

## 【本資料僅供參考,課程大綱仍依教師確認後資料為準】

國立中山大學 110學年度第1學期 課程教學大綱					
National Sun Yat-sen University 110Academic year1st Semester Course syllabus					
中文名稱 Course name(Chinese)	網路科技策略運用			課號 Course Code	EMBA922
英文名稱 Course name(English)	WEB TECHNOLOGY STRATEGY APPLICATION				
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：Since COVID-19, if distance learning is necessary, the teaching methods would adjust as follows:					
尚未建立傳染性肺炎(武漢肺炎)授課方式調整					
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：Since COVID-19, if distance learning is necessary, the evaluation would adjust as follows:					
1.Participation and engagement : 50% 2.Written reports : 50%					
課程大綱 Course syllabus					
<input type="checkbox"/> 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.)】					
<p>資訊科技(Information Technology, IT)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。IT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IT的創新、策略性運用及其對企業經營的關鍵影響；也可進一步瞭解IT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：</p> <p>(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)創新與價值創造            (3) 電子商務、社群媒體與生態系創新            (4) 大數據、商業智慧與電子化行銷</p> <p>Advances in information technology (IT) have transformed business models, organization structures and processes, and the methods for sustaining innovation and firm performance. IT has impacted business activities such as product design, production, purchasing, marketing, customer and supplier relationships, and human resource management, and contributed significantly to productivity growth. Most firms have realized that information technology-based innovation is a strategic imperative. The Internet and associated technological innovations have helped in restructuring the global economy into a networked economy, characterized by unprecedented levels of electronically-mediated communication, collaboration, and commerce.</p> <p>With information technologies becoming an important force shaping entire industries and value creation in firms, it is important that future business leaders understand the potential role of IT in creating value and competitive advantage. Five main themes are emphasized in this course:</p> <p>1. The strategic role of information technologies: How information technologies impact business operations and strategy, transform business models and facilitate innovation in contemporary firms, and catalyze the emergence of new industries.            2. Identifying the current and emerging information technologies of particular significance, and how they impact organizational work processes, customer relationships, and extended enterprise networks.            3. Identifying the innovative trends in the organizational use of information technologies (e.g., social networking, business intelligence, extended enterprises).            4. Evaluating how the business value of information technologies should be assessed and synchronized with other important business processes and activities.            5. Highlighting the managerial practices that are vital for the effective leverage of information technologies.</p> <p>Overall, this course will help students understand how managers align IT investments with their firms' business strategies, processes, and skills to create competitive advantage and superior performance. It will present an integrative</p>					

perspective around business processes, information, and information technologies. Learning in the course will be accomplished through a combination of lectures and case discussions.

### 課程目標 Objectives

本課程希望能幫助EMBA學員得以宏觀的視野

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

This course will help you develop a sophisticated understanding of the links between IT, business strategies and organization resources. You will also gain an appreciation of the organizational and management practices that complement IT investments and are needed to extract appropriate returns on IT investments. Three main themes are emphasized in this course are as follows:

- ◆◆ to help students develop sophisticated understanding of the links between IT, business strategy and organization resources.
- ◆◆ to better prepare students to analyze and evaluate business challenges for maximizing the impact of IT on products, processes and services in different settings.
- ◆◆ to provide students with an appreciation for the organizational and managerial practices that complement IT investments and are needed to extract the appropriate return on the IT investments.

### 授課方式 Teaching methods

- ※上課與課堂討論
  - ※ 個案教學
- In-class lectures ( including discussions and case studies)

### 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. 課程參與Course participation : 50%

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

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- 吳仁和，資訊管理：企業創新與價值創造，7th Eds.，台北：智勝，August 2018.  
吳仁和、陳翰容、沈德村、洪誌隆、林麗敏，醫療資訊管理，3rd Eds.，台北：智勝，March 2019.

### 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	2020/09/06~2020/09/12	Business Model and Innovation
2	2020/09/13~2020/09/19	Business Model and Innovation
3	2020/09/20~2020/09/26	Business Model and Innovation
4	2020/09/27~2020/10/03	Business Innovation & Value Creation
5	2020/10/04~2020/10/10	Business Innovation & Value Creation
6	2020/10/11~2020/10/17	Business Innovation & Value Creation
7	2020/10/18~2020/10/24	Electronic Commerce & Eco-System
8	2020/10/25~2020/10/31	Electronic Commerce & Eco-System
9	2020/11/01~2020/11/07	Electronic Commerce & Eco-System
10	2020/11/08~2020/11/14	Web & Omnichannel Commerce
11	2020/11/15~2020/11/21	Web & Omnichannel Commerce
12	2020/11/22~2020/11/28	Web & Omnichannel Commerce
13	2020/11/29~2020/12/05	E-Business & Smart Manufacturing
14	2020/12/06~2020/12/12	E-Business & Smart Manufacturing
15	2020/12/13~2020/12/19	E-Business & Smart Manufacturing
16	2020/12/20~2020/12/26	E-Business & Smart Manufacturing

17	2020/12/27~2021/01/02	Final Project Presentation 期末專題簡報
18	2021/01/03~2021/01/09	Final Project Presentation 期末專題簡報
課業討論時間 Office hours		
時段1 Time period 1: 時間 Time：星期三14：00~17：00 地點 Office/Laboratory：管CM4085 時段2 Time period 2： 時間 Time：星期五14：00~17：00 地點 Office/Laboratory：管CM4085		
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		
尚未建立 本課程欲培養之系所學生專業能力		
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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