EMBA【資訊系統與應用】

Instructor: 莊裕澤, Yuh-Jzer Joung (Office: 管理學院二號管 1005 室)

Scheduled Weeks (all on Saturday):

 2010/10/16、10/30、11/13、11/27、12/11、12/25、2011/1/8、1/22

Time: 13:40-17:20

Classroom: 管理學院一號管 4F 第五會議室

Course outline:

The objective of this course is to familiarize students with the enabling and emerging technologies of information systems, including their basic concepts, architecture and, most importantly, their application and impact to business. The course is tentatively scheduled as follows:

- (2010.10.16) Data Mining for Decision Making and CRM
    - Applications of Data mining
    - Privacy concerns
    - Technology issues
    - Data warehouse
    - Case Study---Amazon
- (2010.10.30) The Power of Data: A Case Study of Google
    - Company profile
    - Search Engine
    - The power of Data
    - Start-Page Service
    - Google Earth and Google Map
    - Google Analytics
- (2010.11.13) Web 2.0: Harnessing Collective Intelligence
    - Principles of Web 2.0
    - Collective Intelligence
    - Mashup
    - Collaborative Editing
    - Blogs
    - Technology Behind
    - Strategies for Creating A Successful Web 2.0
- (2010.11.27) Cloud Computing
    - Some related concepts
    - The driving forces
    - Technologies behind cloud computing
    - Who are in the arena?
    - What are the new economic models?
    - Potential obstacles and problems
- (2010.12.11) RFID and the Internet of Things
    - RFID Components
    - Coding Systems for Products

- - Applications
  - EPC Global Network
  - Security and Privacy Concerns
  - Case Study---Wal*Mart
- (2010.12.25) Information Security and Management
  - Basics of Security
  - The Public Key Infrastructure
  - Security Protocols
  - Information Security Management
  - Security Issues Beyond IT and Management
- (2011.01.08) SOA: Toward Global and Dynamic Integration of Services
  - Middleware
  - Enterprise Application Integration (EAI)
  - Service-Oriented Architecture (SOA)
  - Web Services
  - Representational State Transfer (REST)
- (2011.01.22) Buffer slot, Presentation, and *Final Exam*
  - If time permits, some selected topic in P2P computing will be taught.

Moreover, I hope the teaching can be more interactive, and all of you can fully participate in the class. Students are also required to form a team and prepare a short (20-30 min) presentation related to the topics or cases that are to be discussed in the class. The team size will involve about 2 students, unless the number of registered students changes significantly from the past.

Textbook:

There will be no textbook. All materials will be handed out in the class. You may also download them from the course web site:
http://joung.im.ntu.edu.tw/teaching/EMBADIS/2010EMBA/

Note that the web site is still under construction. It will be available one week before the class. You may also go to the web site of the previous year (http://joung.im.ntu.edu.tw/teaching/EMBADIS/2009EMBA/) to get some idea of the course.

Course Requirement:

- Passion to information technology while assuming some fundamental knowledge in the field.

Grading:

- Class Participation (15%)

- Class Presentation (35%)

- Final Exam (50%)