課程中文名稱 Title of Course in Chinese：**資訊技術書報討論**

課程英文名稱 Title of Course in English：**Seminar on Current Issues in Information Technology**

應修系級 Major：**資訊管理研究所1** ，

授課教師 Instructor：**溫演福**

黃懷陞

戴敏育

選修類別 Required/Elective：**必**

全半學年 Whole or Half of the Academic Year：**半**學年

學　　　分 Credit(s)：**3** 學分

時　　　數 Hour(s)：**3** 小時

教師網址 Instructor's Website：

教師專長 Instructor's Specialty：雲端預算,行動商務技術,無線通訊網路

課綱附檔 Attachments：

先修科目：

Prerequisites：

教學目標：
1.Discussing the current issue and advanced knowledge in AI, big data, machine learning, blockchain, cryptocurrency.
2.Guiding students to apply acquired knowledge and research approaches from related journal articles to develop their research framework.
3.Cultivating students' research ability to build their thesis proposal.

Course Objectives：
1.Discussing the current issue and advanced knowledge in AI, big data, machine learning, blockchain, cryptocurrency.
2.Guiding students to apply acquired knowledge and research approaches from related journal articles to develop their research framework.
3.Cultivating students' research ability to build their thesis proposal.

本課程包含永續發展(SDGs)目標(→點此瞭解永續相關目標←)：
SDG9｜產業創新與基礎設施 (Industry, Innovation and Infrastructure)

內容綱要：
This course aims to help students develop their research proposal. First, by selecting and discussing the core papers from related journals, students will learn more advanced knowledge and research approaches in e-marketing field. Second, students will propose and discuss their research topics in class to develop their research frameworks. Finally, students will learn how to review and assess literatures and methodology to build their thesis proposal.

Course and Teaching Features:
1.This seminar will consist of discussions of published articles on current issues of e-marketing research topics. Students will be challenged to present the takeaways, limitations, and potential research extensions.
2.To critically review articles describing research in certain field, the seminar will offer better understanding of specific issues, deeper appreciation of research process, and stronger training in research skills. The instructor will also provide his overall perspective on the articles and summarize

direction of research.

Expected Social Impact:
1.To enhance students' understandings of hard and soft skills of e-marketing field to become e-marketing professionals in the future.
2.To cultivate students' research ability to help them create thesis proposals.

Course Outline：
This course aims to help students develop their research proposal. First, by selecting and discussing the core papers from related journals, students will learn more advanced knowledge and research approaches in e-marketing field. Second, students will propose and discuss their research topics in class to develop their research frameworks. Finally, students will learn how to review and assess literatures and methodology to build their thesis proposal.

Course and Teaching Features:
1.This seminar will consist of discussions of published articles on current issues of e-marketing research topics. Students will be challenged to present the takeaways, limitations, and potential research extensions.
2.To critically review articles describing research in certain field, the seminar will offer better understanding of specific issues, deeper appreciation of research process, and stronger training in research skills. The instructor will also provide his overall perspective on the articles and summarize direction of research.

Expected Social Impact:
1.To enhance students' understandings of hard and soft skills of IT technology field to become e-marketing professionals in the future.
2.To cultivate students' research ability to help them create thesis proposals.

學生核心能力關連(Student's Core Competence)：
(八大核心能力為百分比；合計100%；Total 100%)

資訊管理研究所 114年 系核心能力：
資訊科技新知探索與系統開發應用 40 %
網路行銷企劃能力 0 %
論文寫作與獨立研究能力新知 60 %
[-]

校四大基本素養 Four Fundamental Qualities							
專業 Professionalism		人際 Interpersonal Relationship		倫理 Ethics		國際觀 International Vision	
創意思考與問題解決 (Creative thinking and Problem-solving) 50 %	綜合統整 (Comprehensive Integration) 20 %	溝通協調 (Communication and Coordination) 10 %	團隊合作 (Teamwork) 0 %	誠信正直 (Honesty and Integrity) 10 %	尊重自省 (Self-Esteem and Self-reflection) 0 %	多元關懷 (Caring for Diversity) 0 %	跨界宏觀 (Interdisciplinary Vision) 10 %

商學院院核心素養目標 (College Competency Goals)：
Communication
Fundamental Skill

Teamwork
Leadership
Professionalism
Research
Business Ethics and Sustainability
Global Awareness

教學進度(Teaching Contents)：

週別 (Weekly Schedule)	日期 (Date)	教學預定進度 (Tentative teaching schedule) (若有調整，依教師實際授課為準;Adjustments are made according to instructor's actual teaching schedule)	教學方法與教學活動 (Teaching methods and activities)
Week 1	20250909	Introduction	講授Lecture 討論Discussion
Week 2	20250916	Selecting research topics and referred papers	討論Discussion
Week 3	20250923	Selecting research topics and referred papers	討論Discussion
Week 4	20250930	Presenting and discussing research idea	討論Discussion
Week 5	20251007	Presenting and discussing research idea	討論Discussion
Week 6	20251014	Presenting and discussing research idea	討論Discussion
Week 7	20251021	Presenting and discussing research idea	討論Discussion
Week 8	20251028	Refining research idea and approaches	討論Discussion
Week 9	20251104	Refining research idea and approaches	討論Discussion
Week 10	20251111	Refining research idea and approaches	討論Discussion
Week 11	20251118	Refining research idea and approaches	討論Discussion
Week 12	20251125	Developing research proposal	討論Discussion
Week 13	20251202	Developing research proposal	討論Discussion
Week 14	20251209	Developing research proposal	討論Discussion
Week 15	20251216	Developing research proposal	討論Discussion
Week 16	20251223	Term paper due	其他Others
彈性補充教學		課程於16週內上完，彈性補充教學規劃如下： ☐ 問題討論 ☐ 翻轉教學 ☐ 展演實作 ☐ 校外參訪 ☐ 校內外各類演講/講座 ☐ 線上作業 ☐ 數位自學 ☐ 課業輔導 ☐ 遠距教學(同步) ☐ 遠距教學(非同步) ☑ 學生自主學習 ☐ 其他 彈性補充教學規劃學生自主學習不列入成績評量	

評量方式(Evaluation Methods)：

課堂之前測(Pre-test) 0 %　　　　　　　　課堂之隨堂測驗(Quiz) 0 %
期中考-筆試(Mid-Term Exam) 0 %　　　　期末考-筆試(Final Exam) 0 %
個案分析報告(Case Report) 0 %　　　　　課堂參與(Class Participation) 30 %
個人報告(Individual Presentation) 70 %　團體報告(Group Presentation) 0 %
作業(Assignment) 0 %
其他評量方式(Other Evaluation Methods)

指定用書(Required Texts)：
無

參考書目(Reference Books)：

其他參考資料(Other References)：