

INFORMATION STRATEGY AND MANAGEMENT

SYLLABUS & COURSE OUTLINE

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COURSE DESCRIPTION

Today, in the business world, we are witnessing the emergence of a new digital firm. Global business opportunities afforded by electronic business and electronic commerce, combined with the exponential change in technological power and capacity, have fueled the creation of this digital firm. Every aspect of the firm is not only touched by the digital process but has been transformed by it. Managing information systems has become a task for all levels of managers and all functional areas of the business. In today's digital firm, there is no escaping the opportunities (as well as the challenges) that technology brings.

The growth of the Internet, the globalization of trade, and the rise of information economies have recast the role of information systems (IS) in business and management. Internet technology supplies the foundation for new business models, business processes, and ways of distributing knowledge. The wave of dot-com failures has not deterred companies from using Internet technology to drive their businesses. Companies rely on the Internet and networking technology to conduct more of their work electronically, seamlessly linking factories, offices, and sales forces worldwide. Leading-edge firms, such as Cisco Systems, Dell, and Procter & Gamble, are expanding these networks to include suppliers, customers, and other external groups, enabling them to respond instantly to customer demands and market shifts. Cisco Systems' corporate managers can use information systems to "virtually close" their books at any time, generating consolidated financial statements based on up-to-the-minute figures for orders, discounts, revenue, product margins, and staffing expenses. Executives can constantly analyze performance at all levels of the organization. This digital integration, both within and outside the organization, from the warehouse to the executive suite, from suppliers to customers, is transforming how we organize and manage a business firm. Ultimately, these changes lead to fully digital firms where all internal business processes and relationships with customers and suppliers are digitally enabled. In digital firms, information to support business decisions is readily available at any time and from anywhere within the organization.

Management of Information Systems: Managing the Digital Firm is based on the premise that knowledge of information systems is essential for creating competitive firms, managing global corporations, adding business value, and providing valuable products and services to customers. This course introduces management information systems (MIS) that MBA students will find vital to their professional success.

UNIQUE FEATURES FOR THE STUDENT

This course offers a more comprehensive examination of the digital integration of the firm and the application of Internet technology to facilitate business processes for electronic commerce. It pays special attention to new applications and technologies that improve firms' customer relationships and create additional value through closer collaboration with suppliers and other business partners. It also highlights the need to demonstrate the business value of information systems within the organization. The following features and content reflect this direction.

- Expanded coverage of enterprise applications for digital integration
- New focus on the business value of information systems
- More attention to functional business applications
- New leading-edge topics
- Increased attention to ethics and privacy
- New manager's toolkit with how-to checklists for managers
- More applied chapter objectives

Part One – Organizations, Management, and the Networked Enterprise (Chapters 1 – 4).

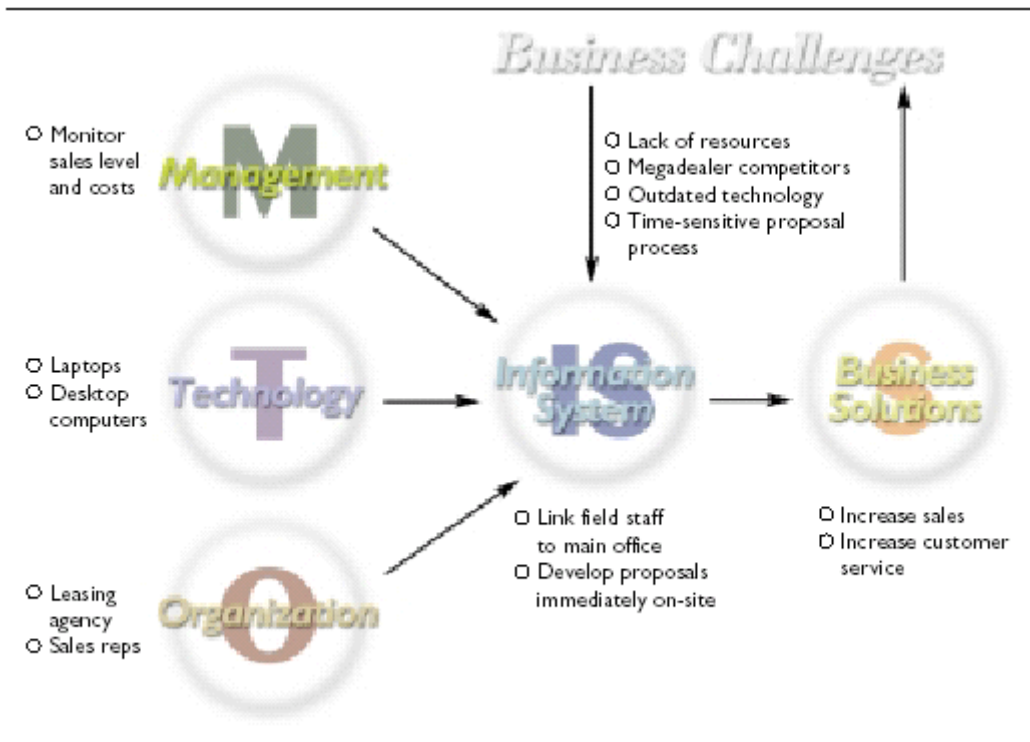
Part One describes the organizational and managerial foundations of information systems. This section describes the critical role played by various information systems in organizations, the sweeping changes brought about by the Internet and the digital integration of the enterprise, and the need to demonstrate the business value of information system investments. Chapters in this part provide an in-depth introduction to real-world systems, focusing on their relationships with organizations, management, business processes, strategy, and key ethical and social issues.

