

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	資訊管理	Serial No. / ID	0986 / IRM1021
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部1年1班
Lecturer	邱創鈞	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)567 / B401	Language	Chinese

Introduction
The course goal of Information Management is to lead students to understand both information management concepts for businesses from diverse points of view such as management, information, systems, and technologies, and new trends and applications for electronic businesses (e-businesses). Students are expected to acquire capabilities of thinking and applying information management solutions in businesses in the electronic age.

Outline
The syllabus includes the following several issues (still allowing flexible change or reduction in course design phase): (1) Enterprise information systems (2) IS, organizations, management, and strategies (3) Electronic businesses and electronic commerce (4) Ethical and societal issues in the digital age (5) Hardware and software (6) Management of data resources (7) Telecommunication, networks, and mobile computing (8) The Internet (9) Enterprise resource planning and supply chain management (10) Customer relationship management and knowledge management (11) Enhancing decision making in the digital companies (12) Using IS to redesign organizations Securing and controlling IS

Prerequisite
None