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**國立高雄科技大學**  
**NATIONAL KAOHSIUNG**  
**UNIVERSITY OF SCIENCE**  
**AND TECHNOLOGY**  
**授課大綱 Syllabus**

部別：日間部博士

112學年度第2學期

列印日期：2024/03/01

中文課程名稱：資訊科技專題	英文課程名稱：Topics in Information Technology	授課教師：周斯畏
開課班級：管院博士班二甲	學分：3.0	授課時數：3.0
合班班級：		實習時數：0.0

### 1. 中文教學目標(Chinese Teaching objectives)

透過了解資訊科技在不同領域的應用與管理,以掌握資訊科技應用的趨勢,使得科技應用與管理特性得以與產業應用相結合。本課程的核心能力包括資訊科技、管理、知識管理、創新、及組織的了解與應用,資訊科技應用管理特性及組織的關聯性,使組織中的科技應用與管理更有效,了解資訊科技管理與應用,特別是在不同產業應用領域,以及對組織與個人的影響效果等。本課程內容包含了介紹資訊科技在資訊管理上的應用,以及相關研究的方向探討。本課程目標在幫助同學們:透過閱讀最新的資訊科技與管理應用論文,了解資訊科技的最新應用管理發展;為進一步深入資訊科技尋求研究方向做準備;培養對資訊科技應用與管理研究的興趣與基本造詣;讓同學們從理論與實務面上去了解資訊科技與相關應用之間的關係;協助同學們具獨當一面完成資訊科技應用於資訊管理領域的初步研究能力;為同學們將來對資訊科技在資訊管理領域上的研究、深造、就業、進修奠定基礎。 This course aims to deepen students' understanding on IT applications and management in different fields, including industry and research. From understanding the trend of IT applications, students can better combine IT applications and management with the needs of industry. The core capabilities of this course include IT technology management, knowledge management, innovation, IT application to the firm's needs, and the alignment between IT applications and the firm's requirements. These capabilities enable students to understand the application and management of IT in different fields of a firm, including the impact on individuals and organization. The content of this course includes the management of IT and its trend in industry. This course focuses on reading and discussing the papers with emergent IT application, management, and innovation. This course facilitates students to identify their research goal, cultivate their ability in research, improve the ability to analyze trend, solve problems, and apply IT to real world such that they can use the knowledge acquired from this course to improve their potential on research and IT management in real world.

### 2. 英文教學目標(English Teaching objectives)

This course aims to deepen students' understanding on IT applications and management in different fields, including industry and research. From understanding the trend of IT applications, students can better combine IT applications and management with the needs of industry. The core capabilities of this course include IT technology management, knowledge management, innovation, IT application to the firm's needs, and the alignment between IT applications and the firm's requirements. These capabilities enable students to understand the application and management of IT in different fields of a firm, including the impact on individuals and organization. The content of this course includes the management of IT and its trend in industry. This course focuses on reading and discussing the papers with emergent IT application, management, and innovation. This course facilitates students to identify their research goal, cultivate their ability in research, improve the ability to analyze trend, solve problems, and apply IT to real world such that they can use the knowledge acquired from this course to improve their potential on research and IT management in real world.

### 3. 中文教學綱要(Chinese CourseDescription)

修習本課程可以將IT應用、管理、與創新具體應用於不同類型的產業,包括產業資訊系統的應用與管理功能的發揮會更有效。如何透過資訊科技的特性,使得組織中的知識管理,知識創造,知識交換與分享更有效。畢竟知識管理的落實與資訊科技的使用很有關聯,但絕對不是引進資訊科技後就一切順暢,還必須有完備的配套措施才能收到效果。另外組織或不同資訊科技應的環境中,如雲端科技、虛擬社群中的各類型活動,如組織管理、科技治理、服務傳遞、組織內與跨組織的合作、策略管理、科技使用行為、應用科技於商業行為如網路購物、網路品牌管理、網路行銷、網路關係建立、忠誠度等。本課程著重在資訊科技應用管理與創新的理論與實務論文研讀與討論,所以希望同學們能在閱讀論文的同时,要多多到圖書館或網路上去尋找相關資料與書籍以為報告時的佐證資料,並於閱讀過程學習如何撰寫論文。為了增強同學們對英文文章的閱讀能力,我們規定同學們僅能挑選英文的文章來報告。 This course aims to apply the

