

國立中山大學 114學年度第1學期 課程教學大綱

National Sun Yat-sen University 114Academic 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
授課教師 Instructor	徐士傑 黃三益	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
		學分 Credit	1.5

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.)】

1. 資訊管理的演進
  2. 資訊科技與競爭優勢
  3. 企業e化架構的規劃轉型與開發
  4. 資訊科技與企業轉型
  5. 資訊科技與服務創新
1. Evolution of information management
  2. Information technology and competitive advantage
  3. Transformation and development of e-Enterprise architecture planning
  4. Information technology and enterprise transformation
  5. Information technology and service innovation

課程目標 Objectives

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1. 了解資訊管理的演進過程及其對企業競爭優勢的影響。

2. 理解資訊科技與企業轉型的關係，並能分析企業e化架構的規劃與開發。

3. 掌握資訊科技與服務創新的概念，並能提出具體的創新方案。

4. 能應用資訊科技與競爭優勢的理論，分析企業的競爭優勢。

5. 能應用資訊科技與服務創新的理論，提出具體的創新方案。

授課方式 Teaching methods

- (1)上課與課堂討論(class discussion)
- (2)個案教學 (case study)

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.課前作業 (Assignment) : 30%
- 2.課堂參與 (Participation) : 40%
- 3.小考 (Examine) : 30%

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

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尚未建立課程教科書/參考書

課程時數規劃 Course Hour Planning

本校自114學年度起實施學期16週，課程（含期末考試）應於16週內完成。學分之計算仍以1學分18小時為原則。教師課程時數安排得選擇「16週+自主學習規劃」或「16週+實體上課規劃」。

Starting from the 114th academic year, the university will implement a 16-week course schedule, and all courses (including final examinations) must be completed within this 16-week time frame while maintaining the standard of 18 hours of instruction per credit. Instructors can choose between "16-weeks + Alternative learning periods" or "16-weeks + In-person classes."

本門課程為「16週+自主學習規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「B.自主學習規劃」欄位填寫每1學分2小時學生自主學習內容。

16 weeks + alternative learning periods: The instructor will include a 16-week course plan in the weekly scheduled progress section(16 hours of instruction per credit) and provide details of the learning plan (two hours of activity per credit) in the alternative learning period section.

本門課程為「16週+實體上課規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「C.實體上課規劃」填寫2次授課內容及主題，且於學期16週內完成。

16 weeks + in-person classes: The instructor will include a 16-week course plan in the weekly scheduled progress section (16 hours of instruction per credit) and specify the content and topics of the 2 in-person classes in the in-person class plan section, and must be completed within this 16-week time frame.

#### A.每週課程內容及預計進度 Weekly scheduled progress

全英課程之授課內容及主題應以英文或雙語呈現

For courses taught entirely in English, the content and topics should be presented in English or bilingually.

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2025/09/07~2025/09/13	資訊管理的基本概念與架構Concept of information management
2	2025/09/14~2025/09/20	企業基本資訊系統的分類與架構Classification of enterprise management systems
3	2025/09/21~2025/09/27	資訊系統實施的理論模式與關鍵成功因素Theoretical framework and critical success factors on information system implementation
4	2025/09/28~2025/10/04	資訊科技與組織的競爭策略Competitive strategy of information technology and organization
5	2025/10/05~2025/10/11	策略性資訊系統：資訊科技在企業策略上的運用Strategic information system: Information technology strategy(I)
6	2025/10/12~2025/10/18	策略性資訊系統：資訊科技在企業策略上的運用Strategic information system: Information technology strategy(II)
7	2025/10/19~2025/10/25	放假
8	2025/10/26~2025/11/01	網路經濟體系的形成與挑戰The formation and challenge of network economy
9	2025/11/02~2025/11/08	網路經濟體系的發展趨勢The development trend of network economy
10	2025/11/09~2025/11/15	e化企業新的資訊科技架構E-enterprise: Information architecture
11	2025/11/16~2025/11/22	e化企業經營模式E-enterprise: Business model
12	2025/11/23~2025/11/29	電子商務與電子市集：企業架構在網路上的交易模式E-commerce and e-marketplace: Online transaction processing (I)
13	2025/11/30~2025/12/06	電子商務與電子市集：企業架構在網路上的交易模式E-commerce and e-marketplace: Online transaction processing (II)
14	2025/12/07~2025/12/13	企業供應鏈管理系統與協同商務Enterprise supply chain management system and collaborative commerce(I)
15	2025/12/14~2025/12/20	企業供應鏈管理系統與協同商務Enterprise supply chain management system and collaborative commerce(II)
16	2025/12/21~2025/12/27	顧客關係管理與夥伴關係管理Customer relationship management and partner relationship management

#### B.自主學習規劃 Alternative learning periods

課程規劃學生自主學習內容（每1學分2小時）

Alternative learning periods planned for the course (with each credit corresponding to two hours of activity)

本門課程規劃學生彈性或自主學習內容（每1學分2小時）：

Alternative learning periods planned for the course (each credit corresponds to two hours of activity):

學生自主學習活動 Alternative learning periods	勾選或填寫規劃內容 Place a check in the appropriate box or provide details	時數 Number of hours
學生分組實作及討論 Group work and discussion	<input type="checkbox"/>	
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments	<input type="checkbox"/>	
參與校內外活動（研習營、工作坊、參訪）或競賽 Participation in on- or off-campus activities (e.g., seminars, workshops, and visits) or competitions	<input type="checkbox"/>	
課外閱讀 Extracurricular reading	<input checked="" type="checkbox"/> 個案	6
線上數位教材學習 Learning with online digital learning materials	<input type="checkbox"/>	
其他（請填寫規劃內容） Other (please provide details)	<input type="checkbox"/>	

#### C.實體上課規劃 In-Person Class Plan

若無規劃學生自主學習，則請教師規劃2次實體上課(每1學分2小時)，應於學期16週內完成實體上課（含期末考試），實體上課時間由師生自行討論，得利用週三下午4-7點或其他時段進行。

If there are no alternative learning periods planned for the course, the instructor should plan 2 in-person classes (2 hours of activity per credit).in-person class must be completed within this 16-week time frame(including final examinations). In-person Class schedules can be arranged through discussions between instructors and students, utilizing Wednesday 4:00PM-7:00PM or other suitable time slots.

\* 第一次實體上課內容及主題 (Content and topic for the first In-Person class) :

\* 第二次實體上課內容及主題 (Content and topic for the second In-Person class) :



