

Case Study for Information Management

資訊管理個案

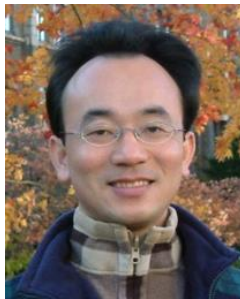
Introduction to Case Study for Information Management

1041CSIM4B01

TLMXB4B (M1824)

Tue 3,4 (10:10-12:00) L212

Thu 9 (16:10-17:00) B601



Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

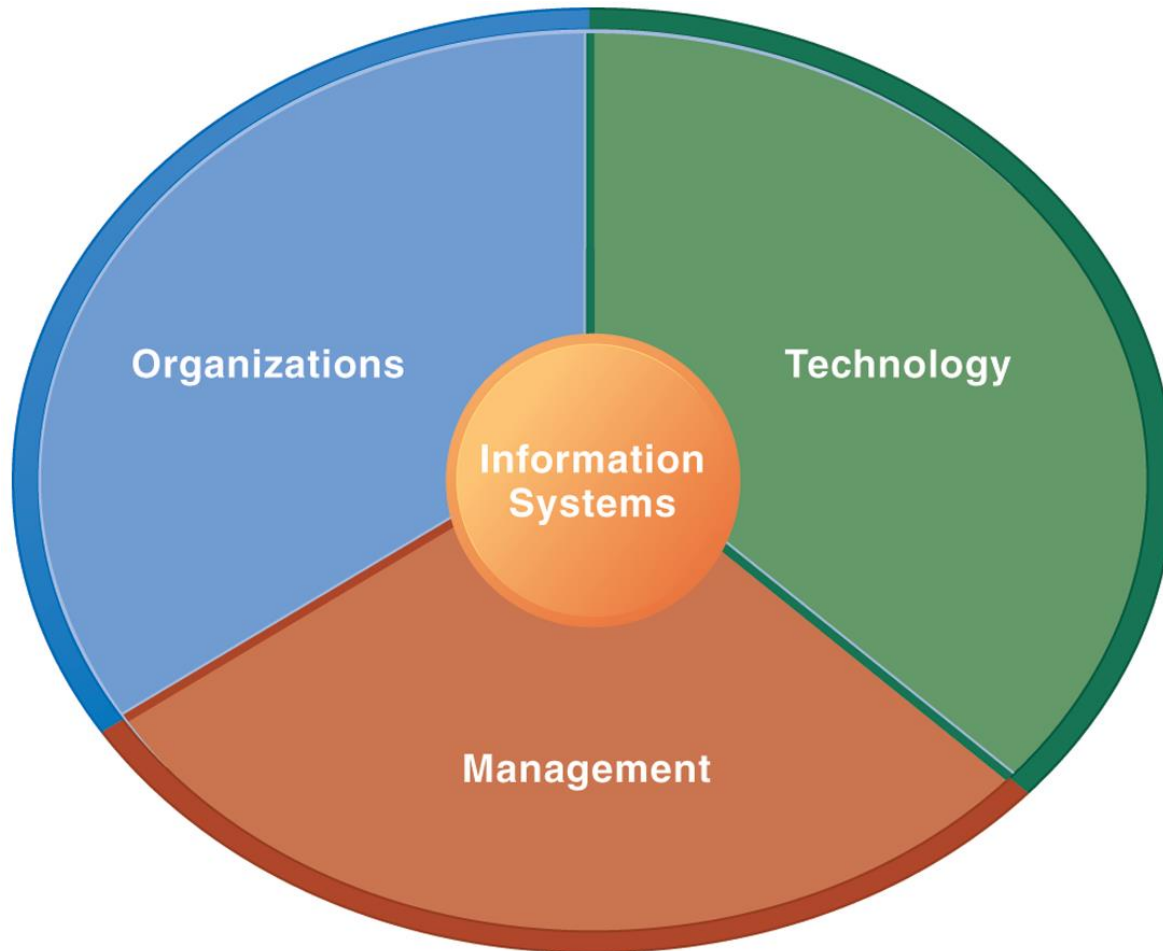
淡江大學 資訊管理學系

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

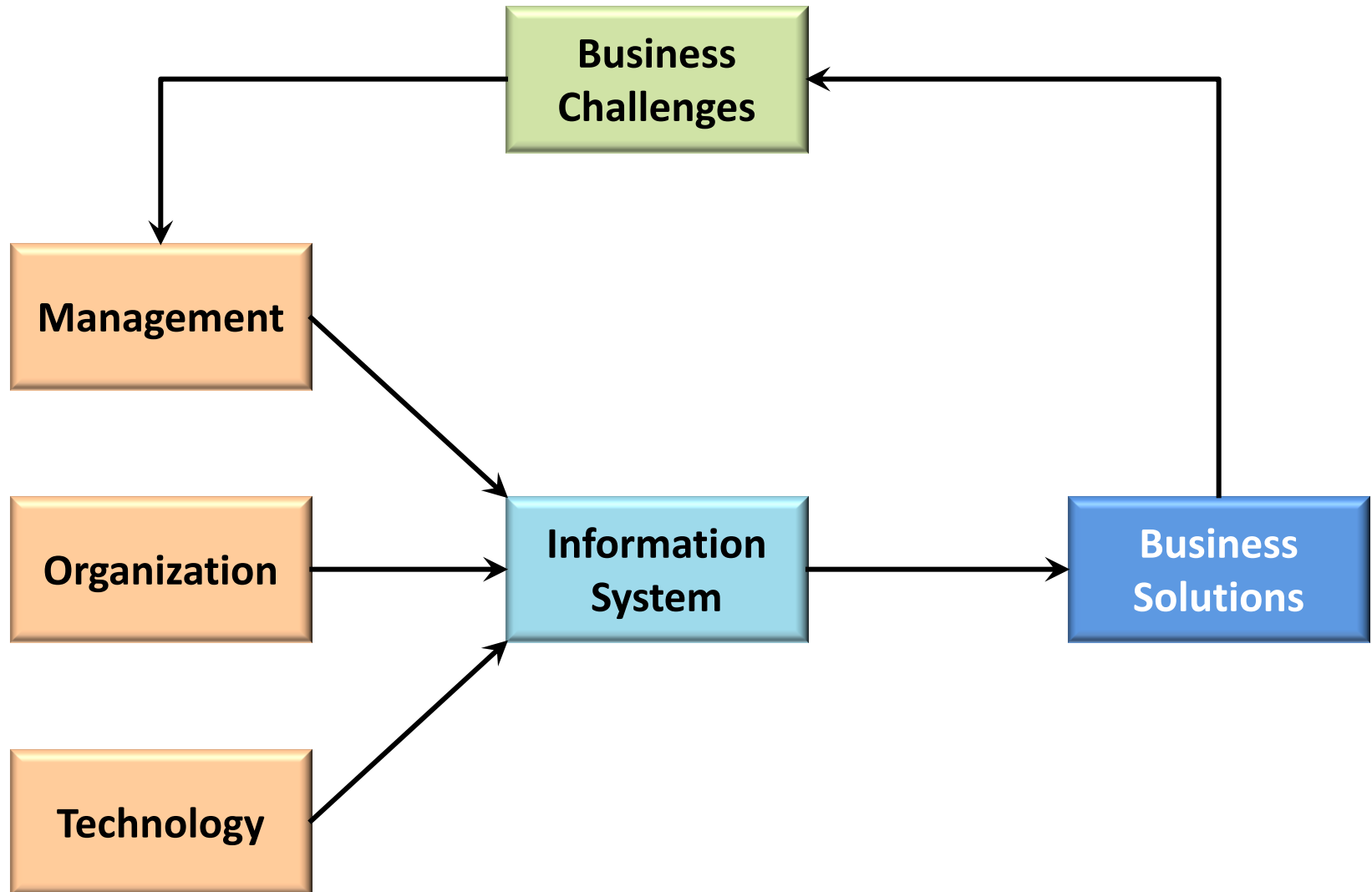
2015-09-15

Information Management (MIS)

Information Systems



Overview of Fundamental MIS Concepts



淡江大學104學年度第1學期 課程教學計畫表

Fall 2015 (2015.09.14 - 2016.01.16)

- 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4B (TLMXB4B)(M1824)
- 開課資料：必修 單學期 3 學分
(3 Credits, Required)
- 上課時間地點：週二 3,4 (10:10-12:00) L212
週四 9 (16:10-17:00) B601

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、服務和商業模式
 - 客戶和供應商的緊密關係
 - 改善決策制定
 - 競爭優勢
 - 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, services, and business models
 - customer and supplier intimacy
 - improved decision making
 - competitive advantage
 - 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	2015/09/15, 17	Introduction to Case Study for Information Management
2	2015/09/22, 24	Information Systems in Global Business: UPS (Chap. 1) (pp.53-54)
3	2015/09/29, 10/01	Global E-Business and Collaboration: P&G (Chap. 2) (pp.84-85)
4	2015/10/06, 08	Information Systems, Organization, and Strategy: Starbucks (Chap. 3) (pp.129-130)
5	2015/10/13, 15	Ethical and Social Issues in Information Systems: Facebook (Chap. 4) (pp.188-190)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
