

# Case Study for Information Management

## 資訊管理個案

### Information Systems in Global Business:

#### 1. UPS,

#### 2. The National Bank of Kuwait (Chap. 1)

1011CSIM4B01

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. 4)
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. 1**  
**Information Systems in**  
**Global Business:**  
**1. UPS,**  
**2. The National Bank of Kuwait**

# Case Study: UPS

## UPS Competes Globally with Information Technology

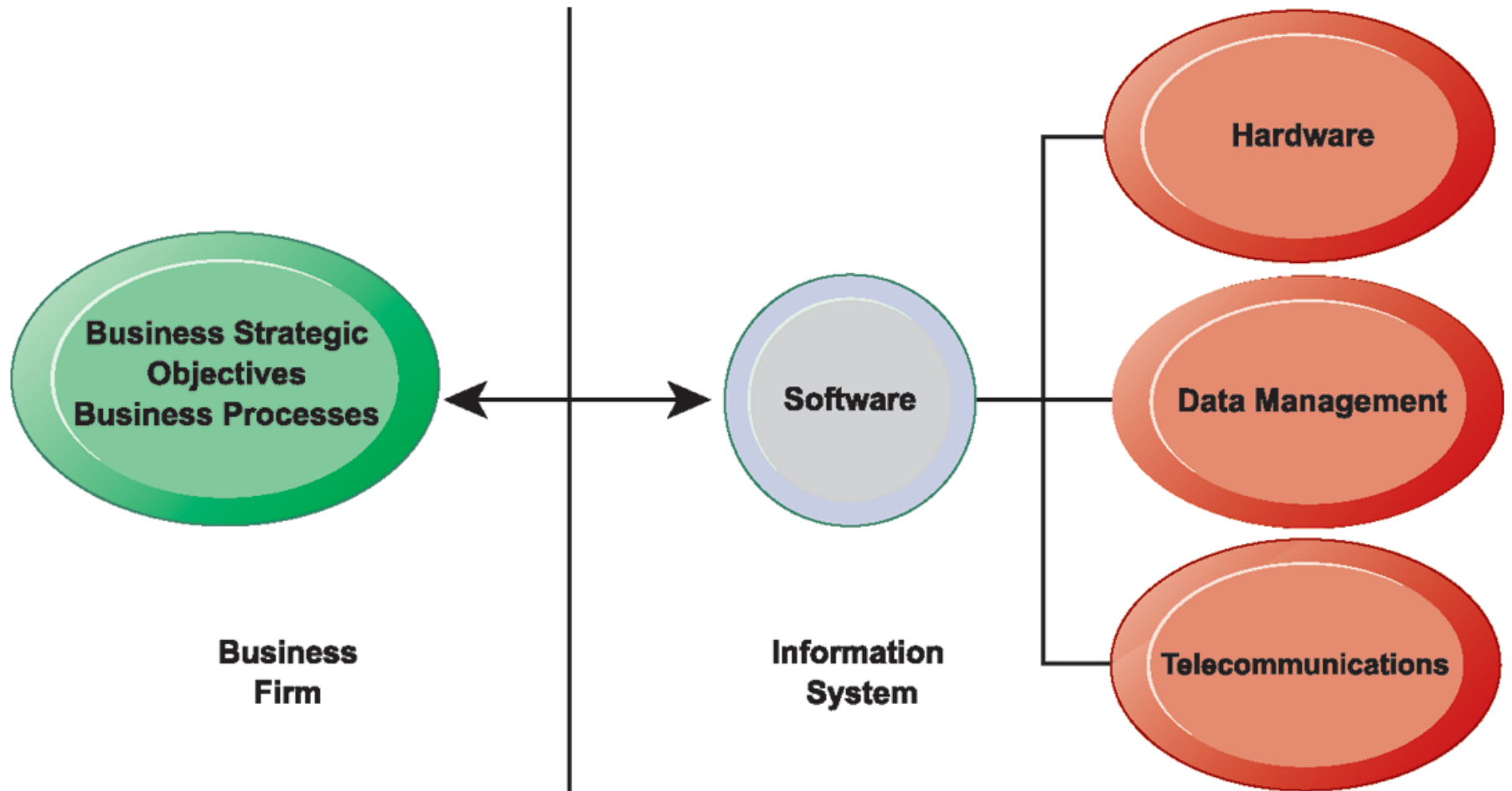
1. What are the inputs, processing, and outputs of UPS's package tracking system?
2. What technologies are used by UPS? How are these technologies related to UPS's business strategy?
3. What problems do UPS's information systems solve?
4. What would happen if these systems were not available?