knowledge of IT management, application, and innovation to different fields of industry such that IT use and management becomes more effective. The IT features are required to use successfully that facilitate knowledge management, knowledge creation, and knowledge exchange and sharing successfully. Leveraging IT for better application and management relies not only to buy IT facility, but to use it for management and innovation. IT management and application should also consider the context of a firm, such as activities in cloud computing and virtual community that entail organizational management, IT governance, service delivery, intra-firm and inter-firm collaboration, strategic management, IT behavior, applications of business activities such as online shopping, brand management, network marketing, network relationship management, loyalty and so on. This study focuses on studying and analyzing papers that entails diverse fields including IT application, management, and innovation. Students are asked to use library facility to identify papers and books to increase their understanding and help them write papers. Students are also motivated to study English papers.

#### 4. 英文教學綱要(English CourseDescription)

This course aims to apply the knowledge of IT management, application, and innovation to different fields of industry such that IT use and management becomes more effective. The IT features are required to use successfully that facilitate knowledge management, knowledge creation, and knowledge exchange and sharing successfully. Leveraging IT for better application and management relies not only to buy IT facility, but to use it for management and innovation. IT management and application should also consider the context of a firm, such as activities in cloud computing and virtual community that entail organizational management, IT governance, service delivery, intra-firm and inter-firm collaboration, strategic management, IT behavior, applications of business activities such as online shopping, brand management, network marketing, network relationship management, loyalty and so on. This study focuses on studying and analyzing papers that entails diverse fields including IT application, management, and innovation. Students are asked to use library facility to identify papers and books to increase their understanding and help them write papers. Students are also motivated to study English papers.

#### 5. 中文核心能力

核心能力名稱(中)	核心能力名稱(英)	核心能力百分比	備註
論文寫作能力			In this course, we aim to achieve the following goals: 1. being able to submit an abstract to an international conference; 2. being able to conclude scientific findings in English from a research project; 3. being able to critique the conference papers an
語文能力			語文能文是所需具備的必要能力之一，用意在於加強學生全英文溝通能力(包括說、聽、讀、寫的能力)。
研究能力			同學們在指導教授之指導下，依學校規定完成論文，而論文主題與內容由各指導教授依產業發展之需求訂定之，以切合產業現況。課程內容則主要是以實際案例或理論模型的問題定義、文獻探討、資料蒐集、方法學習、結果分析、歸納演繹、論文撰寫、論文發表等流程的演練，以期達到整合學習之成果，並且培養學生獨立研究之能力。
多變量分析應用			使學生認識各種多變量分析方法的基本概念、優點與缺點，瞭解各種方法的應用時機，並應用到資訊管理的實證研究中，協助完成其論文及研究。
研究方法應用		100	提昇學生研讀各種定量、定性研究方法，如個案研究法、實驗法、問卷調查法、多變量分析法等與研究報告撰寫。另一方面也教導各位同學如何從事研究，包括：(1)研究問題的選定與

研究方法的選擇；(2)研究設計；(3)資料分析；(4)撰寫研究報告。

無英文核心能力資料。

## 7. 教科書

中文書名：無 英文書名：

中文作者： 英文作者：

1 中文出版社： 英文出版社：

出版日期：年 月 備註：

中文書名：無 英文書名：No

中文作者： 英文作者：

2 中文出版社： 英文出版社：

出版日期：年 月 備註：

## 8. 參考書

中文書名：各類型學術與實務性文章 英文書名：

中文作者： 英文作者：

1 中文出版社： 英文出版社：

出版日期：年 月 備註：

中文書名：相關文章 英文書名：papers

中文作者： 英文作者：

2 中文出版社： 英文出版社：

出版日期：年 月 備註：

## 9. 教學進度表

週次或項目 Week or Items	中文授課內容 Chinese Course Content	英文授課內容 English Course Content	分配節次 Assigned Classes	備註 Note
0	<p>本課程分為18週進行</p> <p>第一到第三週 老師講解 文章寫作與投稿 學術生態 期刊與研討會品質 等 分為數個單元由老師與同學 共同討論與報告，相關的學 術或實務性的文章。</p> <p>老師的授課主題主要分為 B2B（電子商務與資訊科技應 用與組織面相關議題） B2C（電子商務與資訊科技應 用與個人應用面相關議題）， SB(social commerce, 社 群商務) 並分階段討論上述議題的相 關應用</p>	<p>The first part will be taught from week 1 to week3. This incorporates the general introduction of information system (IS) publication such as important journal and conference. EC applications include B2B, B2C, and social commerce (SC).</p>	2	