6	2015/10/20, 22	IT Infrastructure and Emerging Technologies: Amazon and Cloud Computing (Chap. 5) (pp. 234-236)
7	2015/10/27, 29	Foundations of Business Intelligence: IBM and Big Data (Chap. 6) (pp.261-262)
8	2015/11/03, 05	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7) (pp.318-320)
9	2015/11/10, 12	Midterm Report (期中報告)
10	2015/11/17, 19	期中考試週

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
11	2015/11/24, 26	Enterprise Applications: Summit and SAP (Chap. 9) (pp.396-398)
12	2015/12/01, 03	E-commerce: Zagat (Chap. 10) (pp.443-445)
13	2015/12/08, 10	Enhancing Decision Making: Zynga (Chap. 12) (pp.512-514)
14	2015/12/15, 17	Building Information Systems: USAA (Chap. 13) (pp.547-548)
15	2015/12/22, 24	Managing Projects: NYCAPS and CityTime (Chap. 14) (pp.586-588)
16	2015/12/29, 31	Final Report I (期末報告 I)
17	2016/01/05, 07	Final Report II (期末報告 II)
18	2016/01/12, 14	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 (2014),
Management Information Systems: Managing the Digital Firm,
Thirteenth Edition, Pearson.

- 參考書籍 (References)

- Kenneth C. Laudon & Jane P. Laudon原著，
游張松主編，陳文生翻譯 (2014)，
資訊管理系統，第13版，滄海

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
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學期成績計算方式

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

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)



Source: <http://www.youtube.com/watch?v=YWYbEVsVwe4>

Case Study: UPS (Chap. 1) (pp.53-54)

UPS Competes Globally with Information Technology

Ponsse:

Efficiency in Wood Harvesting with Information System

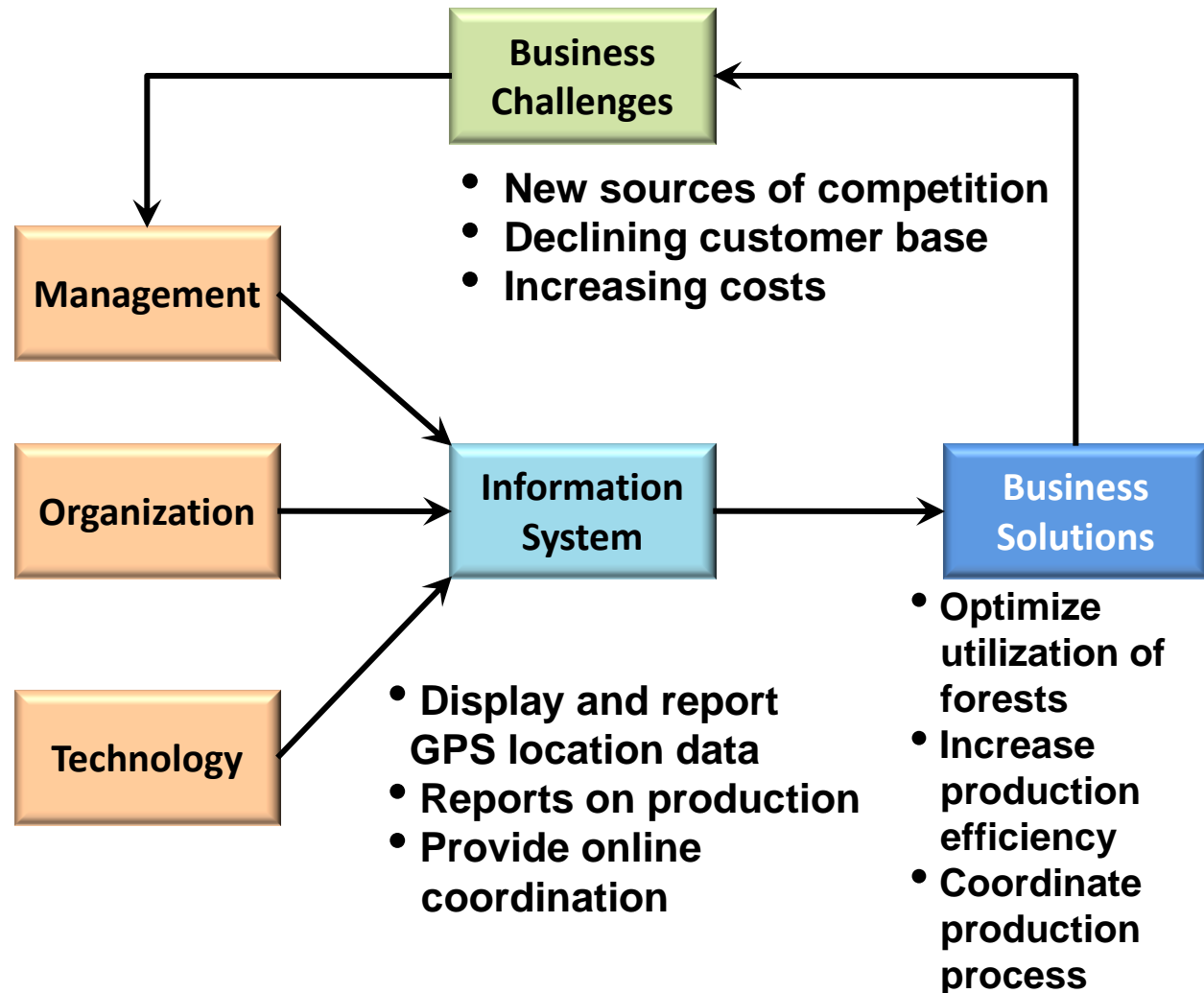


Source: <http://www.ponsse.com/>

Overview of Fundamental MIS Concepts

using an integrated framework for describing and analyzing information systems

- Develop new production processes
- Develop new management techniques
- Increase use of data by managers
- Build new business production processes
- Train new channels of information flow
- Train employee in use of the systems
- Develop GPS systems for field use
- Create email links with operators
- Develop data base to receive information