# Case Study: NBK

## The National Bank of Kuwait

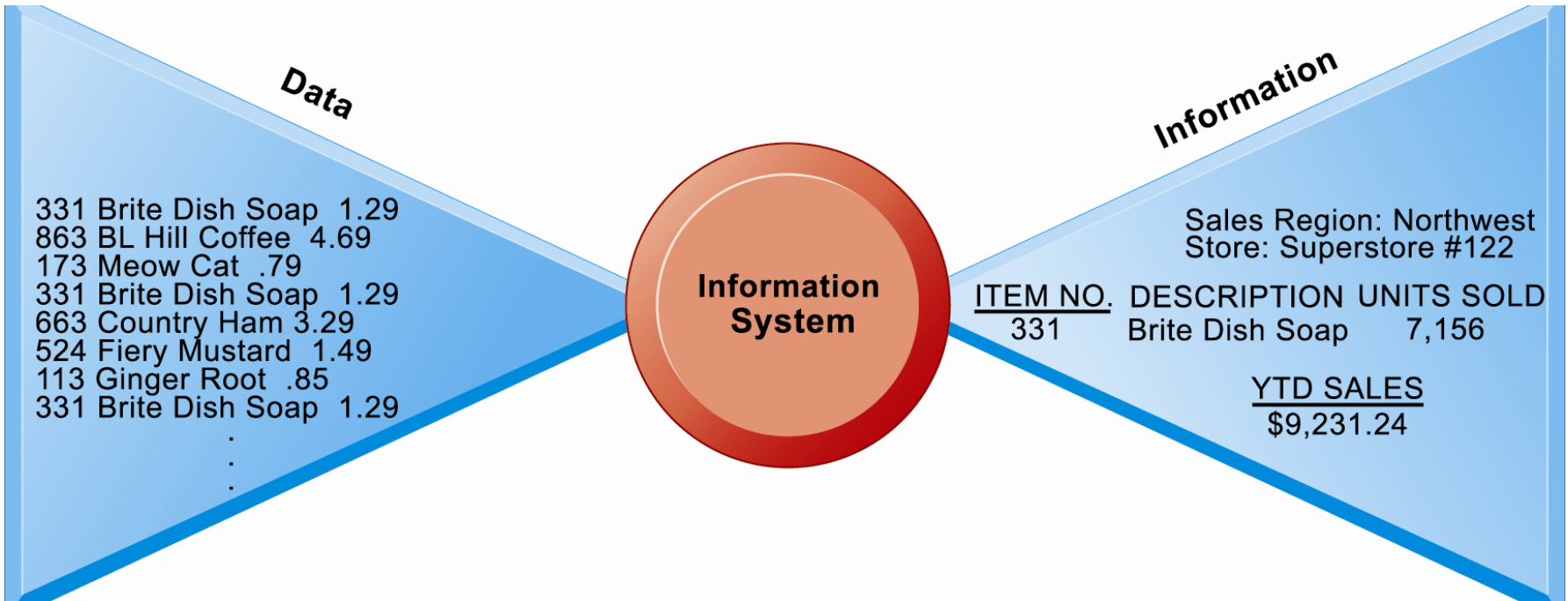
1. How has NBK benefitted from the implementation of SHOROUQ?
2. List the advantages and disadvantages of implementing the SHOROUQ system at NBK.
3. How do you think NBK's business would have developed if it had not integrated SHOROUQ?