Part Two – Information Technology Infrastructure (Chapters 5 – 8) provides the technical foundation for understanding information systems by examining the technologies and managerial issues within the firm's information technology (IT) infrastructure. It describes the contemporary hardware and software platforms, data management, and communications technologies, highlighting the Internet, networking technologies, and the convergence of computing and communications. Part II concludes by describing how these information technologies work with the Internet to create a new infrastructure for the digital integration of the enterprise.

Part Three – Key System Applications for the Digital Age (Chapters 9–12) describes the role of information systems in enhancing business processes and decision-making throughout the enterprise. It demonstrates how knowledge management, work group collaboration, and individual and group decision-making are facilitated by knowledge work, group collaboration, artificial intelligence, decision support systems, and executive support systems.

Part Four – Building and Managing Systems (Chapters 13 – 15) focuses on the process of building systems within organizations. It describes how companies can utilize new information systems to redesign their organizations and business processes, emphasizing the need to understand and measure a system's business value, as well as manage system-related organizational change. Chapter 15 is devoted to security and control, reflecting the new urgency of this topic for e-business and for meeting higher standards of power and accountability in the firm.

This course features unique resources (e.g., Study Guide, Student Resources, Miscellaneous Resources, www.prenhall.com/laudon) designed to create an active and dynamic learning environment. **An integrated framework portrays information systems as comprising management, organizational, and technological elements.** This framework is used throughout the course to describe and analyze information systems, as well as the problems associated with them. The following unique diagram accompanying each chapter-opening vignette graphically illustrates how management, organization, and technology elements work together to create an information system solution to the business challenges discussed.

