



課 綱 Course Outline

管理學院會計與資訊管理國際學士班學士班

中文課程名稱 Course Name in Chinese		行銷管理資訊系統			
英文課程名稱 Course Name in English		Marketing Information Management Systems			
科目代碼 Course Code		ACIM30050	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					
課程目標 Course Objectives					
The aim of this class is to deliver well-defined and resilient competitive marketing information management systems (MMS) for modern e-business world. We will discuss every aspect of MMS which includes business advantages, competitive strengths and vulnerability analysis					
系教育目標 Dept.' s Education Objectives					
1	培養結合理論與實務之會計資訊專業人才				
2	培養多元視野與跨領域整合能力之會計資訊專業人才				
3	培養專業能力與品德操守並重之會計資訊專業人才				
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	兼具會計資訊理論與實務操作及專業知識，具備跨領域解決問題能力				●
B	具有良好之會計資訊理論基礎與分析能力，具備相關領域升學或就業之知識與能力				○
C	具備以資訊技術協助企業運作與商業管理之知識與應用能力				○
D	具有會計資訊、風險控管、電腦審計與稅務整合能力				○

E	具備超然獨立並嚴格遵守會計資訊專業倫理的道德勇氣	○
F	具備團隊合作、國際視野、創造性思考及良好的外語能力	●
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
Course Outline 1. Introduction to MMS 2. Infrastructure for MMS 3. Industrial IT and organization behavior 4. IT and MMS strategies 5. Applications of IT on development of MMS strategy 6. Evolution and new challenges of internet economies 7. IT structure of e-business world 8. E-marketing on industries		
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.)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
Presentations of this course are conveyed by on-course lectures		
其他 Miscellaneous		