# The Interdependence Between Organizations and Information Technology

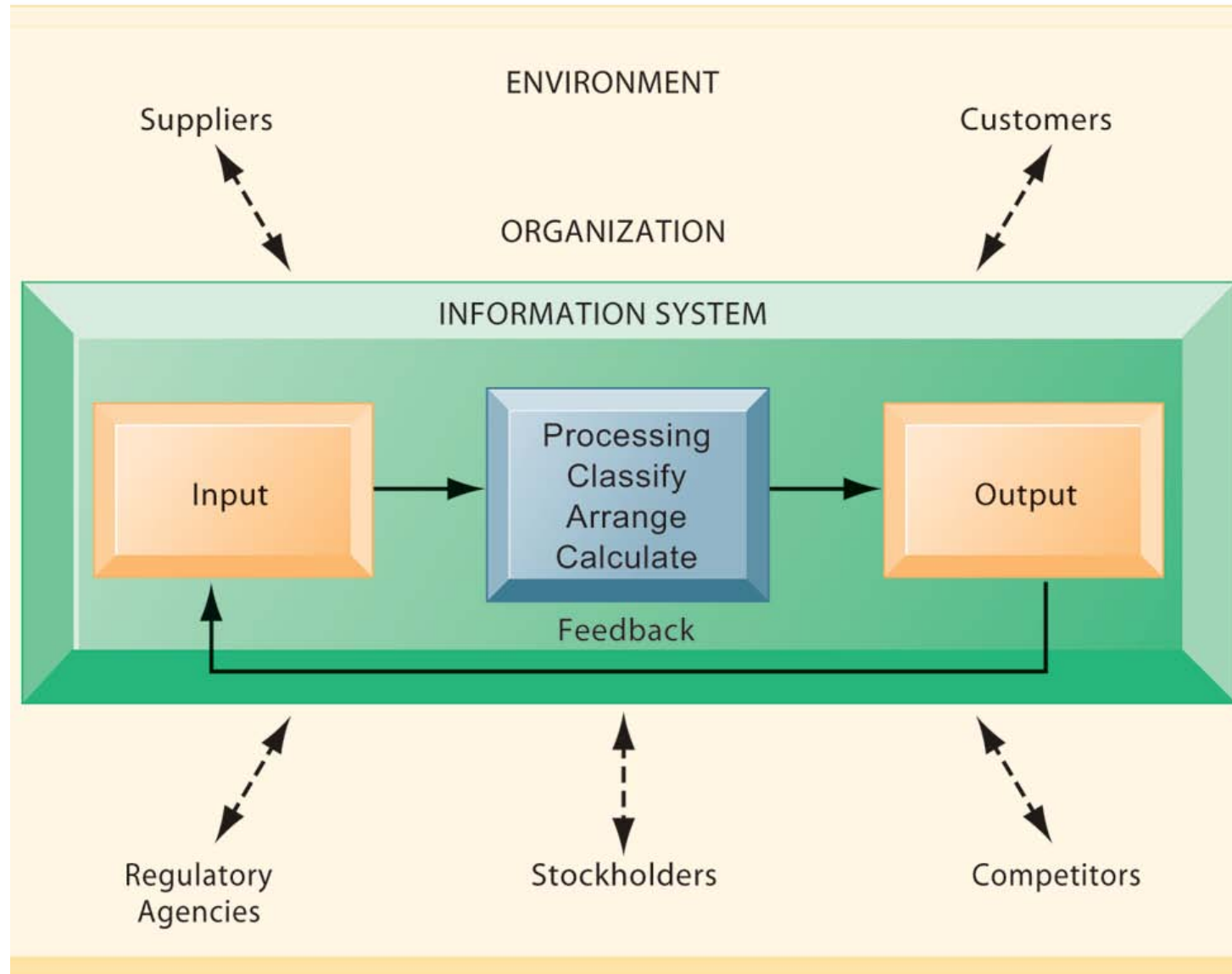




