



## 課 綱 Course Outline

### 管理學院管理科學與財金國際學士學位學程學士班

中文課程名稱 Course Name in Chinese	管理資訊系統				
英文課程名稱 Course Name in English	Management Information Systems				
科目代碼 Course Code	MSF_10180	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	Introduction to Management				
課程目標 Course Objectives					
Businesses look for candidates who know how to use information systems, therefore making a general understanding of information systems an asset to any business student. This course aims to emphasize how the application of information systems (IS) and technologies (IT) achieves business objectives.					
系教育目標 Dept.'s Education Objectives					
1	培育具備良好數量分析能力之管理人才。 Cultivating management professionals with outstanding ability in quantitative analysis.				
2	培育具備財務金融專業知識之人才。 Cultivating professionals with finance-specific knowledge.				
3	培育具備國際視野與外語溝通能力之人才。 Cultivating professionals with a global vision and the ability in foreign-language communication.				
4	培育具備決策分析與問題解決之技能的管理人才。 Cultivating management professionals with knowledge and skills in decision analysis and problem solving.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.				○
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.				○

C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	●
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies.	○
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	○

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

### 課程大綱 Course Outline

1. Course Introduction
2. Business Information Systems in Your Career
3. IT Infrastructure: Hardware and Software
4. Foundations of Business Intelligence: Databases and Information Management
5. Telecommunications, the Internet, and Wireless Technology
6. E-Commerce: Digital Markets, Digital Goods
7. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications
8. Building Information Systems and Managing Projects

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

具資訊管理專長之教師

### 課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods

以課堂授課為主。  
課程成績評定之依據和標準：  
Grading Policy:  
Final Exam. : 60%  
Attendance and Participation: 40%

### 其他 Miscellaneous

Textbook:  
Laudon, K.C., and Laudon, J.P., Essentials of Management Information Systems 10/e,  
2012; ISBN : 9780273765424

Teaching Aids & Teacher's Website (Personal website can be listed here.)  
<http://faculty.ndhu.edu.tw/~su/>