管院學士班課程大綱
BA/BBA Program Syllabus

系所 Department	資訊管理學系 Information Management	必選修 compulsory/elective	必修 Compulsory
課程名稱 Course title	Introduction to Information Management (資訊管理導論)	學分數 Credit(s)	3
課號 Course Code		全英文授課 English Taught (EMI)	是(Yes)
學年/學期 academic year/Semester	114/02	上課地點 Classroom	616A
講授教師 Instructor	Kankham Sarawut (沙拉溫)	上課時間 Time	Monday and Wednesday, 08:45 to 10:00

教師辦公室&諮詢時間 Instructor office & office hour	By appointment	教師聯絡資訊 Instructor Contact	Phone: 05-2720411#34604 Email: bensarawut@ccu.edu.tw
助教 Teaching Assistant	鄭安琪	助教 聯絡資訊 TA contact	Email: zhnganqi@gmail.com

先修課程 Pre-requisite courses	-
學習目標 Learning Objective	- Understand the fundamental principles of information systems (IS). - Recognize the role of IS within a connected organizational landscape. - Explore how leveraging IS enables managers to gain competitive advantages.
課程概述 Course Descriptions	An information system integrates people, organizational structures, and technology, serving as a cornerstone for building competitive businesses, managing global operations, enhancing business value, and delivering quality products and services to customers. This course offers a comprehensive introduction to Information Management (IM), emphasizing the effective use and strategic importance of information systems (IS) in modern organizations. It examines how information is created, managed, and utilized to drive success in today's dynamic and rapidly evolving digital landscape. Undergraduate students will develop a fundamental understanding of the interaction between people, processes, and technology, gaining the knowledge and skills needed to effectively harness IS to achieve organizational objectives.

對應 AOL 職能素養(AOL Competency)	
職能素養 4(Competency 4): 全球視野 Global Perspective	職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills

課程類別 Course Attributes	□人文關懷課程(Humanities Caring) □競賽專題課程(Competition) ☒問題導向課程(Problem-solving)　□專題導向課程(Project-based) □實作課程(Practice-based)　　☒總整課程(Capstone)				
教材編選 Teaching materials	☒自製簡報(self-made PPTs)　　☒課程講義(Teaching Notes) □自編教科書(self-made textbooks)　　□教學程式(programming) □自製教學影片(self-made video)　　　□其他(Others)				
教學資源 Teaching Resources	□課程網站(Website)　□實習網站(Intern Web) ☒教材電子檔供下載(Downloadable Files)				
教科書/參考書 Textbooks/References	Laudon, K. C., & Laudon, J. P. (2022). *Management information systems: Managing the digital firm* (17th ed.). Pearson Education.				
評量方式(請填百分比) Assessment	課堂參與 Participation	15%	個案討論 Case study		%
	作業 Homework	10%	專題 Project		%
	小考 Quiz	%	其他 1 other (　　　　　)		%
	期中考 Midterm	35%	其他 2 other (　　　　　)		%
	期末考 Final	25%	其他 3 other (　　　　　)		%
	報告 Presentation	15%	其他 4 other (　　　　　)		%
其他說明 Other description	The instructor reserves the right to make changes to this syllabus, such as class schedule, grading policy, etc., if necessary.				

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	02/23	Course Overview		
	02/25	-		
2.	03/02 03/04	Introduction to Information Systems	Chapter 1	
3.	03/09 03/11	Global E-business and Collaboration	Chapter 2	Homework 1: Information System Use Case Diagram
4.	03/16 03/18	Information Systems, Organizations, and Strategy	Chapter 3	
5.	03/23 03/25	Ethical and Social Issues in Information Systems	Chapter 4	
6.	03/30 04/01	IT Infrastructure: and Emerging Technologies	Chapter 5	
7.	04/06	**Day off***		*04/06 Make-up Holiday for Tomb-Sweeping Day
	04/08	Foundations of Business Intelligence: Databases and Information Management (1/2)	Chapter 6	
8.	04/13	Foundations of Business Intelligence: Databases and Information Management (2/2)	Chapter 6	*04/15 No Class (Prepare Midterm Exam)
	04/15	**Day off***		
9.	04/20	Midterm Exam		
10.	04/27 04/29	Telecommunications, the Internet, and Wireless Technology	Chapter 7	(Assign group presentation)
11.	05/04 05/06	Securing Information Systems	Chapter 8	
12.	05/11 05/13	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	Chapter 9	
13.	05/18 05/20	E-commerce: Digital Markets, Digital Goods	Chapter 10	
14.	05/25 05/27	Managing Knowledge and Artificial Intelligence	Chapter 11	
15.	06/01 06/03	Final Presentation		Group Presentation
16.	06/08	Final Exam		

*The schedule and content may be subject to change.