

學期：101年度第2學期
時間：Tuesday 2:20—5:20pm

課號：725-U3370
教室：管壹203

課名：電子化企業

Instructors: 陳靜枝 (Ching-Chin Chern) Office：管院貳館602
Tel: (02) 33661190 E-mail: chern@im.ntu.edu.tw
陳文賢 (Wen-Hsien Chen)
Tel: (02) 28086787 E-mail: wchen@takming.edu.tw

TA: 郭力慈(r00725008@ntu.edu.tw), 鍾欣廷(r00725009@ntu.edu.tw)

Important sites: <http://eb-scm.im.ntu.edu.tw> and <ftp://140.112.106.6/course/E-Business>

Textbook: Manufacturing Resource Planning (MRP II) with and introduction to ERP, SCM, and CRM by Khalid Sheikh 高立文化圖書(02)2290-0318 Ext 215

References: Enterprise Resources Planning and Beyond—Integrating Your Entire Organization by G. A. Langenwaller
Integrating ERP, CRM, Supply Chain Management, and Smart Materials by D. N. Chorafas
2003 ERP 產業年報 by 中華企業資源規劃協會與資策會

Course Description:

Under the influences of globalization and digitalization, E-Business is the most important topic that all the companies are learning and constructing. According to the marketing research result of the Forrester Research, the value of B2B economics grows to 1.3 hundred millions of US dollars in 2003 and has become the most valuable IT and web application. This class is designed to introduce students to the important topics in E-Business. The course is divided into two sessions: EB/EC and MRP/ERP. In the first half session of the class, important topics such as EB/EC strategy, E-Marketing, CRM, etc will be introduced and thoroughly discussed. In the second half session of the class, the course will include the introduction and classification of the production and manufacturing industries, the overview of manufacturing resource planning, demand management, Bill of Material, shop floor control, and IT technology used in production industry. The students will learn not only the theories and techniques used to solve related problems, but also the real-world applications that adopt these concepts. Business Visiting Tours are included in the lecture to show the students the problems and solutions existing in the current IT industry.

Course Schedule:

Feb. 19	(1) Introduction	(CCC)
Feb. 26	(2) Information & Business Ethics and Law, Case discussion: The Story of Jai (賈的故事)	(WHC)
Mar. 5	(3) E-Business/E-Commerce Strategy, Case discussion: ITC eChoupal, Zara	(WHC)
Mar. 12	(4) SCM, CRM, CPFR, RFID, Case discussion: Wal-Mart, 聚陽實業, 力山工業	(WHC)
Mar. 19	(5) Web 2.0, EC, Platform Lock-in, Case discussion: Napster, Netflix	(WHC)
Mar. 26	(6) E-Marketing, System Development, Case discussion: Facebook, 7-11 Japan	(WHC)
Apr. 2	Day off (Spring Break)	
Apr. 9	Class Presentation of the E-Business / Commerce Cases I	(WHC)
Apr. 16	Class Presentation of the E-Business / Commerce Cases II	(WHC)
Apr. 23	(7) Chapter 1: Industrial and Manufacturing Typologies and Their Characteristics	(CCC)
Apr. 30	Business Visiting Tour	(WHC,CCC)
May 7	(8) Chapter 7: Bill of Material (BOM) and Chapter 9: Shop Floor Control	(CCC)
May 14	(9) SOM (Sales Order Management) and POM (Purchase Order Management)	(CCC)
May 21	(10) Chapter 2: An overview of Manufacturing Resource Planning (MRP II)	(CCC)
May 28	(11) Chapter 2: An overview of Manufacturing Resource Planning (MRP II)	(CCC)
June 4	(12) Chapter 10: An Introduction to Enterprise Resource Planning	(CCC)
June 11	Project Presentation	(CCC)
June 18	Turn in the Final Exam	

Grading: Grades will be based on the following percentages

Case Discussion	10%
Case Presentations	30%
Homework	10%
Project Presentation	25%

Final Exam 25%

- Homework:** Homework will be assigned through the semester and will be **due in the following class**. No late homework will be accepted. Students must turn in their own homework. However, students may work together in preparing their homework. It is strongly advised that students understand and do all phases of their homework assignments and not rely on the expertise of others.
- Case:** A list of cases related to EB/EC is given at the beginning of the class.
Case discussion: Participating case discussion in the class. Each student prepare 1~2 pages to class participation.
Case Presentation: Form a team with **3-5 students**. Each team will select one case related to EB/EC. Prepare each with a **30 minutes** presentation. The review will be due the day of presentation.
- Project:** In the second half session of the class, the instructor will assign a case to all teams of the students. Form each team with **3-5** persons. Each team will prepare a **30 minutes** presentation and a **less than 10 pages** report to show how they solve the problem related to this case. The report will be due the day of presentation.
- Final Exam:** Final exam will be **take-home and open-book**. No discussion is allowed among students when answering the exam questions. Cheating will result in severe penalty.