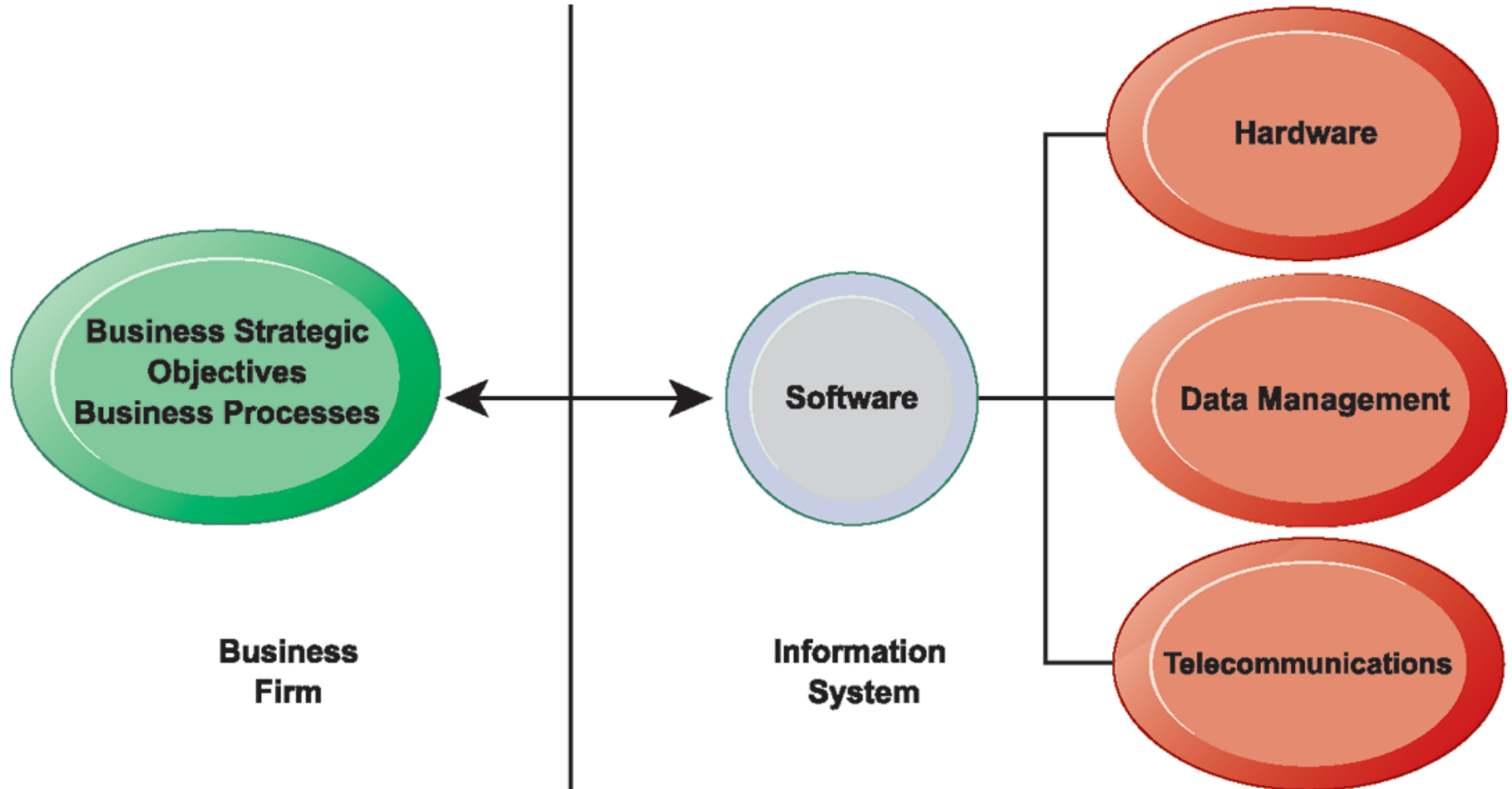
How information systems are transforming business

- Emerging mobile digital platform
- Growing business use of “big data”
- Growth in cloud computing

Globalization opportunities

- Internet has drastically reduced costs of operating on global scale
- Increases in foreign trade, outsourcing
- Presents both challenges and opportunities

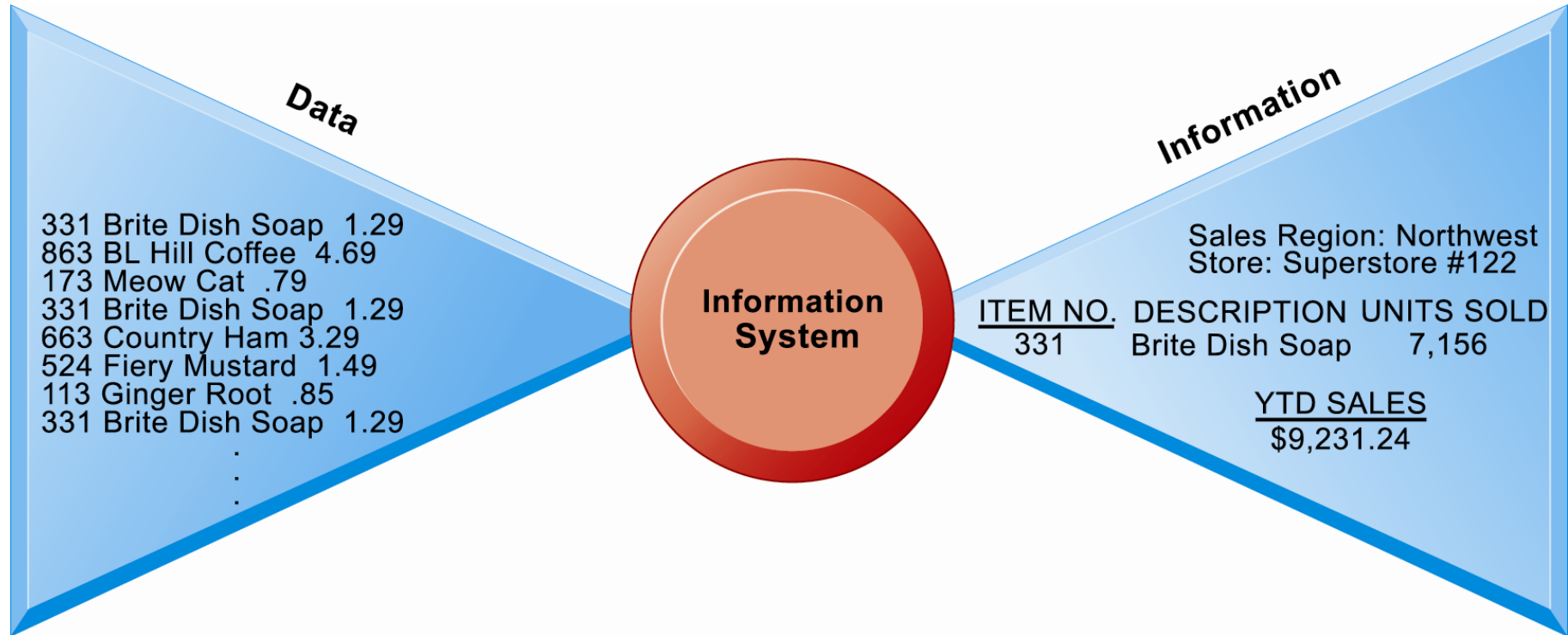
The Interdependence Between Organizations and Information Technology