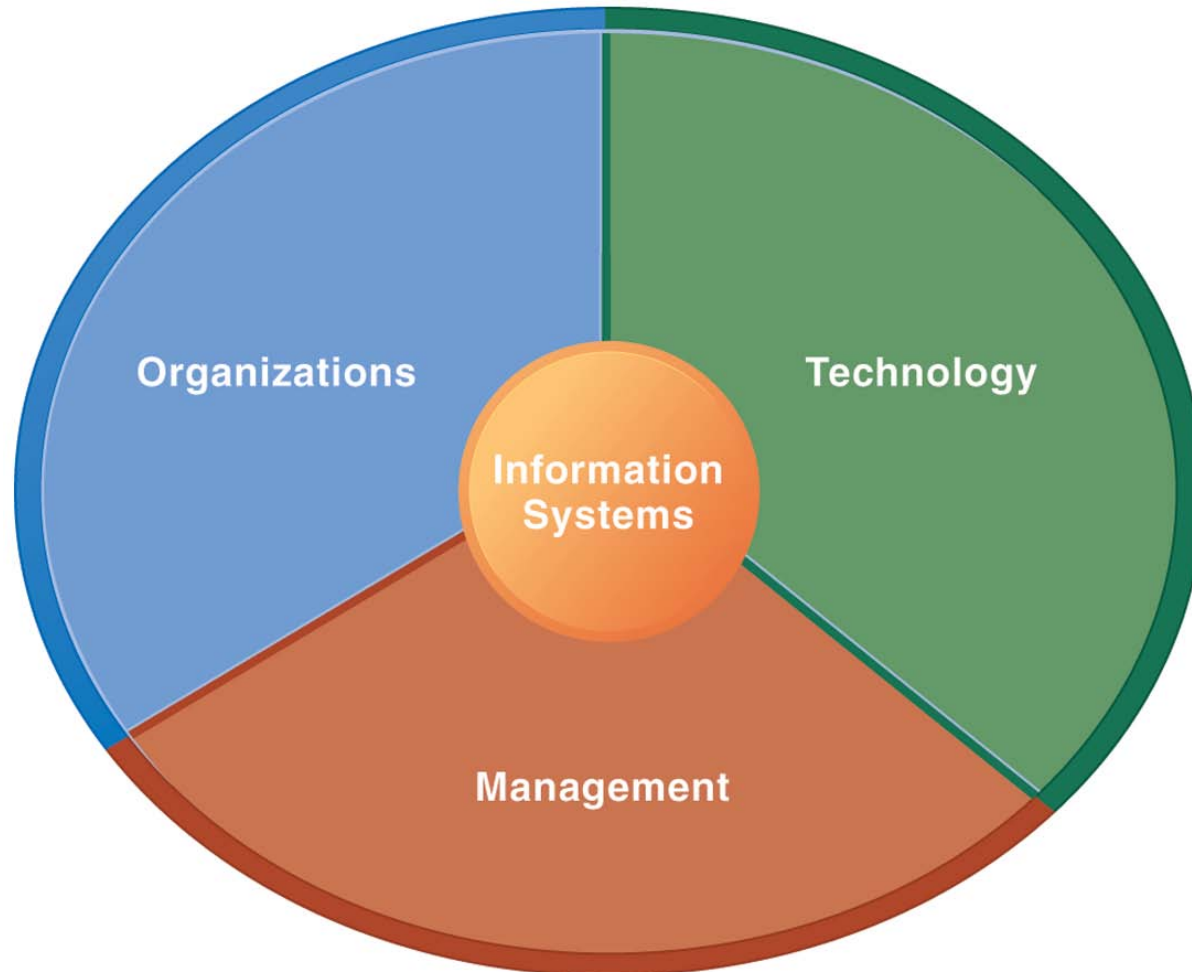
# Perspectives on Information Systems: Data and Information



