國立東華大學

教學計劃表　Syllabus

課程名稱(中文) Course Name in Chinese	資訊管理評述			學年/學期 Academic Year/Semester		114/2
課程名稱(英文) Course Name in English	Seminar on Information Management					
科目代碼 Course Code	IM__M0180	系級 Department & Year	碩士	開課單位 Course-Offering Department		資訊管理學系
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)		1.0/1.0		
授課教師 Instructor	/吳怡菱					
先修課程 Prerequisite						

課程描述　Course Description

In this course, students will select papers related to information management from the top-tier IS journals (e.g. MIS Quarterly, Information Systems Research, Management Science, Communications of the ACM, etc.) in recent year. The course will be conducted by paper presentation format. Through the selecting, reading and presenting, students are expected to develop their competence of identifying and justifying interesting research topics and presentation skills.

課程目標　Course Objectives

The objective of this course is to provide students with access to critical aspects of information management expertise and to develop students' ability to select, study, present and review English academic papers through classroom activities.

	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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	●
B	培養具備資訊專業知識與技能Nurture professional ability and skill regarding information	○
C	培養具備資訊科技與管理領域之知識整合應用能力Nurture integrated ability regarding information technology and management	○
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	●
E	培養具備獨立研究、領導智能與資訊創新的能力Nurture ability regarding independent research, leadership and information innovation	●

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

授 課 進 度 表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	syllabus	
2	Peace Memorial Day	No class
3	Impact and Application of Generative AI	
4	Graduation project proposal of IM	

5	Generative AI and Data Strategy	
6	MRisk and Regulation of Generative AI	
7	Spring Break	No class
8	online questionnaire	
9	期中考試週 Midterm Exam	
10	Generative AI and Employee Skills	
11	Generative AI and Corporate Culture	
12	Generative AI and Creativity	
13	Large Project Management	
14	online questionnaire	
15	Collaboration with Colleges	
16	Dragon Boat Festival	No class
17	期末考試週 Final Exam	
18	Free Discussion	

教 學 策 略 Teaching Strategies

☐ 課堂講授 Lecture ☑ 分組討論Group Discussion ☐ 參觀實習 Field Trip
☐ 其他Miscellaneous:

教 學 創 新 自 評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

☐ 問題導向學習(PBL) ☐ 團體合作學習(TBL) ☐ 解決導向學習(SBL)

☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任(Social Responsibility)

☐ 在地實踐Community Practice ☐ 產學合作 Industy-Academia Cooperation

跨域合作(Transdisciplinary Projects)

☐ 跨界教學Transdisciplinary Teaching ☐ 跨院系教學Inter-collegiate Teaching

☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績(含出缺席) General Performance (Attendance Record)	30%								paper presentation
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	30%								questioner
其他 Miscellaneous (participation and host)	40%								host and pre-class note

評量方式補充說明
Grading & Assessments Supplemental instructions

Presentation 30%
Questioner 30%
Host 20%
Weekly Pre-class Note 20%

教科書與參考書目（書名、作者、書局、代理商、說明）
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Harvard Business Review
Impact and Applications of Generative AI:
GenAI Can Help Companies Do More with Customer Feedback
Could Gen AI End Incumbent Firms' Competitive Advantage?
Generative AI and Data Strategy:
Survey: GenAI Is Making Companies More Data Oriented
Is Your Company's Data Ready for Generative AI?
Risks and Regulations of Generative AI:
Navigating the New Risks and Regulatory Challenges of GenAI
The Digital World Is Changing Rapidly. Your Cybersecurity Needs to Keep Up.
Generative AI and Employee Skills:
How AI Can Change the Way Your Company Gets Work Done
Train Your Brain to Work Creatively with Gen AI
Generative AI and Corporate Culture:
Survey: GenAI Is Making Companies More Data Oriented
Is Your AI-First Strategy Causing More Problems Than It's Solving?
Generative AI and Creativity:
Train Your Brain to Work Creatively with Gen AI
GenAI Can Help Companies Do More with Customer Feedback
Large Project Management:
Why Big Projects Fail — and How to Give Yours a Better Chance of Success
How AI Is Helping Companies Redesign Processes
Working with Colleagues:
5 Ways to Deal with a Colleague Who Doesn't Respect Rules
Considering Quitting? Here's How to Talk to Your Boss About It.

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)
Teaching Aids & Teacher's Website(Including online teaching information.
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)