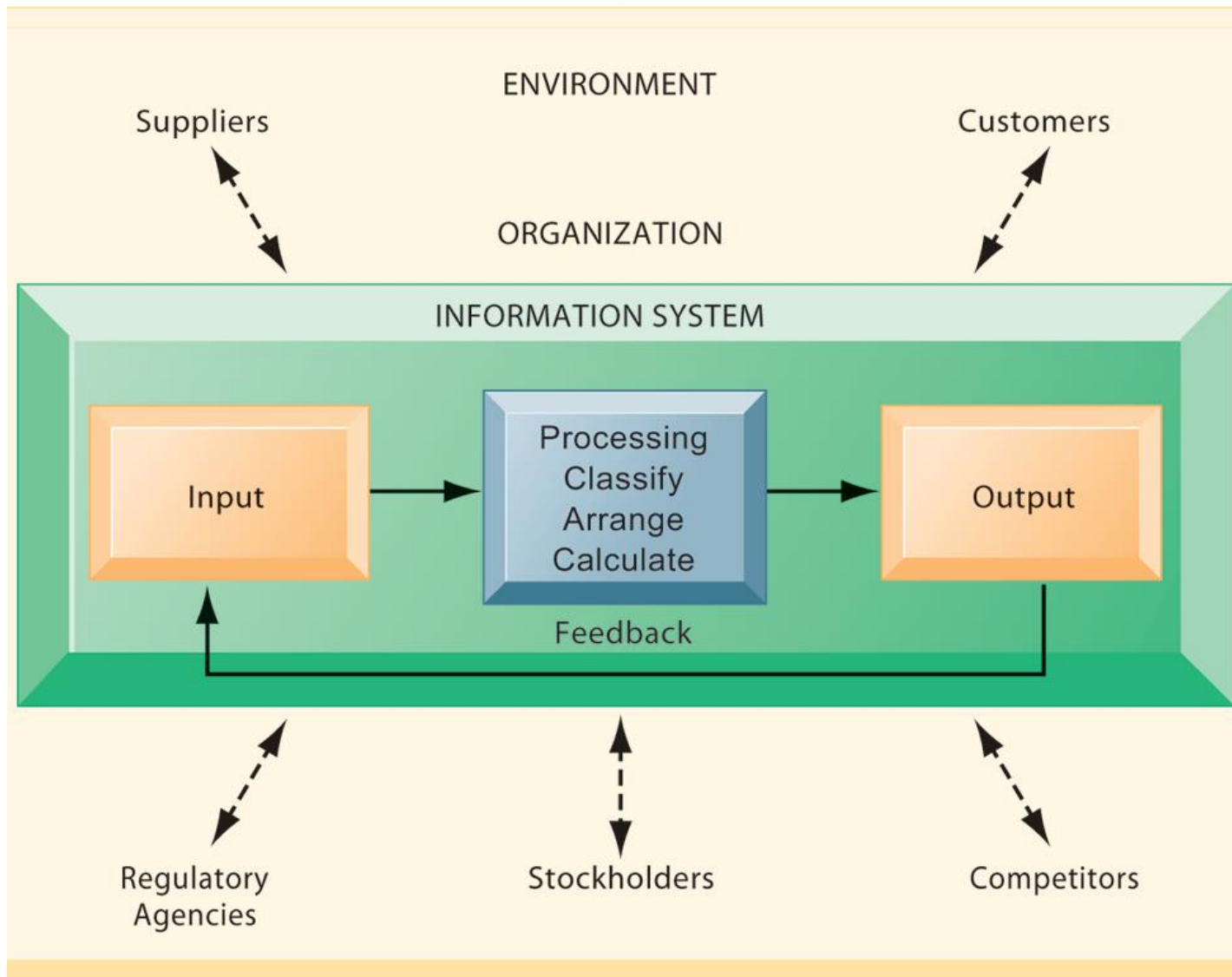
Strategic Business Objectives of Information Systems

1. Operational Excellence
2. New Products, Services and Business Models
3. Customer and Supplier Intimacy
4. Improved Decision Making
5. Competitive Advantage
6. Survival