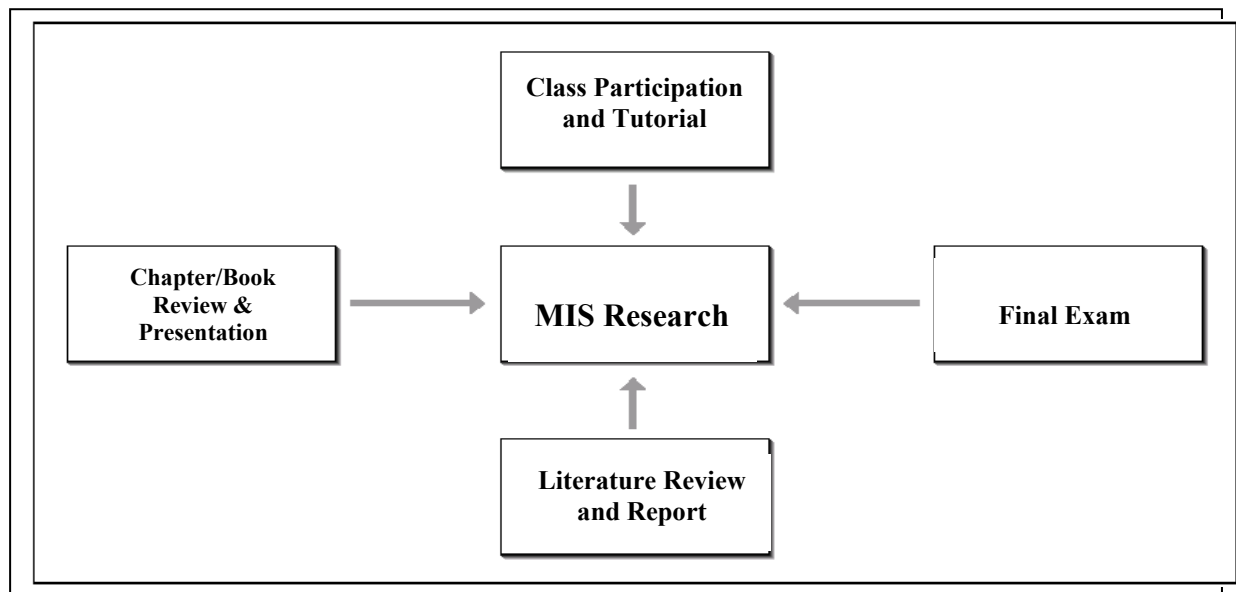


REQUIRED TEXTBOOK AND MATERIALS

- Laudon, K. C. and J. P. Laudon. *MANAGEMENT INFORMATION SYSTEMS: MANAGING THE DIGITAL FIRM*, 18th Edition, Pearson Education Limited, 2025, ISBN-13: 9780138344108.
- 董和昇譯，管理資訊系統（第 16 版），台灣培生教育出版股份有限公司出版/滄海圖書資訊股份有限公司發行，2022，ISBN: 978-986-769-639-7。
- 廖月娟、李芳齡譯(原著：Thomas L. Friedman, Thank You for Being Late)，謝謝你遲到了：一個樂觀主義者在加速時代的繁榮指引，遠見天下文化，2017，ISBN: 978-986-479-154-5
- Packet of Chapter Objectives, Multiple Choice, True or False, Essay Questions, Running Case, Application Software Exercises, Management Decision Problems, Electronic Commerce Projects, Internet Connections, Additional Case Studies, International Resources, Glossary, and PowerPoint Presentations, are available on the Pearson Prentice Hall Online Learning Center [Management Information Systems: Managing the Digital Firm](https://www.pearson.com/en-us/subject-catalog/p/management-information-systems/managing-the-digital-firm/P200000012266/9780138344108).

APPROACHES TO TEACHING AND LEARNING

This course is designed to present concepts in an easy-to-understand format, enabling students to participate actively in their learning. The dynamic nature of information systems requires all students, specifically business students, to be aware of current and emerging technologies. Students encounter complex subjects and need a clear, concise explanation to understand and apply the concepts throughout their careers. By engaging students through numerous tutorials, book readings, and sharing, as well as real-world case studies and case study projects that reinforce concepts, this course creates a unique learning experience for both faculty and



students.

GRADING

Your grade will be determined as follows:

Item	Assessment	Weight	Due Date
1	Class Participation and Tutorial	10%	Weekly
2	Chapter/Book Review & Presentation	20%	Weekly
3	Final Exam	30%	Week 16
4	Literature Review and Report	40%	Week 18

Assessment 1: Class Participation and Tutorial

The Management Division of CCU requires students to attend classes regularly in each unit. Class attendance is beneficial to students in acquiring knowledge and clarifying concepts, and it is a prerequisite for active participation in class. **Class participation and tutorials involve active engagement in question-and-answer sessions, participating in analyses of business situations, and contributing comments during class sessions.** The **Class Participation and Tutorial grades** will be evaluated based on the quality of remarks made during the tutorial sessions and the accuracy of answers to “True/False Questions,” “Multiple Choice Questions,” and “Short Answer Questions,” rather than the number of comments. This

assessment will be conducted in **class** during the semester. This will provide you with a detailed understanding of the issues related to systems analysis and design, and offer continuous feedback throughout the process.