本課程分為18週進行

第一到第三週

老師講解 文章寫作與投稿  
學術生態 期刊與研討會品質  
等

分為數個單元由老師與同學  
共同討論與報告·相關的學  
術或實務性的文章。

老師的授課主題主要分為

B2B (電子商務與資訊科技應  
用與組織面相關議題)

B2C (電子商務與資訊科技應  
用與個人應用面相關議題)

並分階段討論上述議題的相  
關應用

The main part of this course includes B2B and B2C issues for understanding phenomena on electronic commerce (EC) and its applications. These applications can be examined from both positive (outcome improvement) and negative (e.g., social addiction) aspects of EC application.

3

本課程分為18週進行

第一到第三週

老師講解 文章寫作與投稿  
學術生態 期刊與研討會品質  
等

分為數個單元由老師與同學  
共同討論與報告·相關的學  
術或實務性的文章。

老師的授課主題主要分為

B2B (電子商務與資訊科技應  
用與組織面相關議題)

B2C (電子商務與資訊科技應  
用與個人應用面相關議題)

並分階段討論上述議題的相  
關應用

The main part of this course includes B2B and B2C issues for understanding phenomena on electronic commerce (EC) and its applications. These applications can be examined from both positive (outcome improvement) and negative (e.g., social addiction) aspects of EC applications.

3

論文寫作(共3週)(一般性通  
則)(1/3);

第四到六週討論 B2B

issues related to B2B;  
Introduction of writing  
a paper (general  
guidelines)1/3.

3

論文寫作(共3週)(一般性通  
則)(2/3);

第四到六週討論 B2B

issues related to B2B;  
Introduction of writing  
a paper (general  
guidelines)2/3.

3

論文寫作(共3週)(一般性通  
則)(3/3);

第四到六週討論 B2B

issues related to B2B;  
Introduction of writing  
a paper (general  
guidelines)3/3.

3

第七到九週討論B2C;

Issues related to B2C;  
Paper analysis and

3

實際文章老師導讀分析(共兩週), 1/2;	explanation (2 weeks), 1/2	
第七到八週討論B2C;	Issues related to B2C;	
實際文章老師導讀分析(共兩週), 2/2;	Paper analysis and explanation (2 weeks), 2/2	3
期中考	Midterm	2
選定資管議題(共有3週)1/3; 直播行為分析	Specific topic and papers for live-streaming (3 weeks)1/3	3
選定資管議題(共有3週)2/3; 直播行為分析	Specific topic and papers for live-streaming (3 weeks)2/3	3
Specific topic and papers for live-streaming (3 weeks)3/3	Specific topic and papers for live-streaming (3 weeks)3/3	3
選定資管議題(共有3週)1/3; 沉浸行為分析	Specific topic and papers for "flow" (3 weeks)1/3	3
選定資管議題(共有3週)2/3; 沉浸行為分析	Specific topic and papers for "flow" (3 weeks)2/3	3
選定資管議題(共有3週)3/3; 沉浸行為分析	Specific topic and papers for "flow" (3 weeks)3/3	3
選定資管議題(共有3週)1/3; 正念行為分析	Specific topic and papers for "mindfulness" (3 weeks)1/3	3
選定資管議題(共有3週)2/3; 正念行為分析	Specific topic and papers for "mindfulness" (3 weeks)2/3	3
選定資管議題(共有3週)3/3; 正念行為分析	Specific topic and papers for "mindfulness" (3 weeks)3/3	3

### 10. 中文成績評定(Chinese Evaluation method)

上課表現與互動性33% 文章報告33% 期末心得報告34%

### 11. 英文成績評定(English Evaluation method)

participation 33% midterm report presentation 33% final report and presentation 33%

### 12. 中文課堂要求(Chinese Classroom requirements)

討論 研讀與報告 提問 與深入議題的看法

### 13. 英文課堂要求(English Classroom requirements)

discussion, reports, participation

**14. 本課程與SDGs相關項目(This course is relevant to these of SDGs as following\_)**

4. 優質教育(Quality Education);

**「遵守智慧財產權」；「不得非法影印」！**