

## 國立中山大學 111學年度第1學期 課程教學大綱

## National Sun Yat-sen University 111Academic year1st Semester Course syllabus

中文名稱 Course name(Chinese)	資訊科技與競爭優勢			課號 Course Code	EMBA907B
英文名稱 Course name(English)	INFORMATION TECHNOLOGY AND COMPETITIVE ADVANTAGE				
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
授課教師 Instructor	吳仁和徐士傑			學分 Credit	1.5

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：

- 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：

尚未建立傳染性肺炎(武漢肺炎)課程評分方式〔評分標準及比例〕

## 課程大綱 Course syllabus

本課程教學大綱已提供完整英文資訊(本選項僅供統計使用，未提供完整英文資訊者，得免勾記)【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

Information technology has changed business models on organizational structure, process and method-level, to improve enterprise innovation and performance. Information technology is an important strategic resource for business, not only can the technology improve business performance and competitiveness, but also reform business model and supply chain. This course aims to grant EMBA students with perspectives to examine the innovative and strategic use of IT and its key impact on business operations. Students can also learn more about the developing trend of information technology and its application and challenges in different industries, in order to quickly and flexibly construct valuable innovative applications. This course will cover the following topics:

- (1) Business model, innovation, corporate electronic strategy
- (2) How IT can realize the products/services, value activities and strategies of enterprises (and industry chains)
- (3) Trends in information technology / development and how to promote corporate innovation and value creation
- (4) E-commerce innovation and ecosystem
- (5) Business intelligence, social media and electronic marketing

資訊科技的精進與普及應用已改變企業之商業模式(包括組織架構、流程與方法)，促進企業創新與績效，甚至創造能持久的競爭優勢。資訊科技是企業重要的策略性資源，善用它除了可以改善企業績效與創造競爭優勢外，更可以重新架構企業之商業模式與整個產業鏈，以創造新的機會與價值。藉由本課程之內容與學習方式，希望能讓EMBA學員得以宏觀的視野來檢視資訊科技的創新與策略性運用及其對企業經營的關鍵影響；也可進一步瞭解資訊科技之發展趨勢，及其在不同產業之應用與挑戰，以期能快速、彈性的建構出有價值的創新應用。本課程將涵蓋以下議題：

- (1) 商業模式、創新、企業電子化策略
- (2) 資訊科技如何實現企業(與產業鏈)之產品／服務、價值活動與策略
- (3) 資訊科技發展趨勢及其如何促進企業創新與價值創造
- (4) 電子商務創新與生態系統
- (5) 商業智慧、社群媒體與電子化行銷

## 課程目標 Objectives

This course looks to help CSEMBA students gain a broad perspectives on:

- (1) Review the innovation, strategic use of IT and its key impact on business operations
- (2) Understand the development trend of information technology and its application, value and challenges in different industries
- (3) Make good use of information technology to construct valuable innovative applications and create competitive advantages in its industry

本課程希望能幫助CSEMBA學員得以宏觀的視野

- (1) 檢視資訊科技的創新、策略運用及其對企業經營的關鍵影響
- (2) 瞭解資訊科技之發展趨勢，及其在不同產業之應用、價值與挑戰
- (3) 善用資訊科技，在其產業建構出有價值的創新應用與創造競爭優勢

## 授課方式 Teaching methods

In-class lectures ( including discussions and case studies)

- ※ 上課與課堂討論
- ※ 個案教學

## 評分方式〔評分標準及比例〕Evaluation (Criteria and ratio)等第制單科成績對照表 letter grading reference

1.作業Assignments：50%

2.課堂參與Participation and engagement : 50%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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序號	作者	書名	出版社	出版年	出版地	ISBN#
No.	Author	Title	Publisher	Year of publish	Publisher place	ISBN#
1	吳仁和	資訊管理：企業創新與價值創造(九版)	智勝文化	June 2022	台北	
2	吳仁和、陳翰容、沈德村、洪誌隆、林麗敏	醫療資訊管理	智勝文化	March 2019	台北	