- (i) The Tutorial will be handed out weekly.
- (ii) Weighting: 10%
- (iii) Approximate Date Due: Weekly

Assessment 2: Chapter/Book Review & Presentation

This unit introduces the fundamental drivers for integrated MIS applications and examines the issues relating to the difficulties in integrating legacy systems. Also, how MIS is evolving to respond to developments in e-business and e-commerce; further, this module briefly examines the issues involved in gaining business benefits from MIS by focusing on improving business processes and achieving greater effectiveness and efficiencies in this domain. Discuss common business processes and structures to better understand a process view of the organization and how it might be modeled and supported in MIS.

At the postgraduate level, you are not only assessed on your ability to recite facts or reproduce information from sources such as texts, journals, or lectures. What is assessed varies to some extent. It may include your ability to interpret a question intelligently, demonstrate your understanding of a topic, or critically analyze and report upon a situation. In all cases, your ability to organize information from various sources into a clear, concise, and logical presentation/document will be central to your success. This module lasts about 6 weeks.

You will be assessed as follows:

- (i) A 30-minute presentation will be given in an elected week during the semester. The presentation will include a detailed explanation of the main points raised in the Chapter for the entire class.
 - (ii) Submit your soft copy of the presentation handout or additional materials to the lecturer weekly.
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- (i) Weighting 20%
 - (ii) Approximate Date Due: Weekly

Assignment 3: Final Exam

This Final examination addresses your general understanding of the Management of Information Systems and its related applications. It will include multiple-choice and essay questions drawn from the chapters.

Weighting: 30%

Approximate Date Due: Week 16

Assessment 4: Literature Review and Report

This assignment meets the course aim of developing research skills by extending and refining skills related to identifying, retrieving, analyzing, and reporting information relevant to your

chosen field of specialization. As stated previously, this assignment allows you to become thoroughly familiar with the bibliography of specialized literature relevant to MIS-related research. This foundational work underpins your master's research, as a literature review is a key element of the research process.

This is an individual (or team) assignment where you may work in a group of 1 or 2 students. All team members must share the workload of tasks and will receive the same mark. This assessment employs a team-size model of team formation, where students form groups based on a significant academic standard, geographic proximity, and/or cultural background. All members should discuss their expectations regarding academic outcomes and time commitments when forming the group and agree on them. A team size of two has been chosen to provide teamwork experience without significant team management issues arising.

On completion of the unit, you will be able to:

- Demonstrate a thorough grasp of the bibliography relating to the MIS research area
- Locate, collect, organize, and critically evaluate specialized contributions in MIS-related fields of expertise
- Present the results of your bibliographical research in a cogent and critically enlightened manner

Studying in this unit will enhance generic skills. Especially skills in critical, creative, and analytical thinking and effective problem-solving. By preparing your literature review, you will develop:

- the ability to critique current paradigms and contribute to intellectual inquiry
- the capacity to exhibit creative as well as analytical ways of thinking about questions in MIS-related fields of expertise
- the ability to identify and define problems in this area.

You will follow a course of readings in consultation with your lecturer. You will also be instructed on information retrieval techniques, data collection, and bibliographies relevant to the research area. Regular meetings can be scheduled by appointment, during which you and your lecturer will discuss your progress. Your lecturer will provide regular feedback over the semester, designed to help you identify knowledge needs and continually improve the quality of your work (formative assessment).

The summative assessment will be a 20- to 30-page report on the literature related to MIS research fields. This literature review is expected to constitute the necessary section of your research. The detailed format of the Literature Review is to be further advised. During Week 6, each student will submit a written report and presentation of their selected Literature Review. The presentation will be limited to 20 - 30 minutes.

Assessment Criteria:

- Breadth, depth, and currency of reading in the topic area
- Evidence of critical discernment in evaluating existing literature
- Adherence to professionally acceptable standards of presentation
- Relevance of the review to the definition of the nominated field of research topic

Useful references:

- Barzun, J. & Graff, H.F. (1992). *The Modern Researcher* (5th ed.). Boston: Houghton Mifflin Co.
- Hart, C. (1998). *Doing a literature review: releasing the social science research imagination*. London: Sage.
- Powell, S. (1999). *Returning to Study: A Guide for Professionals*. Buckingham: Open University Press.
- Slade, C. (2000). *Form and style: research papers, reports, theses* (11th ed.). Boston: Houghton Mifflin Co.
- Strunk, W. & White, E.B. (1999). *The elements of style* (4th ed.). Boston: Allyn and Bacon
- Swetnam, D. (1997). *Writing Your Dissertation: How to Plan, Prepare and Present Your Work* (2nd ed.). Oxford: How to Books

Please be advised of the format and further details.