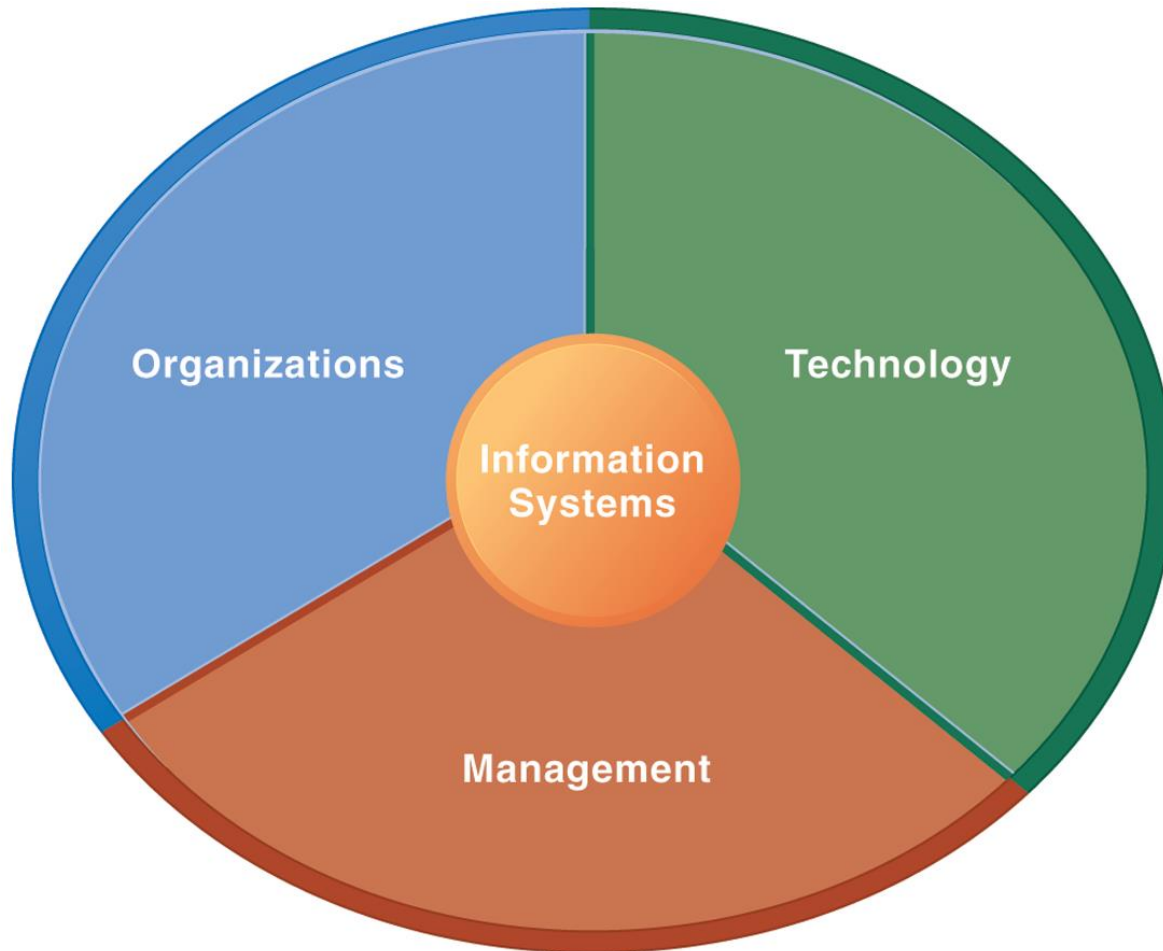
Perspectives on Information Systems: Data and Information