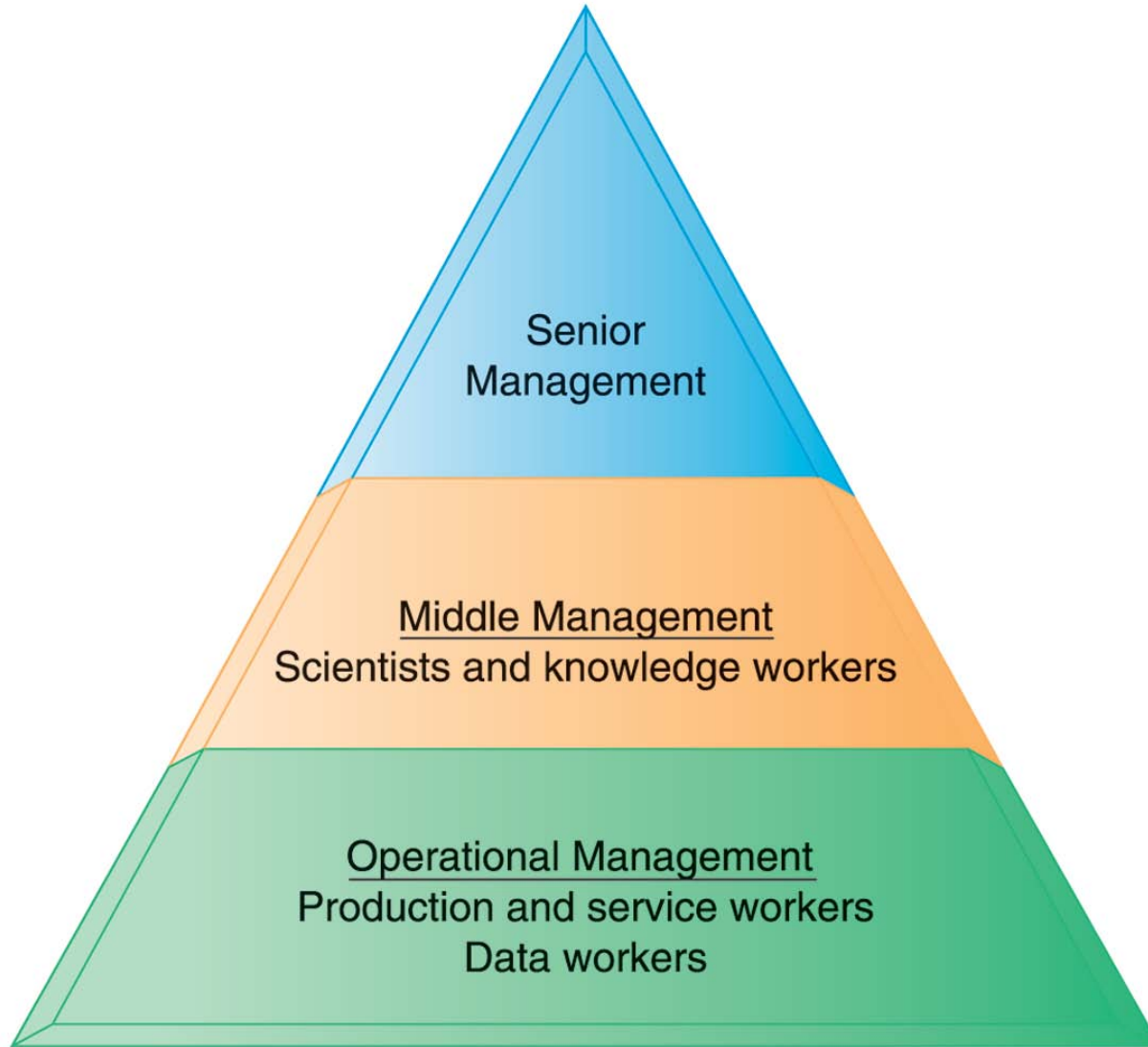
# Functions of an Information System