- (i) Approximately **20-minute presentations** to be presented in **Week 18** during the semester. The presentations will be accompanied by details of the main points raised in the literature for the class.
- (ii) The Literature must be 20 - 30 pages long (including all tables, figures, appendices, and references) and submitted in soft copy to the Teaching Assistant by **Week 18**.
- (iii) Weighting: 40 % (Presentation 10% + Literature Review Report 30%)
- (iv) Approximate Date Due: **Week 18**

ACADEMIC INTEGRITY

Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Scholastic dishonesty includes, but is not limited to: cheating, plagiarizing, fabricating information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the scholarly work of other students. At the beginning of each course, it is the responsibility of the instructor to provide a statement clarifying the application of academic integrity to that course. (Policies and Rules: A Handbook for Students)

OUTSIDE CLASS COMMUNICATION

You are encouraged to exercise your right to own a University user ID and use it for electronic mail. Please feel free to communicate with me by phone, email, fax, or through my campus mailbox. Use my office hours whenever you feel you need to. If you wish to meet with me outside of my office hours, please get in touch with me, and I will make every effort to arrange a time that suits your schedule.

PROHIBITION ON SOFTWARE COPYING

Students in this course will use the College's Microcomputer Laboratory and software designed to run on personal computers. Much of this software is proprietary, and its duplication is strictly prohibited. The University prohibits unauthorized copying, which may violate the University's software licensing agreements and various government laws. Any student who engages in unauthorized copying of software will be subject to severe penalties.

COURSE OUTLINE

Week	Topic	Reading	Instructor
02/27	Public Holiday		
03/06	Management Information Systems – (簡介)		Chang
03/13	Information Systems in Global Business Today Literature Review and Report – (研究主題 – 老師) Literature Review and Report – (研究主題 – 學生) Literature Review and Report – (範例 – 老師)	Chapter 1	Chang Students
03/20	Global E-Business and Collaboration Information Systems, Organizations, and Strategy Literature Review and Report – (研究主題 – 老師)	Chapter 2 ~ 3 Tutorial 2 ~ 3	Students Chang
03/27	Ethical and Social Issues in Information Systems IT Infrastructure and Emerging Technologies 圖書館資源介紹 書目管理軟體介紹 (EndNote)	Chapter 4 ~ 5 Tutorial 4 ~ 5	Students Chang Jean
04/03	Public Holiday		
04/10	Foundations of Business Intelligence: Databases and Information Management Telecommunications, the Internet, and Wireless Technology Literature Review and Report – (研究主題 – 學生)	Chapter 6 ~ 7 Tutorial 6 ~ 7	Students Chang
04/17	Literature Review and Report – (文獻討論 – 老師) Literature Review and Report – (PAJAIS Example)		Chang Jean
04/24	Tutorial (Consultation for Final Exam & Literature Review, and Report)		
05/01	Public Holiday		
05/08	Securing Information Systems Achieving Operational Excellence and Customer Intimacy: Enterprise Applications Literature Review and Report – (進度說明)	Chapter 8 ~ 9 Tutorial 8 ~ 9	Students Chang
05/15	E-Commerce: Digital Markets, Digital Goods Managing Knowledge and Artificial Intelligence 書目分析與討論軟體介紹 (AI)	Chapter 10 ~ 11 Tutorial 10 ~ 11	Students Jean
05/22	Enhancing Decision Making Building Information Systems Managing Projects Managing Global Systems	Chapter 12 ~ 13 Tutorial 12 ~ 13 Chapter 14 ~ 15 Tutorial 14 ~ 15	Students Chang
05/29	Tutorial (Consultation for Final Exam & Literature Review, and Report)		Students Chang
06/05	Tutorial (Consultation for Final Exam & Literature Review, and Report)		Chang
06/12	Final Exam		Students
06/19	Public Holiday		Chang
06/26	Literature Review and Report		Students

Note: This schedule is subject to change.