# 國立東華大學

## 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<br>Course Name in Chinese | 管理資訊系統 | | | | |
|---|---|---|---|---|---|
| 英文課程名稱<br>Course Name in English | Management Information Systems | | | | |
| 科目代碼<br>Course Code | MSF_10180 | 班　別<br>Degree | 學士班<br>Bachelor's | | |
| 修別<br>Type | 學程<br>Program | 學分數<br>Credit(s) | 3.0 | 時　數<br>Hour(s) | 3.0 |
| 先修課程<br>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。<br>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。<br>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。<br>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。<br>Cultivating management professionals with knowledge and skills in decision analysis and problem solving. |

| 系專業能力<br><br>Basic Learning Outcomes | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |
|---|---|
| A | 能以數量方法分析與解決問題。<br>Using quantitative methods to analyze and solve problems. |
| | ○ |
| B | 具備財務金融領域之分析能力。<br>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。<br>Using information technology to analyze, integrate, and present data. | ● |
| D | 具備國際視野與專業外語能力。<br>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。<br>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。<br>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/