每週課程內容及預計進度 Weekly scheduled progress

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2022/09/04~2022/09/10	Module 1: Business Model, Innovation & E-Business--Business Model and Innovation (Chap 1) -- Case : 柯達 & New England Wires & Cables
2	2022/09/11~2022/09/17	Module 1: Business Model, Innovation & E-Business--Value Configuration (Value Chain、Value Shop、Value Net、Value Co-creation Ecosystem)、E-Business概念與規劃 (Chap 2) -- Case (Value Chain): Asus、Healthcare Process Case (Value Shop): Lion Travel、Diagnosis On-Demand (part of Sermo)
3	2022/09/18~2022/09/24	Value Configuration (Value Chain、Value Shop、Value Net、Value Co-creation Ecosystem)、E-Business概念與規劃 (Chap 2) -- Case (Value Network): e-Bay、PatientsLikeMe、sermo、doximity Case (C2C): 淘寶網(附錄2C)+ 淘寶網vs. e-Bay (+中文個案) Case (Value Co-creation Ecosystem): HINA City O2O (附錄2D)
4	2022/09/25~2022/10/01	Business Model/Technology Innovation & Value Creation (Chap 3) Case[策略]: Otis (改變願景)、Uitox (跨境&全球在地化)、-- Case[策略創新]: 匯美創新轉型個案—以茵曼品牌為例 Case[文創]: 林百貨(附錄3A)、Comagic (+Video)
5	2022/10/02~2022/10/08	Business Model/Technology Innovation & Value Creation (Chap 3) Case[策略]: Otis (改變願景)、Uitox (跨境&全球在地化)、-- Case[企業價值活動]: Gloria Material Technology Corporation (附錄3B榮剛) Case[企業價值活動]: Li & Fong(附錄3C)、DELL (附錄2A)、ZARA(附錄2B)
6	2022/10/09~2022/10/15	Business Model/Technology Innovation & Value Creation (Chap 3) Case[策略]: Otis (改變願景)、Uitox (跨境&全球在地化)、-- Case[社群活動]: 太陽花學運—科技奇幻之旅(附錄3D) Case[金融&Bank3.0]: 螞蟻金服—誰說金融服務不能躍上電商前台(+Video) Case: E-Health Innovation (e-med, American Well, Stanford MyHealth)
7	2022/10/16~2022/10/22	Electronic Commerce & Eco-System -- E-Commerce (Chap 8) + 跨境電商 Case (B2B、Value System): Alibaba (附錄8A) Case (C2C): 淘寶網(附錄2C、在Module 1上) Case (B2C): 天貓Tmall (附錄8B)
8	2022/10/23~2022/10/29	Electronic Commerce & Eco-System -- Case (C2B團購): ihergo (附錄8C) + 社群策略 Case (C2B團購): 聚划算(附錄8D) Case (農村電商): 遂昌模式或沙集生態系
9	2022/10/30~2022/11/05	Electronic Commerce & Eco-System -- Case (金融服務): 支付連 Case (Logistic): 捷盟、黑貓宅急便 (Video, Amazon's new robot army) Case (E-Health): HelloHealth
10	2022/11/06~2022/11/12	S-/M-/U- Commerce and Web (Chap 9) Case (S-Commerce): 社群商務—iFi讓粉絲變成一門好生意(附錄9A) Case (M-Commerce): 行動商務之生活型態(附錄9B) Case (U-Commerce): 無所不在商務 (附錄9C)
11	2022/11/13~2022/11/19	[期末提案簡報與討論] Case (城市綜合體): O2O (喵接&城西贏泰百貨, Video) Case (E-Health Eco-system): Stanford (高醫大)
12	2022/11/20~2022/11/26	Industry 4.0 & IT Architecture -Value Chain (Chap 10) 平台生態系、策略與案例 (M5) Case (SCM & ERP): A公司(附錄10A) Case (MES): 華東科技(附錄10B)
13	2022/11/27~2022/12/03	IT Innovation and Value Added Service -- E-Marketing & CRM—Chap 11.2.1& 11.2.2與Marketing 3.0延伸概念 Case (電子化行銷): 阿里巴巴的光棍節行銷 (Chap 11) Case (社群行銷): 舊振南行銷案例
14	2022/12/04~2022/12/10	期末專題簡報
15	2022/12/11~2022/12/17	Module 4: IT Innovation and Value Added Service Case (社群行銷): 社群行銷—以Facebook為例(含自定廣告受眾像素Video)
16	2022/12/18~2022/12/24	Knowledge Management & Business Intelligence—Chap 12.5.1大數據 Opening: From IT to DT (Video) Case (大數據應用): 從IT走向DT時代之大數據應用(附錄12A) Case: 凡走過必留下痕跡—P後手——精準行銷(附錄12B)
17	2022/12/25~2022/12/31	期末專題簡報
18	2023/01/01~2023/01/07	期末專題簡報

課業討論時間 Office hours

時段1 Time period 1:  
 時間 Time : 星期三14:00~16:00  
 地點 Office/Laboratory : 管CM 4085  
 時段2 Time period 2 :  
 時間 Time :  
 地點 Office/Laboratory :

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation										
	本課程欲培養之能力與素養 This course enables students to achieve.	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/assignment/work or experiment.	群組書面報告、作業、作品、實驗 Group paper report/assignment/work or experiment.	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and internship.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/on-campus activities and competitions.	課外閱讀 Outside reading.
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.瞭解國際管理新知 1. Exploring updated knowledge of International Business.											
2.高階經營人才的再培育 2. Re-educating senior working professionals.											
3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas.											
4.跨行業交流互動與團隊友誼之建立 4. Creating a network for crossover cooperation and friendship.											
5.全球化的訓練與視野 5. Developing the global mindset of each professional.											
6.多元化的學習 6. Providing pluralistic approaches to learning.											
※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university											
1.表達與溝通能力。 1. Articulation and communication skills											
2.探究與批判思考能力。 2. Inquisitive and critical thinking abilities											
3.終身學習能力。 3. Lifelong learning											
4.倫理與社會責任。 4. Ethnics and social responsibility											
5.美感品味。 5. Aesthetic											

appreciation												
6.創造力。6. Creativity												
7.全球視野。7. Global perspective												
8.合作與領導能力。8. Team work and leadership												
9.山海胸襟與自然情懷。9. Broad-mindedness and the embrace of nature												

本課程與SDGs相關項目：The course relates to SDGs items:

尚未建立SDGS資料

本課程校外實習資訊: This course is relevant to internship:

本課程無註記包含校外實習

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