

2009/9/14-2010/1/15 資訊管理

游張松 教授 Wed 2:20~5:20

References: 講義: <http://140.112.110.2/webx?14@223.oLMMampToLg.0@.ef46223>*Introduction to Information Technology*, Turban, Rainer, Potter, 3rd e., Wiley, 2005*Information Technology for Management*, Turban, Leidner, McLean and Wetherbe, 5th e., Wiley, 200, 智勝書局, 02-2388-6368

Learning objectives: In the Information age, professionals are demanded to utilize the technology revolutions, manage them for technology marketing and hence to reshape the corporate for advanced advantages. This course provides the materials to understand

1. the evolution of business strategies and operations
2. the social destruction and the business challenge
3. the innovations/destructions characteristics of IT, entrepreneurship and business models
4. the best business practices of information management
5. **and to build the expertise for being an expert in technology marketing**

Course Structure of each week:

Sec I: course lecture

Sec II: volunteer lecture

Sec III: homework discussion

Grading Policy:

Class Participation 20%; Homework 10%; Midterm 30%; Final 30%, Project: 10%

Note: Every unattended class costs 2 final points.

課程大綱

1. 當代資訊管理簡介: 嶄新的世界---匯流的變革與創新的破壞
研究個案: 行動化企業、智慧型手機及其科技行銷—BlackBerry, HCT, iPhone, Nokia, ...
[Visionary Question: Comparing SONY \(PS3\) and Nintendo \(Wii\) gaming strategies](#)
2. 中秋節
[[第一部]]: 匯流的世界 (**The Convergence World**) ---匯流的變革與分工管理
3. 管理匯流--資管的新使命(1): 數位化/資訊化的精準管理
研究個案: Branding/VMI, SPL-物流管理/RFID
HW: (1) Draw a configuration of a SOHO network infrastructure,
(2) and state the function of each component
4. 管理匯流與 IT--資管的新使命 (2): 連網效應→創新與全球擴張/採購
研究個案: Creating a New Age via Information Technology: the Information Age
Development in NTU and Taiwan (e => m => u)
HW: 台北無線城計畫: 1. The architecture, coverage and the Award,
2. The service name, 3. Where it is available, and where NOT

5. 產業匯流--VCC：IT 產業的匯流→全球分工與排擠
研究個案:PC 及其價值創造循環(VCC); Smart Phone Innovations
HW: (1) A comparison of Wal-Mart and Costco's pricing and sustaining strategy
(2) iPhone's impacts on **Garmin GPS** business, and present a solution proposal
(3) Propose 3 Strategic uses of iPhone for Business Advantages
(4) Analysis of iPhone's VCC positions and Alliances possibilities
6. 產業匯流--VCC：分工管理、定位策略與結盟行銷
HW: (1) Analysis of iPhone's Market expansion/alliance and its 4P strategy
(2) VCC of DVD+ Industry and the specs; who is the winner and why?
(3) Analysis of Taiwan's PC OEM players, and
present a proposal for getting out of the OEM's low-value-added dilemma
(4) Give an analysis for the rise of Vizio in LCD-TV industry
7. 數位匯流--科技、創新與破壞
研究個案: (1) 數位匯流與劇烈改變的媒體世界
(2) MP3, Kindle, iPhone 數位媒體
HW: **MagV** 的創新及其對傳統媒體的衝擊分析
8. **Field Visit: 參觀電腦中心**
HW: **The architecture of NTU Campus Network**
9. 第一次筆試

10. 科技化的威力—EOS, EOM, MOQ, VMI, EC, M 型社會, Sensor Networking
研究個案: Wal-Mart 及其對當地鄉村經濟的衝擊
HW: (1) 新竹科學園區的生產自動化及其對台灣就業率的影響
(2) Give a comparison of JIT and JIC
(3) Point out the **system configuration** and the operations of the followings:
(a) Wii, (b) Taipei's Transportation RFID
(4) (a) What's your strategy for fastest ball-passing in a 10-person team?
(b) And, what is the implication in Business Operation/communications?
- [[第二部]]：創新的世界 (The Innovative World) ---創新/破壞與創業
11. 行動電話的發展與創新
研究個案: Mobile Phone 發展趨勢；山寨機
HW: (1) 1G, 2G, 3G, 4G mobile phone 的關鍵元素比較分析
(2) 請以 VCC 理論為基礎，說明山寨機的興起、創新
(3) Mobile phone 及 wireless Internet 上網的比較(成本、速度、耗電)
12. 電腦的科技創新與發展
研究個案: PC 發展趨勢；LCD-TV

- HW: (1) Propose 3 ways of making a super computer
(2) Point out the major **Hardware Characteristics** of the followings:
(a) EeePC (b) Intel's Duo/Quad vs. AMD

13. 軟體的創新與情境行銷

研究個案: 從 feature phone, smart phone 到黑莓機、iPhone

HW: (1) Scenario marketing analysis: Kindle, iPad, iPhone

(2) Point out the **system configuration** and the operations of Geocache

14. 電子商務型態分析、網路產業及其營收模式：

研究個案: Dell, Amazon, Barnes & Noble and Costco

HW: (1) Give one example of each e-com model

(2) Microsoft 及 Google (含 YouTube, gmail, google maps) 經營模式的區別及優劣比較

15. 網路的發展與創新---資訊科技及網路市場之特性、創業商機

研究個案: Triple Play; Platforms Business Models, RFID 與金流系統；

HW: (1) **Compare the functions of Bridges, Routers and Gateways**

(2) 台北悠遊卡、香港八達通卡的系統架構、功能及其經營模式分析

(3) **Analyze the following on-line iStores: iTunes, iStore, iPad-iBook/Kindle ...**

16. 期末計畫簡報(1) Given your expertise, propose an innovative business proposal

17. 期末計畫簡報(2) Given your expertise, propose an innovative business proposal

18. 第二次筆試