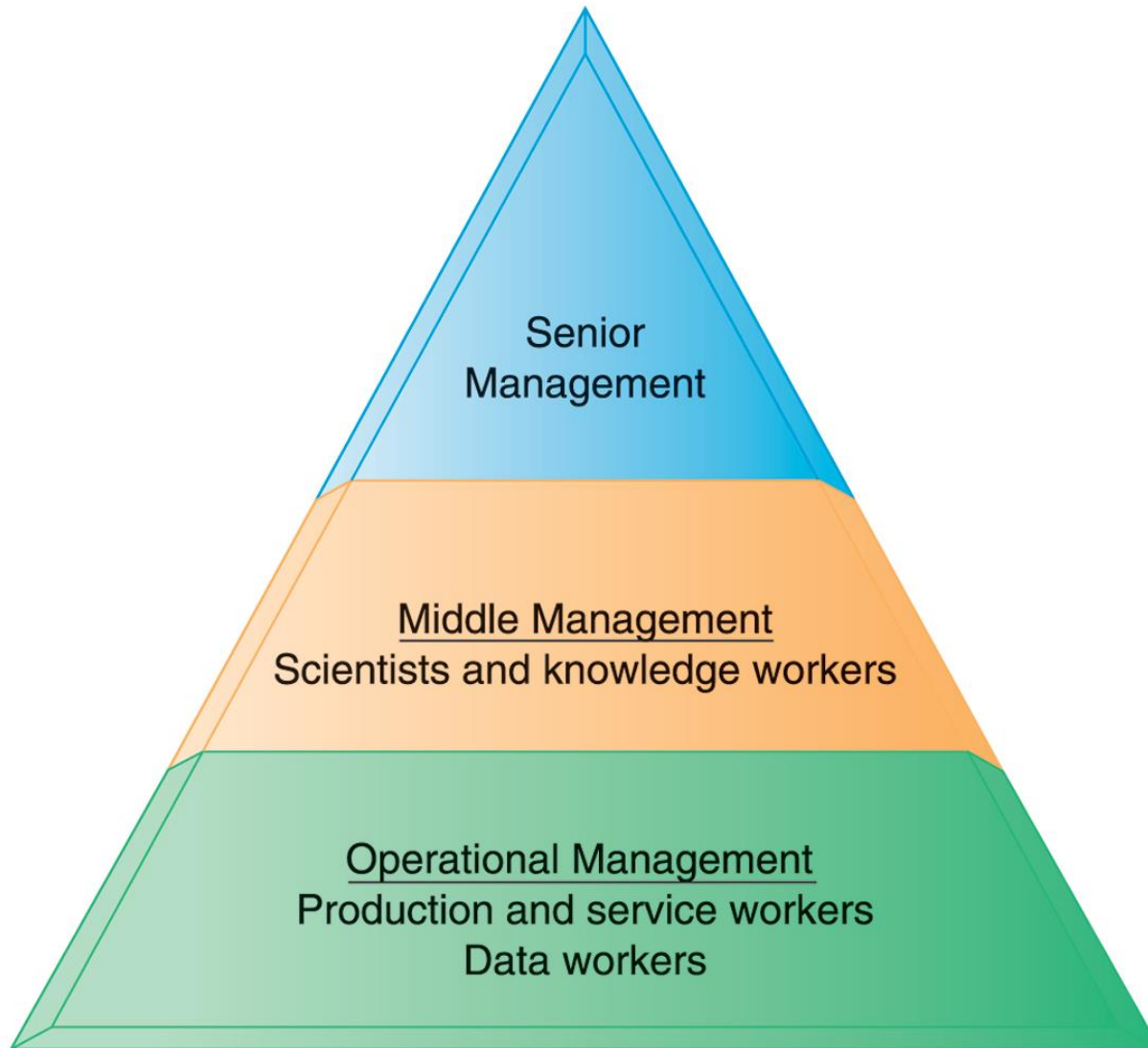
Functions of an Information System



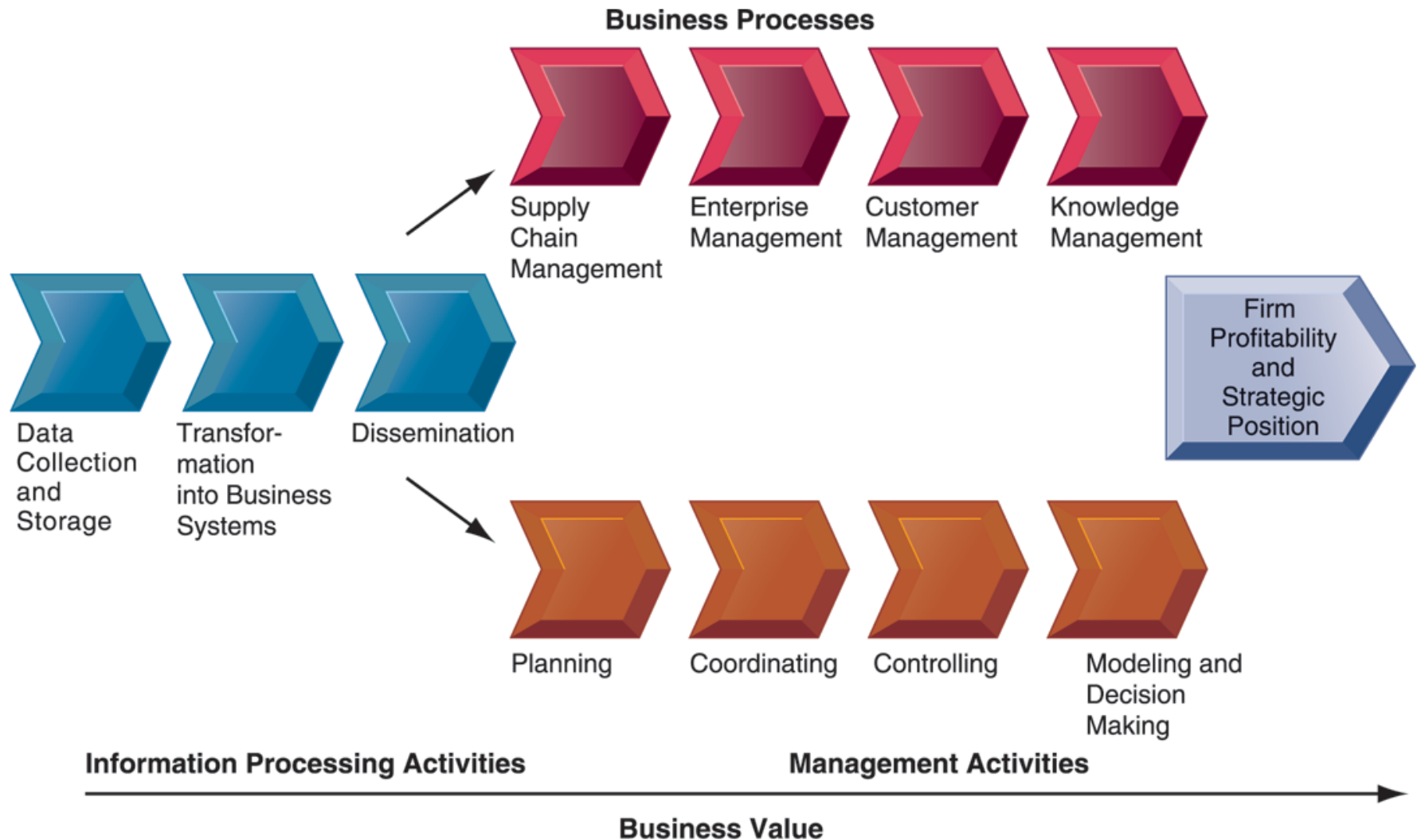
Information Systems Are More Than Computers



