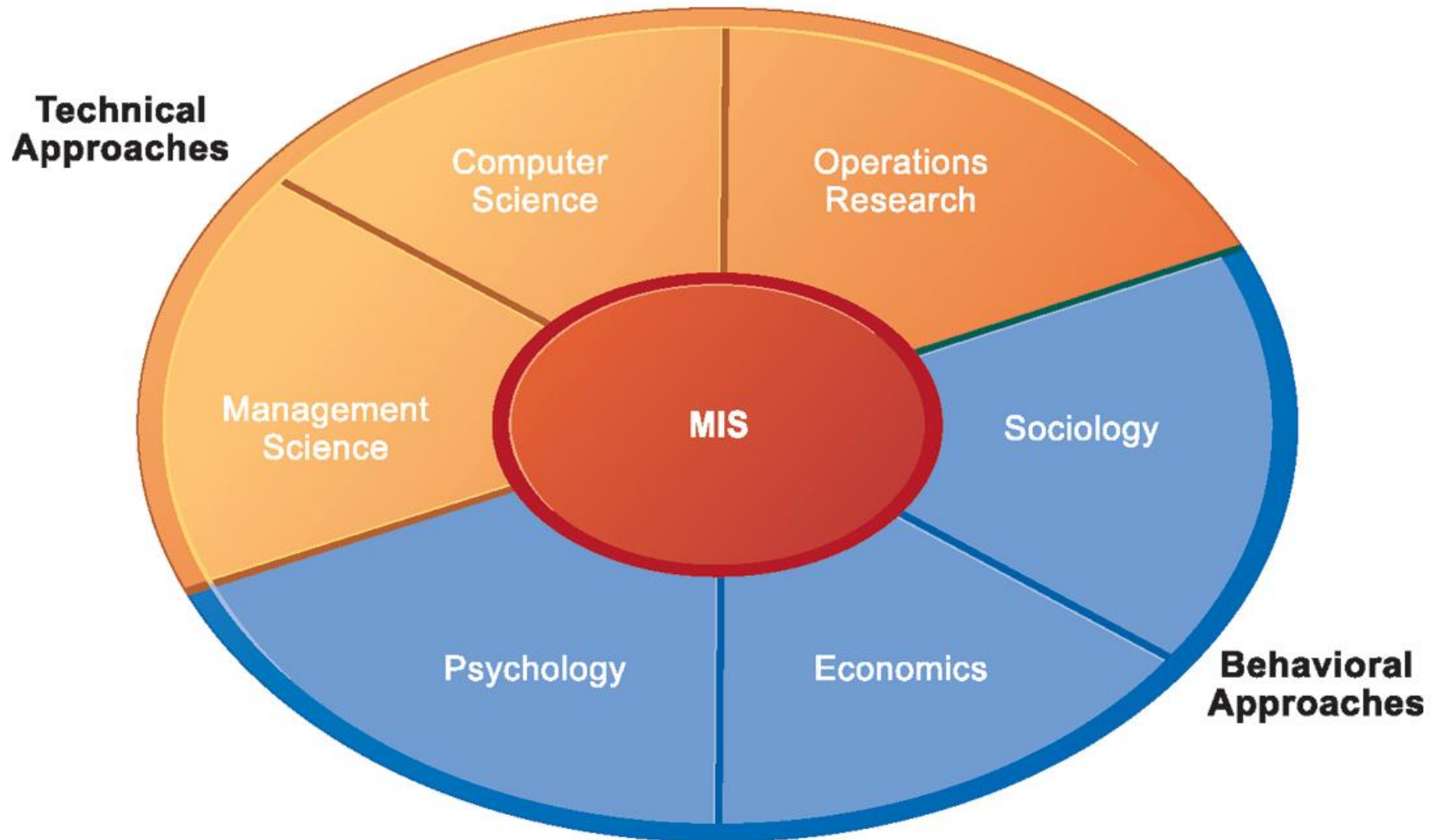
Levels in a Firm



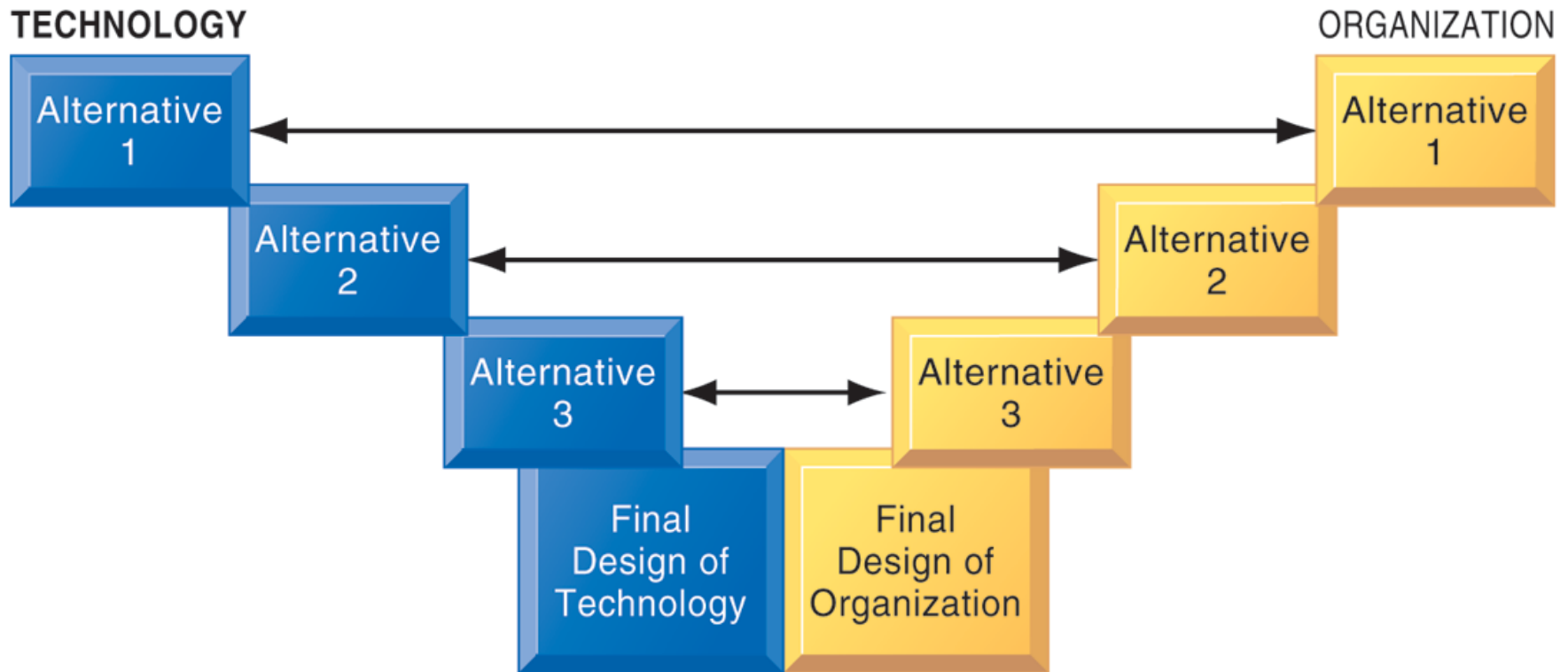
The Business Information Value Chain



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?

資訊管理個案

(Case Study for Information Management)

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Contact Information

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