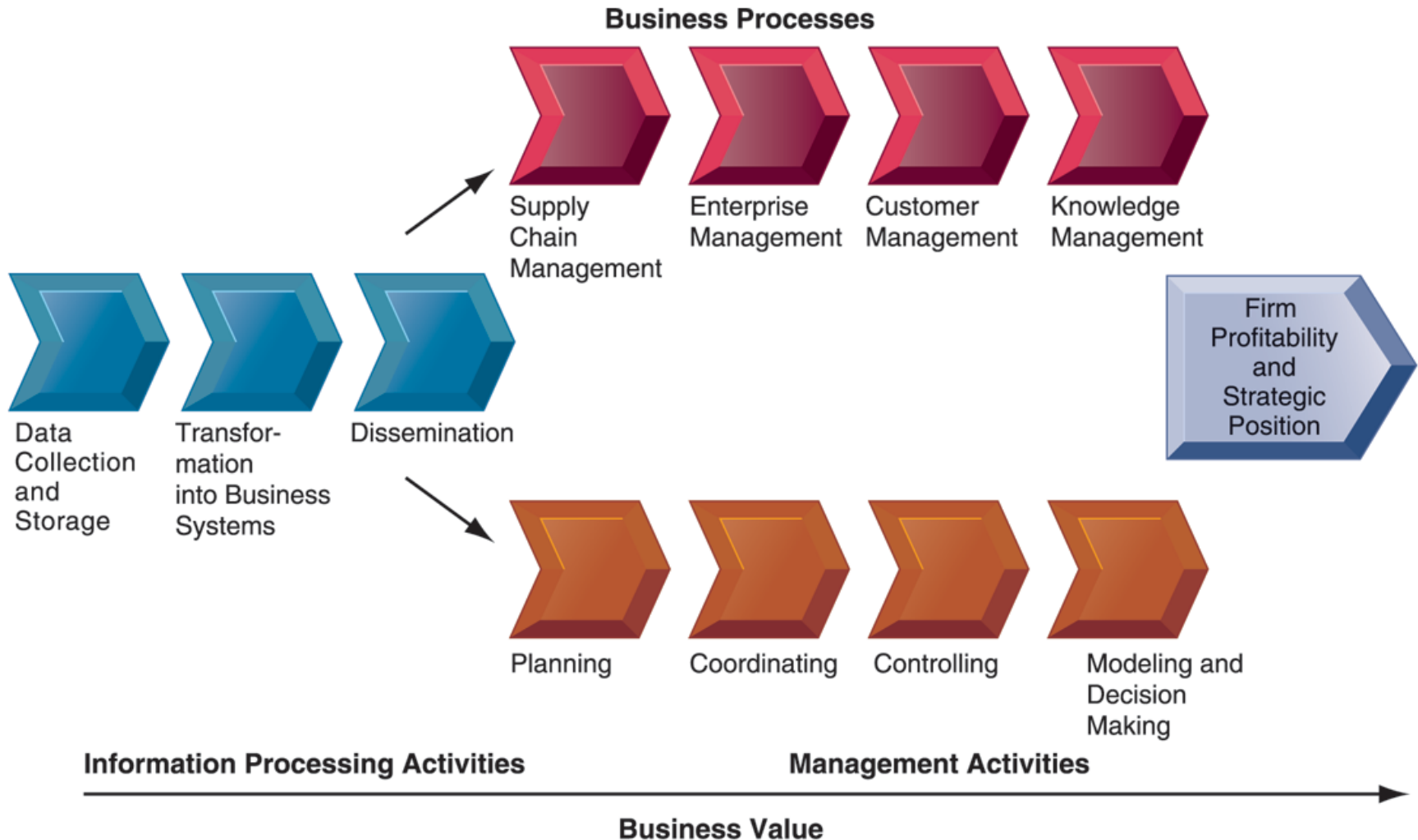
# Information Systems Are More Than Computers