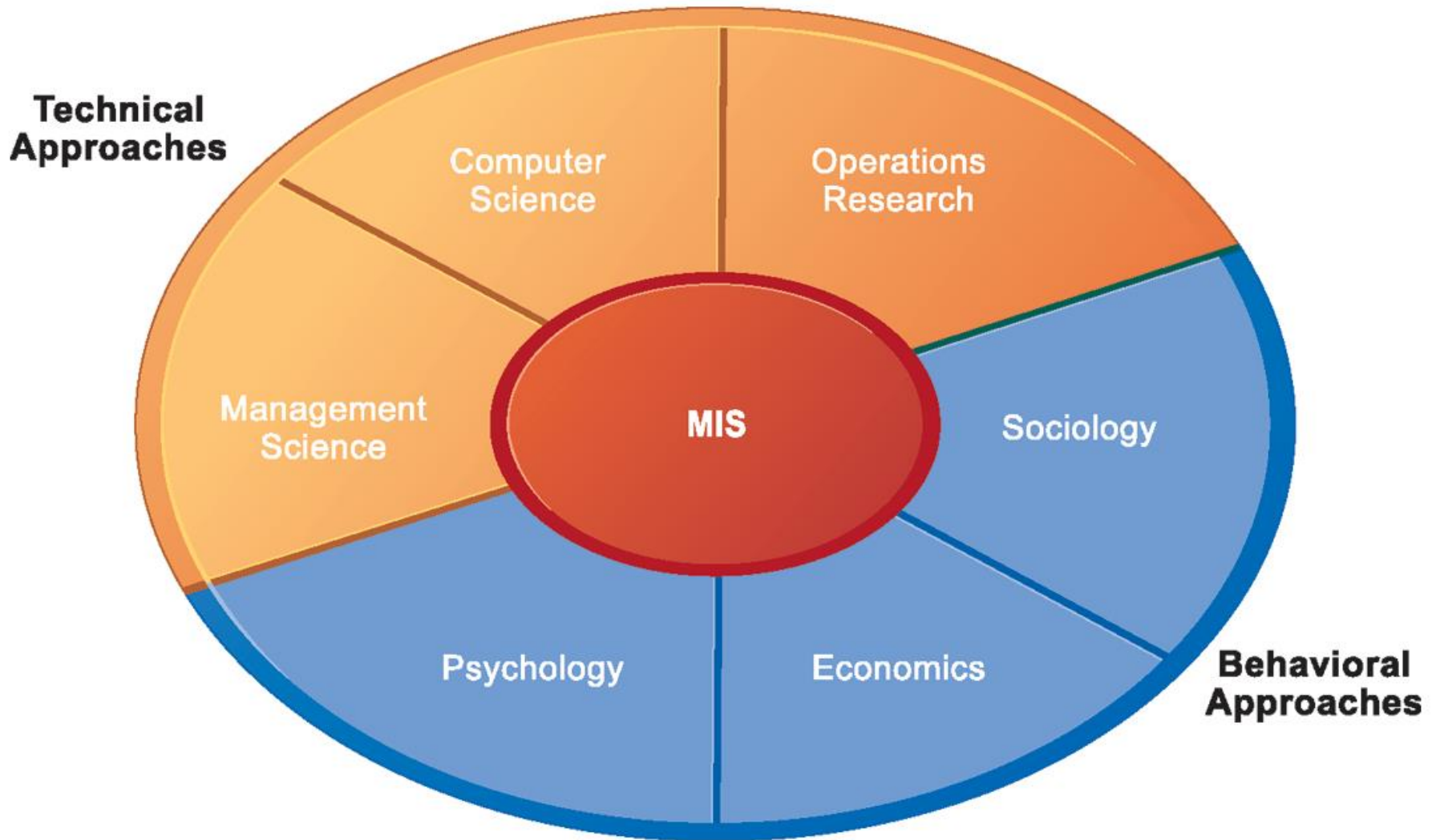
Levels in a Firm



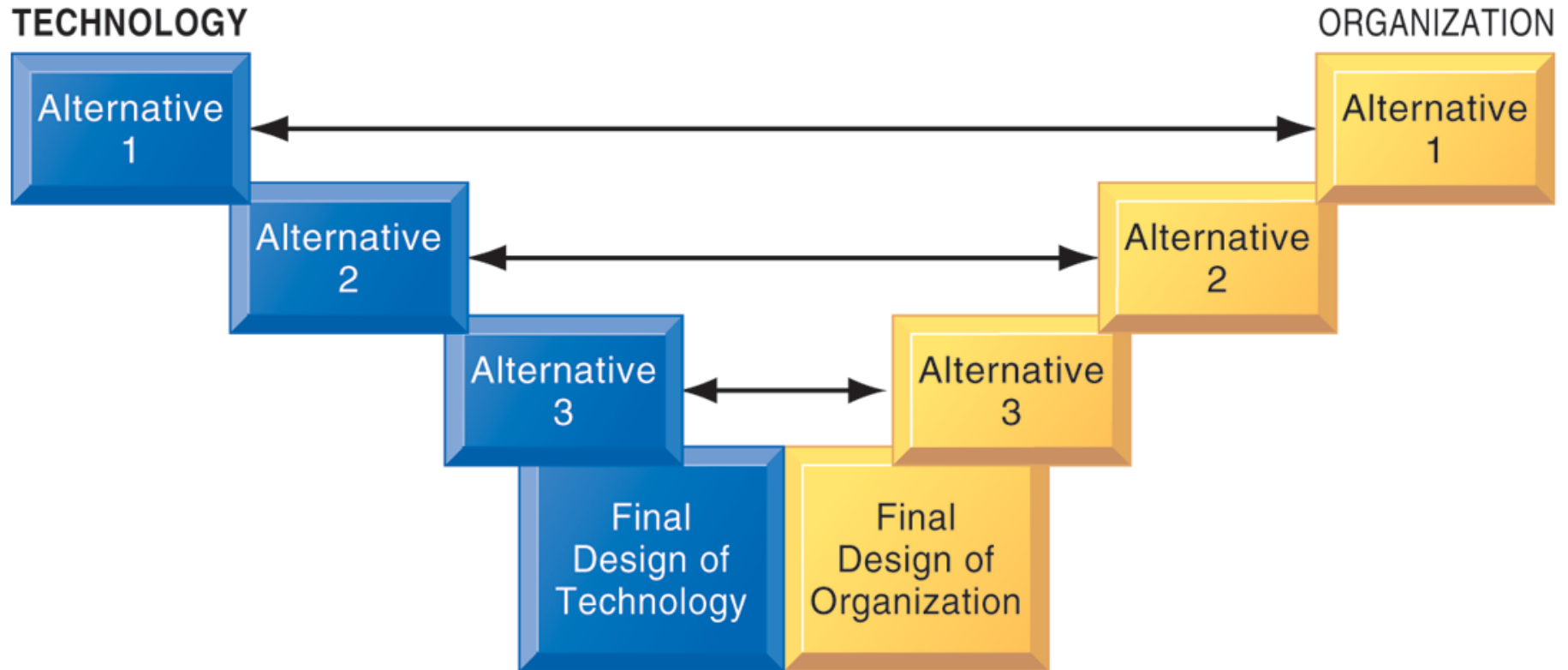
The Business Information Value Chain



Contemporary Approaches to Information Systems



A Sociotechnical Perspective on Information Systems



Case Study: UPS (Chap. 1) (pp.53-54)

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

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