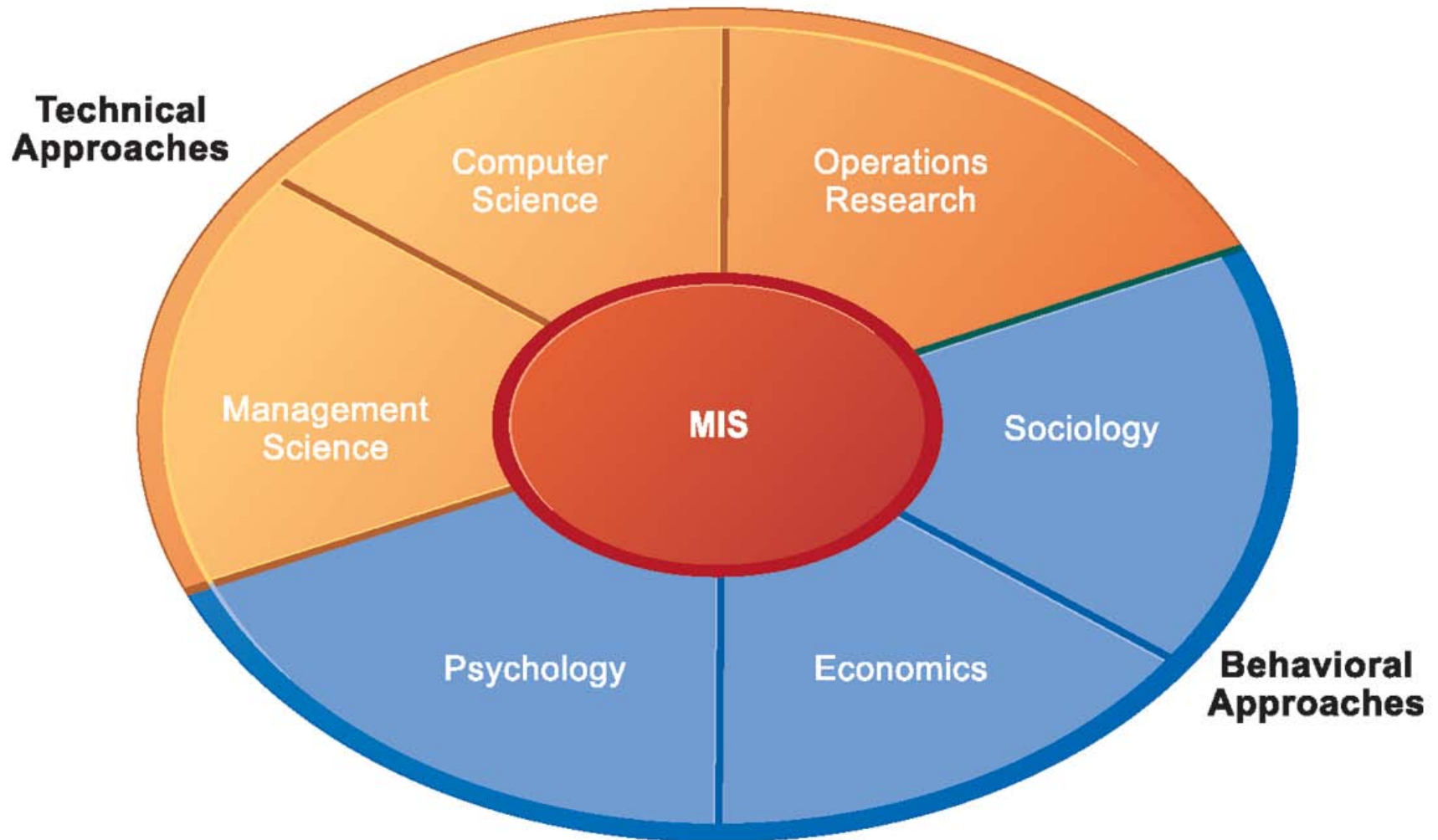
# Levels in a Firm



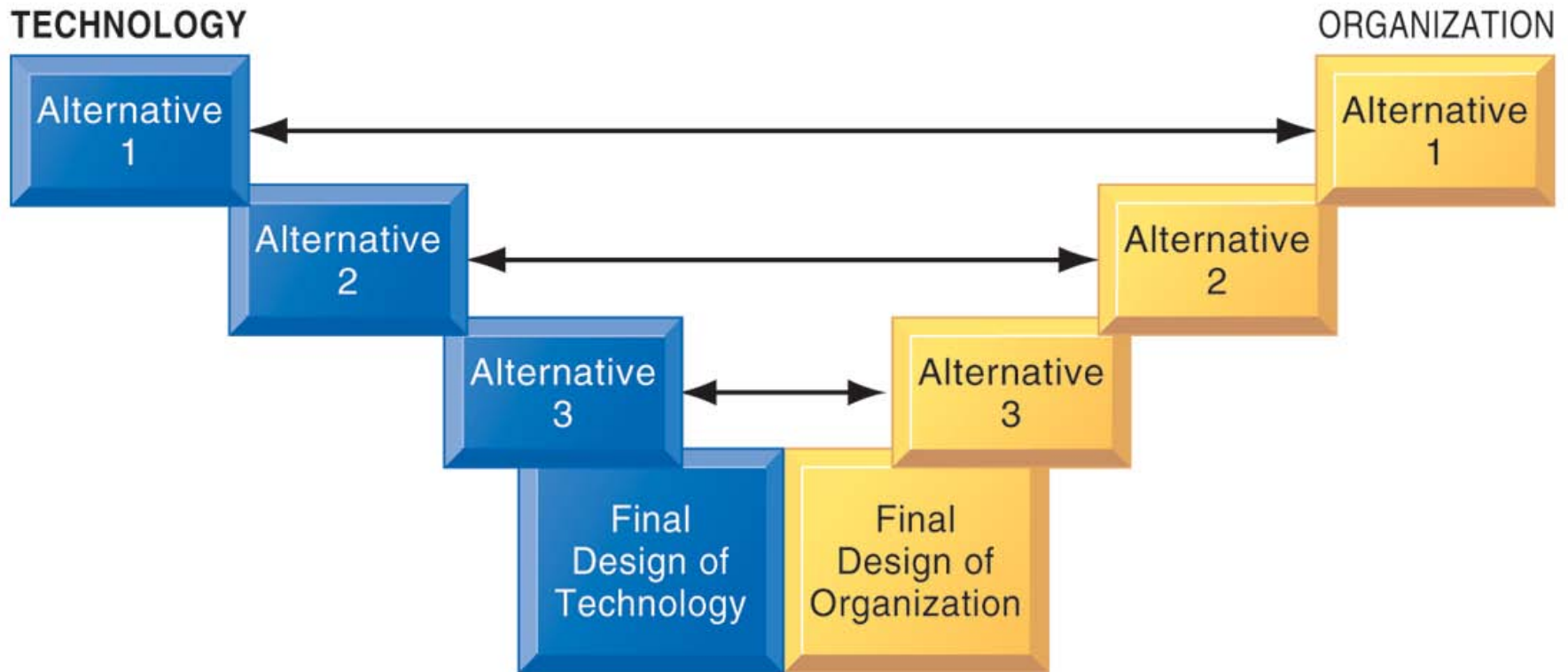
# The Business Information Value Chain



# Contemporary Approaches to Information Systems



# A Sociotechnical Perspective on Information Systems



# 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